# 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