# Dr. Ida Rolf Institute

Board of Directors

August 20, 2024

AGENDA

09:30 Consent agenda

* July 16 Regular and Executive Session minutes
* August 6 Executive Session minutes
* Revised Ethics Recommendations (reviewed and agreed August 6)
	+ EC 24-01
	+ EC 24-02

09:35 ED Report - Samantha

09:55 Treasurer Report – Kayla Ann and Cosper

10:10 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

10:30 BREAK

10:45 Global Marketing Collective Project, including DIRI and all RIOs

11:00 Publications – re-brand and/or add to our offerings through the bookstore

11:15 Additional publications guidelines for podcasts, social media, etc.

11:30 Research: proposals and support

* Brian Degenhart group project with NIH
* Eric Jacobson and SpineWorks joint research project

12:00 LUNCH BREAK

EXECUTIVE SESSION

12:30 EEC Report

12:45 Business Model – plan and options to consider – Samantha

* Executive Director
* Other staff or consultant resource options
* Web development, SEO, student websites
* Lease
	+ Update/Options for new space/New offer from current landlord
	+ Location considerations
* Faculty contract
	+ Independent contractor
	+ Employee
	+ IRS rules
	+ Educational institution
	+ Intellectual property
* 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

Promote Rolfers’ books?

04:30 Adjourn

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

Work Session Board Meeting

1st Tuesday 3rd Tuesday

Sep 3 Sep 17

Oct 1 Oct 15

Nov 5 Nov 19

Dec 3 Dec 17

Lisa 9:30-11:00 MT

12-2 MT

Eric 11:30-4:30 MT