



**HEAL Business Meeting Minutes
September 18, 2024, 1:00 p.m. ET
Virtually via Zoom**

HEAL MEMBERS IN ATTENDANCE:

Board:

President, Kelly Ihejiawu

President-Elect, Michelle Harvey

Vice President, Kimberly Matthews

Treasurer, Becca Grysko

Secretary, Mindy Elliott

Social Media Coordinator, Debbie South

Member at Large, Kris Frost

Member at Large, Kyle Landry

Members:

Kathy Kirkpatrick

Patty Dillhoff, Conference Planning Committee

Meg Tippy, Awards Committee

Brandi Richmond (~1:20pm)

CALL TO ORDER:

Kelly Ihejiawu called the meeting to order at 1:02 p.m. ET, welcomed attendees, and listed the current Board members including recently elected President-Elect, Michelle Harvey, and recently appointed Vice President, Kimberly Matthews, and Member at Large, Kris Frost.

BUSINESS:

- I. President, Kelly Ihejiawu, reviewed the agenda for the meeting.
 - Secretary's Report/ Approval of previous business meeting minutes
 - Treasurer's Report
 - President's Report
 - Upcoming Events
 - Adjourn

- II. Secretary, Mindy Elliott, provided the minutes of the Business Meeting from May 3, 2024 (Part 1) and July 12, 2024 (Part 2) via QR Code and weblink printed on the meeting slides for member approval.

MOTION: Moved by Debbie South and seconded by Michelle Harvey to approve the minutes from May 3 and continued meeting minutes from July 12, 2024.
The motion carried with 11 in favor, 0 opposed, and 0 abstained.

III. Treasurer, Becca Grysko, provided an overview of the organization’s financials:

- Operating Budget for October 1, 2023 – September 30, 2024 as detailed in the below table.

OPERATING Budget for October 1, 2023 – September 30, 2024				
Revenue		Projected		Actual
Membership	\$10,000			\$10,833.32
Conference (In Person)	\$52,000			\$60,801.07
Sponsors/Donations	\$5,000			\$8,000
Heal Store	\$100			\$168.23
Revenue from 2022-2023 FY	\$27,450			
Total		\$94,550		\$107,252.62
Expenses	Projected	Actual	Difference	Notes
Conference	\$61,000	\$76,779.58		
Marketing & Advertising	\$10,000	\$2,884.97		Includes website updates for improved functionality and new features
Board Work Session	\$7,500	\$7,333.78		Board work session budget was increased due to inflation costs
Awards/Gifts	\$500	\$465.44		
Insurance	\$2,000	\$1,524.00		
Legal & Professional Services	\$5,000	\$1,189.30		Anticipating increased costs for tax filing *
Office Supplies and Software	\$500	\$301.83		
Research/Editorial Retreat	\$0			There will be no research/editorial retreat during this fiscal year.
Partnerships & Visibility	\$0			There will be no partnership/visibility events during this fiscal year.
Continuity in Education Journal	\$3,000	\$3,008.90		
Processing Fees	\$2,000	\$1,762.34		Includes fees accrued due to PayPal and Stripe transactions
Cost of Goods Sold		\$133.99		Fees paid to Printiful, Inc.
Total	91,500	\$95,384.13		

*Notes: \$27,476.47 was generated in revenue during the 2022-2023 fiscal year. We are proposing to utilize a portion of this money to improve website aesthetics and functionality, increase member engagement, and enhance membership offerings.

- Current Income and Expenses and Current Funds as detailed in below table. Total cash in all three accounts (Chase, Stripe, and PayPal) as of September 16, 2024, is \$110,040.77. Organization’s actual income to date is \$79,802.62 and expenses totaled \$95,384.13.

2023-2024 Fiscal Year Overview		
Category	Projected	Actual
Income	67,100	79,802.62
Expenses	91,500	95,384.13

Current Funds Available		
Account	Balance	Notes
Chase Business	97,239.90	
PayPal	8,493.62	
Stripe	4,307.25	
Total	110,040.77	

- The proposed budget for October 1, 2024 – September 30, 2025 is detailed in the table below. Treasurer noted:
 1. Conference revenue and expenses were based on the 2023 virtual conference.
 2. Marketing item includes website updates for improved functionality and new features.
 3. Board Work Session was increased due to inflation costs and the addition of one Board member (President-Elect).
 4. Research Editorial includes a Board member attending the HOPE Conference. HOPE could be described as the European version of HEAL.
 5. Partnerships and Visibility would fund a Board member(s) to attend professional conferences such as CASE, to add visibility to HEAL and increase membership.
 6. Continuity in Education Journal will increase by \$500

