# Dr. Ida Rolf Institute

Board of Directors

Regular Session

September 17, 2024

AGENDA

12:00 Consent agenda

* August 6 Executive Session minutes
* August 20 Face to Face Regular and Executive Session minutes
* September 3 Work Session and Executive Session minutes

12:05 ED Report - Samantha

12:20 Treasurer Report – Kayla Ann and Cosper

12:30 Record a version of Art of Rolfing for view online

* + Include segments of Ph. 1, 2, 3 and movement
  + Reach out to Dana Fabro and Nick Daughtry for production and recording

12:40 Global Marketing Collective Project, including DIRI and all RIOs

1:00 Publications – re-brand and/or promote Rolfers’ books through the bookstore

**EXECUTIVE SESSION**

1:10 Membership reinstatement request

1:15 Member complaint(s)

1:20 Membership requests from Guild graduates

1:25 Letter of appreciation to Christina Howe

1:25 Lease extension update

1:30 Business Model and Plan – options to consider – Samantha

**PRIORITIZE AND SET TIMELINE**

* Consumer interest and options
* Cost, location, curriculum, timing, time away from home & business
* External pressures – family needs, financial considerations, unexpected demands
* Other SI programs
* Other types of training that are new, cool and better known, like Pilates
* Focus groups: students, graduates and longer-term members
  + Factors influencing choice to attend DIRI
  + What would make this more accessible for students
  + Better placement and accessibility of business practice development
  + What did you hear about DIRI before you came
  + Educate members and “old timers” about current admin and education processes
  + Survey members

TARGET AUDIENCES:

* Prospective students
* Donors
* Health – people looking for where to find
* Membership:
  + website links with DIRI
  + Additional member services
    - Website development
    - Business development/Practice building
  + Podcasts
* Additional member services

DIRI Needs for Staff

* Executive Director
* Other staff or consultant resource options
* Web development, SEO, student websites
* Lease
  + Update options for new space/New extension offer from current landlord
  + Location considerations

Faculty Needs

* Employee status
* IRS rules
* Educational contributions
* Intellectual property
* Employment contract
* Faculty and assistant numbers in classes
  + Phase 1
  + Phase 2
  + Phase 3
  + Advanced Training
  + Movement
* Curriculum proposal / program redesign
* US DoE new rules regarding online content
* Regulatory Environment
  + DPOS
  + COMTA
    - Institutional
    - Programmatic
  + US DoE
* Website Management

2:30 Strategic Plan Review

* Executive Director and Key outside consultants or new staff
* Key Strategic Goals
* Action Items
* Reimagine next 1.5 years
* Future strategic planning
* Committees for
  + Education subweb
    - Student recruitment
  + Health subweb
    - Business referrals to graduates
    - Find a Rolfer
  + Foundation subweb
    - Fundraising
    - Endowment
    - Stabilize financially

1:30 Adjourn

**2024 BOARD SCHEDULE – 12:00 Mountain Time**

Work Session Board Meeting

1st Tuesday 3rd Tuesday

Sep 3 Sep 17

Oct 1 Oct 15

**Oct 26 F2F 9:00 am – 3:00 pm MDT**

Nov 5 Nov 19

Dec 3 Dec 17