



CFA Board Meeting
2/21/2018
Verus
999 3rd Ave, Seattle, WA

Attendees: Matt, Thomas, Sherrie, Jamelah, Amber, Olga, Phill
Phone: Pam, Dylan, Annika

Meeting called to order: 1:01 PM

Minutes approved.

Western Region ReCap: Pushing for society membership to run through CFAI. Need to improve the technology for this to happen

Emphasis on member engagement. Should be closer to 70%. Emphasis on career development. This is one of the biggest areas of demand for membership engagement.

Continuing education will soon be required not optional.

Test is going to change in the future – moving towards computer-based format. Potentially offering more opportunities to take the exam. (2-week windows four times a year).

Forecast dinner recap from Dylan: Operationally ran pretty smooth. Good relationship feedback from the speakers. Almost no no-shows. This is really great. Issues with sponsorship dollars – speaker confirmation didn't come until later. Biggest feedback – length; too long. Three speakers might be one too many. Take this into consideration going forward. People liked the change in venue. Other western regions societies start and end around similar times. We'll be back at the Sheraton next year.

Research challenge: Well attended event. Ways to improve for next year: increase the amount of schools participating. But also increase the caliber of students. Recruit schools and recruit students. How do we keep students engaged? Some teams lost steam. Talk more during the kick off about how to budget and prioritize your time throughout the competition.

Go talk to students about what the institute stands for.

Wealth management update: Slated for July 18th.

YPN – Michael Steingold moved to Japan. He will continue to plan & attend this years event from Japan. He'll coordinate Seattle trips around the two YPN events for the remainder of the year.

Reintegrate technology with CFAI backend systems and such. If anyone knows someone in tech who is looking to jump in.

Volunteer recruitment is a priority. Potentially have a volunteer recruitment event.

Check website for upcoming events.

Meeting adjourned at 1:42 PM.