OPERATING Budget for October 1, 2024 – September 30, 2025				
Revenue	Projected		Actual	
Membership	\$10,000			
Conference (Virtual)	\$36,500			
Sponsors/Donations	\$5,000			
Heal Store	\$250			
Total	\$51,750			
Expenses	Projected	Actual	Difference	Notes
Conference	\$12,000			
Marketing & Advertising	\$10,000			includes website updates for improved functionality and new features
Board Work Session	\$9,000			Board Work Session budget was increased due to inflation costs and the <u>addition</u> of 1 new board member
Awards/Gifts	\$1,000			
Insurance	\$2,000			
Legal & Professional Services	\$5,000			Anticipating increased costs for tax filing *
Office Supplies and Software	\$500			
Research/Editorial	\$3,000			Planning to attend HOPE conference
Partnerships & Visibility	\$2,500			
Continuity in Education Journal	\$3,500			
Processing Fees	\$2,000			Includes fees accrued due to PayPal and Stripe transactions
Cost of Goods Sold	\$1,000			Fees paid to <u>Printiful</u> , Inc.
Total	\$1,500	\$0.00		

* Notes. Small tax-exempt organizations are generally eligible to file Form 990-N to satisfy their annual reporting requirement if their annual gross receipts are normally \$50,000 or less. Form 990-EZ is required of organizations with annual gross receipts between \$50,000 and \$200,000.

- Treasurer opened the floor for questions on the organizations financials and proposed Operating Budget for 2024-25:
 1. Q: Who gets chosen to attend the conferences for visibility and are they tabling or presenting?
 - a) A: To keep costs down, the Board member with closest proximity or one whose institution is offering to pay a portion of their travel, registration, etc. The HEAL Board member would be tabling at the conference.
 2. Q: For the HOPE Conference, who is presenting and what is being presented? Is it HEAL research?
 - a) A: Mindy would be attending, and if the presentation is accepted, she will present on transition planning issues in the US hospitals. HEAL does not have any research at this time. HOPE is the organization that began the talks about creating the journal, Continuity in Education. Mindy has

been involved with the journal from its early development and HEAL Board would like to continue building on our relationship with HOPE.

3. Q: What exactly is included in the Website expenses?
 - a) A: Updates in usability and appearance to stay aligned with trends.
4. Q: Are we hiring a firm [for website updates]? Is that the reason it is \$10,000?
 - a) A: We will be working with the company who currently designs, updates the HEAL website. Also in Marketing is expense for branded materials for visibility events.
5. Q: Are processing fees related to the store?
 - a) A: We incur processing fees everytime someone uses a credit card. Cost of goods sold are the expenses when we provide Virtual Conference attendees with gift cards to the store.
 - b) Michelle Harvey also mentioned that the LATE sweatshirt sales brought in a donation of \$874 to the organization.
6. Q: Why are we budgeting membership revenue at \$10,000 when we received \$8,600 last year?
 - a) A: Trajectory is showing membership is growing, especially if we increase visibility.

Note: Following the Business Meeting, it was noted that the 2023-24 Actual Membership Revenue was \$10,833.32.

MOTION: Moved by Becca Grysko and seconded by Kathy Kirkpatrick to approve the Operating Budget for the 2024-2025 fiscal year.

The motion carried with 12 in favor, 0 opposed, and 0 abstained.

- IV. President, Kelly Ihejiawu, reviewed the organization's goals and current projects in 2023-24
 - Continue working with website designer on functionality and design
 - Goal to have visible improvements by Virtual Conference in May 2025
 - Regional Meetup Leader Kickoff in late October/early November
 - Quarterly meetings and communication plan
 - Marketing – Increased Visibility
 - HEAL Research to provide Homebound teachers insight on best practices when working with students with medical and mental health issues
 - Diversity Equity and Inclusion Update
 - The original focus of our DEI work was on providing members with resources and professional development. Now, we are changing our DEI focus to the patients.
 - First EdChat of the year will be on the social determinants of health.
 - Continue EdChats and provide Certificate of Attendance to each attendee
 - We would like to hear from members when they have information to share in an EdChat or in the newsletter.
 - Kudos to Debbie South, who continues to do a lot of work on our newsletter and surveys to learn what the members would like to see/learn about.
- V. President, Kelly Ihejiawu, reviewed the many opportunities for members to get involved in the organization:
 - Marketing /Membership Committee
 - Present - in an EdChat or at Conference

- Join the Conference Planning Committee
 - Join the Nomination or Awards Committee
 - Assist with sponsorship/partnerships
 - Submit a presentation proposal for virtual conference
 - Submit to be published in CiE or be a reviewer
- VI. President, Kelly Ihejiawu, reviewed the Upcoming Events:
- Virtual Conference: May 1, 2025
 - EdChat next week: September 25
- VII. President opened the floor for questions and/or comments:
- No questions/comments

MOTION: With no further questions, moved by Meg Tippy and seconded by Patty Dillhoff to adjourn the Business Meeting.

Minutes for the meeting submitted by Mindy Elliott, Secretary.