Board Rep Report

April 7, 2017
Thank You Tony
The Legal Duties of Individual Board Members

- Duty of Care
- Duty of Loyalty
- Duty of Obedience

And...

- Duty of Leadership

"While the duty of care, the duty of loyalty [and the duty of obedience] have become critical to the Board's monitoring function, the additional responsibility, a duty of leadership, is becoming essential as well."

From *Boards that Lead*, Ram Charan, Dennis Carey, Michael Useem
Board of Directors

- Science Council Chair
- Regional Org Council Chair
- Education Council Chair
- Clinical Practice Council Chair
- Member Services Council Chair
- Non-Member (as Appt’d)
- Immediate Past Chair
- President
- President Elect
- Treasurer
- Secretary

Operations Committee (reports to the Board)

- Science Council Vice-Chair
- Regional Org Council Vice-Chair
- Gov. & Reg Affairs Committee Chair
- Education Council Vice-Chair
- Clinical Practice Council Vice-Chair
- Member Services Council Vice-Chair

Executive Director (Non Voting)
Create website
Prepare & post FAQ to website
PPTs at Chapter meetings
Prepare webinar series
Create materials for communication with membership*
Spring Clinical Meeting - Board
Create 2-3 videos and post on website
Create journal ads and get placed
Townhall webinar #1
Create materials for use at Annual Meeting**
TG-281, AHCGA, Board makes list of members to call
Townhall webinar #2
Prepare for Partners in Solutions Sessions at Annual Meeting
Email, social media blast #1
Townhall webinar #3
AAPM Summer School pitch to attendees
Email, social media blast #2
Email, social media blast #3
Email, social media blast #4
Todd write letters to uninvolved members
Email, social media blast #5
Townhall webinar #4
Email, social media blast #6
Email, social media blast #7
Email, social media blast #8
Email, social media blast #9
Partners in Solutions Session #1
Partners in Solutions Session #2
Annual Meeting - Board
Email, social media blast #10
Email, social media blast #11
Member voting period
Email, social media blast #12
Phone calls
Email, social media blast #13
Email, social media blast #14
Email, social media blast #15 (thank you!)
## AAPM COMMITTEE TREE

### Task Group No. 281 Governance Assessment Communications Plan

**AAPM Members, Affiliates and Non-Member Affiliates - Login for access to additional information**

| Charge | 1. To develop a communication plan for engaging members of the Board of Directors in Governance Assessment activities  
2. To develop a communication plan for informing and engaging the AAPM Membership in Governance Assessment activities. |
|---|---|

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| Most recent status update: | No status update on file. [Click to update.] |

- [Board of Directors [Status]]
- [Ad Hoc Committee on Governance Assessment [Status]]
- [TG281 Governance Assessment Communications Plan [Status]]
- [Active Task Group listing]
SURVEY METHODOLOGY

- SPC identified a ‘starter set’ of strategic questions
- These questions were sent to the Board, who modified and ranked the questions
- SPC reviewed the strategic questions
- AAPM and QG L3C reviewed the questions for bias and added general questions on AAPM services
EXECUTIVE SUMMARY

- Most members are very satisfied with AAPM overall, reflecting a strong degree of consensus on degree of satisfaction with AAPM products and member benefits, and AAPM was the top choice in each category queried upon.
EXECUTIVE SUMMARY

- 68.21% of AAPM members believe that the value of AAPM membership is equal to or greater than the price of their membership dues.

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Figure 10 - Value of AAPM Membership

26.08%  68.21%  22.75%
EXECUTIVE SUMMARY

- A number of the concerns expressed and issues identified by the Board in the previous assessments – both governance and strategic – were echoed in this survey as well, indicating that the Board has accurately identified many of the major issues of concern to the membership.
AAPM CROSS-TABULATIONS

- CE credits are significant for clinical physicists, much less useful for academics.
- In general, active volunteers rate AAPM more highly than non-volunteers.
- JACMP more valued by older members, less by imaging professionals.
- ICRU and NCRP publications more valued by older members.
- AAPM virtual library more valued by older members.
AAPM CROSS-TABULATIONS

- Most online offerings are less-valued by younger members, although they value the Newsletter
- AAPM Membership is more highly valued by older members
AREAS OF CONCERN

- Improved communication and outreach are needed to reach the membership
- Younger members not concerned with diversification of AAPM revenue streams
- Lack of concern regarding improving AAPM leadership
AREAS OF CONCERN

- Younger members are generally less satisfied with AAPM online services
  - Is this a reflection of the quality of these products, or
  - Are millennials more facile with finding content from the Internet at large and less dependent on AAPM?