

## EXECUTIVE DIRECTOR REPORT TO THE BOARD AND MEMBERSHIP February 2020

It has been a whirlwind two months as your new Executive Director, working to transition the oversight of the organization, hire and begin orienting a new staff person, transition our LEADS fellowship cohort, and most especially gear up for our annual conference and all that goes into it!

I wanted to highlight a few things I said I wanted to work on in the first few months, as well as call your attention to a few other items of business.

### Finances

As you will hear in the Treasurer's report, ADFM remains in stable shape financially. Part of the hiring process for the Executive Director was encouraging candidates to think more broadly and creatively about supplemental funding for ADFM. With the Finance Committee and Board of Directors, I will be exploring some different options for ADFM in the coming years, including serious consideration of our philanthropic goals.

### Work of our Committees

Each of our 4 strategic committees (Leader Development, Education Transformation, Healthcare Delivery Transformation, Research Development) have undertaken numerous projects and programs over the last several years as part of our strategic plan; you will hear more about these throughout the conference and will see this work evidenced in the conference agenda with preconferences, optional workshops, panels, and other sessions!

A great way to find out about some of our biggest efforts (besides our internal newsletter and other notifications) is to be sure to read our commentary in each issue of the *Annals of Family Medicine*. The current issue highlights how ADFM evolved over the 15 years that Ardis Davis was Executive Director; [read more here](#).

We are very excited about the addition of a new committee, Diversity, Inclusion, & Health Equity, and what this group might offer to the organization in the way of moving us further into this space with all of our efforts. This group began as a taskforce in 2018 and will now be recruiting members as a full committee. They will be meeting with the other committees over lunch on Thursday, February 13<sup>th</sup> and all are invited to join to learn more about next steps and joining.

Much of the operational work of the organization is done by our appointed operational committees, the Finance Committee, the Nominations Committee, and the Membership Committee. [You can learn more about all of these committees and the pathways onto the ADFM Board of Directors here](#). We are currently recruiting for at least one position on the Nominations Committee and two positions on the Finance Committee (open positions are Department Chair positions). If you are interested, please let me or anyone on the Board know, or fill out one of the cards at the registration desk – we'll also have some on the tables on Saturday during the business meeting.

## **Staffing**

One limit that has slowed down some of the productivity of our committees, particularly during this time of transition, is the amount of staff support we have been able to dedicate to their ideas and projects. I am very pleased to announce that ADFM has hired Samantha Elwood for a 50% FTE position to help support the efforts of our committees as well as the organization's data efforts. Samantha works the rest of her time in the Department of Family Medicine at the Oregon Health & Science University.

Backfilling for my previous staff support role was one of my main objectives for early in the new year and I am thrilled that Samantha is able to join us in New Orleans to meet you all in person.

In addition to Samantha in this new role, Susan Latta will continue to support our Annual Conference planning and some of our communications efforts, as well as serving as my main administrative support for the Board and our operational committees. Kim Sevedge has joined Melissa Abuel as our main support through our management contract with STFM; Kim is now our go-to person for membership and for registration while Melissa helps support and strategize for our conference logistics and general organizational operations.

Our ADFM staff has been working hard to make our processes more efficient to better serve our membership and to allow us to accomplish more with our small but mighty team!

## **Membership**

Another priority I had shared as one for my early months as Executive Director is around membership and inclusivity. Most years we have added 1-3 new member departments over the course of the year; for the 2020 program year we had a lofty goal of adding 4 new member departments. With some outreach, we have already added 7 (!! ) new departments for the 2020 membership year with a few more in process. These new departments add diversity and fresh perspectives.

Additionally, our Associate Member option has been more popular than we anticipated and continues to be a value add for our member departments. Please see the "Secretary & Membership Committee Report" for more about membership!

## **Communications**

My third priority was communications. Our staff is working hard to make sure key information is shared in a timely fashion, particularly with the goal of a regular (quarterly) newsletter. With more staff support, we also hope to make better use of our website updates, and have begun to do more posting to our Facebook and Twitter accounts. New this month is that we now have a YouTube channel to share our webinar recordings in a more accessible format. We will be working to post past webinars in this new space as well so everything is in one place.

Please give us your constructive feedback on how we can better serve you – and I thank you all again for the opportunity to serve as your Executive Director.