# 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