



CFA Society Seattle Board Meeting Minutes  
Friday, August 12<sup>th</sup>, 2016 12:00PM – 5:00PM  
The Rainier Club, 820 4<sup>th</sup> Ave, Seattle, WA 98104

Attended: Dylan Kelly, Matt Griffith, Amber Fowler, Sherrie Trecker, Olga Bystova, Lesa Sroufe, Mary Bobbitt, Alan Randell, Pam Cahill

12:31: Call to Order

Approval of Minutes: Annual meeting Minutes of the June 16, 2016 CFA Society Seattle Board Meeting were approved as amended.

12:32:

Dylan went through the meeting agenda

12:40

Mary Bobbitt:

Official board orientation: CFAI Strategic Plan

Presented the CFAI Mission: To lead the investment profession globally by promoting the highest standards of ethics, education and professional excellence for the ultimate benefit of society.

Mary went over what the duties of being a board member, what can be found in the Society Center, project funding projects, strategic actions.

1:54

Dylan Kelly:

Went over each 2016 / 2017 board member and their duties.

His vision - Board to advise volunteers– be a more *strategic* board

June strategy meeting overview:

- New Mission and Vision statements. What they say, what they mean to the society.

How are we going to measure our vision statement is working? AUM split between CFA charterholders and non charterholders / CFA Penetration.

- Programming – career services – venues – brand awareness

Updated board contact info sheets.

3:28

Mary Bobbitt:

Three-year strategy.

CFAI would like to be a driving force for positive change. Affect change from the inside out, keep pace with changing industry and evolve according ensure diversity.

Investment management profession: define our core – put investors first – professional excellence by attending CE courses – support professionals who care about investors interest above all.

CE credits in the works to be required within the next three years

CFAI Long term objective – 100% Market Penetration - 100% Member Satisfaction – 100% Industry Penetration

4:02

Dylan: Long Range Plan

- Yr.1 – bridge year – leverage the strategy-setting from last year.
- Focused mission and vision to guide our activities
- Build strong corps of volunteers – committee chair
- ED- Staff in more active role with committees
- Board members with purely strategic role

Board and volunteers still need to roll up their sleeves and get to work, but move toward being more of a strategic roll.

Are the activities moving us toward our goals and mission?

Staff to create action items for projects – volunteers to execute with staff help.

KPI's

Membership growth

Membership Participation

Table discussions regarding:

How to get more volunteers?: Lesa suggested volunteer go to forecast dinner for free.

How to get more level I candidates to enroll?: Alan suggested invite candidates to an event just for them to educate them on the society and all it has to offer.

How are people hearing about the course?: update website, send out constant contacts, University relations

Hold each other accountable, meet with each other frequently and be accountable to and for your friends on the board. (other CFA Society Seattle Board members and chairs)

4:53

Adjournment:

Pam Cahill

Date of Approval