

SAFE Board of Directors Meeting

October 21, 2015

Note: full audio of this Board Meeting is available in the Board Meeting folder, Board Meeting Minutes subfolder, in the SAFE Dropbox. File name: SAFE Board Meeting October 2015.mp3.

I. Chair Donna called the meeting to order at 1904 EDT (2304Z)

II. Roll call & Welcome

Donna Wilt, Chair
Parvez Dara, Treasurer
Sherry Rossiter
Tom Carr
Michael Phillips

David St. George, Vice Chair
Kevin Murphy, Secretary
Ken Wittekiend
Joan Williams

- a. Executive Director Bill Moyle
- b. Guest: Doug Stewart

III. Approval of Agenda. Parvez moved to approve the agenda and minutes from the previous regular Board meeting (*item IV, below*); second by Kevin. Motion passed unanimously.

IV. Approval of the Minutes

- September 2015 Meeting Minutes

V. Reports:

Executive Director Report: Bill Moyle

Bill reported he has spent the past month reviewing SAFE documents and budget and getting familiar with the organization's operations. He said John and Sherry have been particularly helpful, and thanked those who responded to his request to call and chat.

He prepared a short 2-3 page sample website for the board to review, saying it took 8 hours plus 3 hours by his son David Moyle to produce. He said the current SAFE site appears to not have been managed or old items deleted since 2010. He added that no SAFE funds were expended setting up the test site, but that he had spent about \$200-\$300 of his own money, which he would ignore if his son was selected as the developer for the new SAFE web site.

Bill met with his local FFAST representative and is in discussions on getting contacts with the local educational facilities in the Dallas area for visitations. He said he also spoke with a member of the local 99s chapter and is working on joint visitations and is looking forward to speaking with their local group. This month he took part in the Membership, Program and SAFELOC phone meetings and found them a valuable part of getting to know the players. He reviewed the insurance document from AIR.

He made a phone call to Hal Shevers from SPORTY's to introduce himself and establish a relationship. In response to a query from Donna, he said Hal seemed very positive for continuing support of SAFE. He said John Dorcey is finishing up the status of the Committee Charters.

Also, Bill said that contacts were established with the NTSB for accident reports and with the local STEM high school, and that information on the Texas STEM School database was researched and passed along to the membership committee as requested.

Committee reports/ Board Liaison
Standing committees

Governance – Michael Philips. Nothing to report.

Finance & Treasurer Report – Parvez Dara

Parvez reported a cash balance of \$9,231.71, a decrease of \$6,205.50 because of membership expirations and a modest increase in expenses.

Net monthly income decreased by \$6,205.50, which was expected for the month after OSH.

He said eZine contract negotiations should be held soon and allocation of resources in the budget will be dependent on those negotiations. SAFE income to date is 83% of the entire 2015 budget, meaning expected earnings in October, November and December should account for the remaining 17% or better.

Parvez said that, in keeping with the norm in business standards, the 2016 SAFE budget will be annualized and monthly data compared with extrapolated monthly averages for reference. He also noted that any purchases made through the SAFE Amazon Smile arrangement nets SAFE additional funds. The link to use, and encourage SAFE members to use, is <http://smile.amazon.com/ch/26-4304491>.

Ad Hoc Committees

Membership - Sherry Rossiter

SAFE members as of October 1, 2015, total 932, four fewer than on September 1, 2015. Of these, 26 are Lifetime Members.

The Membership Committee is continuing to make phone calls to SAFE members whose membership is about to expire. There are only 172 calls left to make and we hope to have those calls completed by December 1, 2015. The committee goal for 2015 is to make contact with all SAFE members either by telephone or personal email.

Sherry made contact with *Air & Space* magazine a few days ago, and they have offered SAFE members a savings of approximately 50 percent of the cover price of their magazine, for a subscription price of about \$14.00. Arrangements are being made to add *Air & Space* magazine to the list of discounted products on the SAFE website.

New Membership committee member Joe Bonacci mentioned in the committee meeting that the Civil Air Patrol works with classroom teachers interested in introducing their students to aviation. Joe sent a copy of the article on the subject to each committee member. The committee also revisited how a SAFE mentoring program could help with member recruitment. Bill Moyle shared his thoughts about how SAFE's original mentoring program could be reorganized and revitalized.

Another idea to increase membership is to encourage each SAFE member with a website to, at a minimum, put the SAFE logo on it. Sherry also asked all committee members to post their profile on the SAFE website, and asked new committee members to familiarize themselves with information on the SAFE website so they will be able to answer any questions that our members may have.

The Committee members believe that even after seven years of operation, the SAFE name is not as recognizable as we'd like it to be to the aviation community. The committee also discussed ways to send (preferably via email) a SAFE membership brochure or other literature to FBOs to display for their employees and customers. Sherry suggested that perhaps the poster that had been developed and mailed to the college flight departments could be modified for this purpose. She will send a copy of this poster to the Executive Director for further action.

