



**Education Committee
Webinar Meeting Minutes
March 31, 2015**

Committee Members Present (7): <ul style="list-style-type: none"> • Michael Belzer (Chair) • Craig Cathcart • Susan Cooper • Delvecchio Finley • James Gonzales • Arnold Tabuenca • Joseph Woelkers 	Committee Members Absent (4): <ul style="list-style-type: none"> • Ted Chan • Susan Currin • Tom Quatroche • Sherrie Williams (Vice Chair) 	Staff Present (4): <ul style="list-style-type: none"> • David Engler • Caitlyn Furr • Kristine Metter • Nneka St. Gerard
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Agenda Items Minutes

Welcome and roll call	<ul style="list-style-type: none"> • The meeting was called to order at 3:07 pm.
Call for Proposals Debrief and Update on VITAL2015	<ul style="list-style-type: none"> • Nneka St. Gerard gave an overview of the inaugural Call for Proposals process. The goals of the process included engaging more members, growing VITAL, and adding content to the conference. 79 proposals were submitted from over 40 hospitals. 28 of those proposals were accepted for oral presentation. VITAL added a 5th track, and expanded concurrent breakout sessions. 17 proposals were accepted for posters, and the association is repurposing other submissions. Overall, staff sees the Call for Proposals process as having been successful. • St. Gerard thanked the committee for their participation in scoring the proposals, and asked if there are any improvements that could be made for next year. • The committee discussed the timeline of the process, and whether it was suitable for staff. There are places where staff can build extra time based on committee recommendations and ratings. Committee members agreed that they need at least two weeks to score proposals, but staff should drive the timeline. Committee members also commented that the CadmiumCD software for scoring proposals worked well and was easy to use. • The proposals were rated based on four selection criteria. Should the criteria be changed or clarified? Committee members said that the solicitation should be clearer, as some of the submissions looked like research abstracts. The solicitation should include a short description of selection criteria that clearly state how the proposals will be scored. • The committee discussed whether proposals should be considered differently. The write-up for a scientific submission would look much different than an executive leadership submission. Descriptive work and data submissions may need to be considered based on different criteria.

	<ul style="list-style-type: none"> • Metter told the committee that the keynote speakers at VITAL2015 will be Eric Topol and Zubin Damania. The association will host a post-conference workshop, led by branding consultants, Rich Neimand and David Clayton. • St. Gerard said that registration numbers are at the highest they have been in 3 years. She encouraged committee members to participate in various activities offered at VITAL.
Update on 2015 Fellows Program	<ul style="list-style-type: none"> • David Engler told the committee that the Fellows Program graduated 31 fellows last week and has accepted 39 Fellows into the new class. The Institute reached out to new CEOs to recruit fellows from new member hospitals and found the strategy to be successful. The Institute is currently holding calls with the sponsors of accepted Fellows to discuss the sponsors' role.
Educational Workplan on Waivers	<ul style="list-style-type: none"> • The association had success with its work on waivers in 2014, and plans to continue the programming. The work will be split between the Institute, Policy team and Member Services team. • The association is developing a national message, communicating the importance of waivers and highlighting accomplishments made possible as a result of waivers. The association is also developing a website landing page that highlights member work, and includes access to research briefs and the waiver webinar series. • The association will host a second Waiver Summit in Chicago in September. VITAL will also include sessions on successes in the waiver market. • The Institute will publish research briefs this year focusing on successes of waivers so the public can see the lives touched and return on investment because of waiver dollars.
Member Engagement Index: Education Participation	<ul style="list-style-type: none"> • Since the education committee last met, the association added a fourth domain by which to measure member participation. The four domains now include education, assessment, governance, and speaker participation. For purposes of simplicity, the member engagement index counts each domain equally. • The bottom quartile depicts members that are least engaged, and the association plans to work to further engage them in educational activities. A number of the members in the bottom quartile are new members, so the association is developing an enhanced new member onboarding process. • Using the member engagement index, the association identified 5 members that need additional work to build the relationship and engage them further. • The committee discussed ways to engage members who do not participate in educational opportunities. The committee suggested the association tailor messaging appropriately, and update CEOs on who within their organization participates. Staff told the committee that internal champions make a big difference in recruiting their colleagues to participate in education activities.
Wrap-up and Next Steps	<ul style="list-style-type: none"> • Metter told the committee that there may be a need for a conference call in May to discuss VITAL2015, but nothing is on the calendar yet. The committee will meet by phone in July to discuss details of the 2015 Call for Proposals schedule, and will have an in-person meeting, tentatively scheduled for September 11. The committee will be asked to score proposals in November and will have a conference call in early December.