Bill Moyle talked to the Committee about the importance of all SAFE members being ambassadors, not just those who sign up for the formal SAFE Ambassador Program.

The committee also discussed ways for the committee to build an email database for state and regional STEM coordinators so we can send them literature about SAFE and about the SAFE K-12 Classroom Teachers Grants we award annually. The committee developed an action plan for this.

We also discussed how often the Membership Committee should meet, and, on Sherry's recommendation, decided to continue meeting monthly and then revisit this again in early 2016.

Programs – Ken Wittikiend

Recipients of the SAFE education awards have been selected and Ken will send Kevin the information on the recipients. Ken said he believes the mentoring program doesn't seem like a big project, but SAFE

needs an individual who can volunteer to administer the program. Once that is done, we can rejuvenate the request for mentors.

Government Affairs- Donna reports it needs a new chair, new members, and is currently doing very little.

VI. Old Business

ED Transition – Guidance for ED on prioritizing.

One of the tasks assigned ED Bill is revitalization of several committees including Government Affairs and Governance. Bill said he hoped to prepare an article ready for the November issue of SAFE eNews to that end, but Michael asked that the notice for Governance be put on hold until he and Bill could coordinate.

There was considerable discussion about what specific direction should be given Bill. Doug suggested that the Conference he suggested (*see “Proposal for New Forum” from Doug, below*) not be lost amid the myriad other directions we’re asking Bill to go.

Parvez has had contact with Board members for two large corporations that support the STEM movement overall, and suggested that we create a one or two-page document showing what SAFE is doing to create more engineers and other good workers for these corporations. Hopefully, Bill will be able to use this document to encourage financial assistance from these companies. Parvez offered to start the document as a draft and circulate it to other Board members for input.

Air & Space magazine (see Membership Committee Report from Sherry, above)

Proposal for new Forum – guest Doug Stewart

Doug proposed a second Flight Instructor Symposium in Atlanta as a result of concern over the apparent rapid decline in the quality of flight instructor over the past six months. He said there has been anecdotal evidence from current and past national award winners, to DPEs from across the country, to MCFIs and even from folks within the agency that something needs to be done to reverse this trend.

Kevin asked Doug for evidence of this decline, and Doug said it was anecdotal only but emphasized that his experience showed widespread concurrence on the problem. Joanie offered that the system of Transport Canada not only makes results of flight tests available but takes them to each instructor and each school at regular meetings when reviewing flight schools.

Doug said that efforts from those who conducted the prior Symposium would greatly reduce the problem of logistical planning. Doug also suggested that Atlanta in May would be a good place and time for such a Symposium, for several reasons, including that Atlanta is easy and affordable to get to from just about anywhere in the US; that the end of May fell between Sun 'N Fun and AirVenture and that the time slot is after finals at most universities and colleges. He added that both Bob and Rich have offered to help determine the agenda and speakers. Doug also said he would be happy to assist in all the elements and especially in raising funds. Kevin asked how much the first conference cost, and Doug said it was \$50,000 and that he believed fundraising would be easier than the first time around.

Doug also pointed out that, since the first symposium which helped put SAFE on the map, SAFE has been slowly receding in the collective consciousness of the aviation education public and said it was his belief that a second symposium addressing the apparent decline in aviation instructional quality will put SAFE back in the forefront of the leaders of aviation education where it properly belongs and help drive membership recruitment.

David moved that SAFE support Doug’s proposal for a second symposium, and Parvez seconded. David added that we would know by the next Board meeting in November who would be able to lead this. Vote was unanimous for this motion.

After his presentation, Doug forwarded to each Board member an email from Stephen Pope, new editor of FLYING magazine, that suggests that FLYING wants to partner with SAFE on a couple of new features in the magazine. The email said....

“As you probably heard, I have been promoted to editor-in-chief of Flying. Part of the new role will involve a pretty substantial redesign of the magazine to bring it into the 21st century.

I'm brainstorming adding a number of new sections. Two of these are a chart clinic that would show a challenging instrument approach plate and dissect it, and the other would be a section on flying technique that we would illustrate.

I am wondering if it makes sense to partner with SAFE on these. Perhaps we could get a couple of your CFIs gurus to help us with chart clinic, and maybe some well-respected CFIs to assist with technique.

We would of course pay the contributors. “

Board members Michael, Donna, Sherry and Kevin responded to Doug's email before the meeting ended, expressing strong support for such a partnership.

LOC prevention project

Bill Wilson, Bill Moyle, Donna and Sherry asked about getting some structure for this concept, and also suggested that MindStar and Rich Stowell were taking actions that would fit with this project. All expressed the view that this project should be not overlapping, but complementary to existing efforts. Sherry said she believes that the SAFELOC concept is something we should explore in more detail and that since SAFELOC is focused on recognizing scenarios that could lead to LOC accidents, SAFE's effort should be more of a broad-based educational effort.

eMagazine, for next year.

David asked that we have a member survey to show whether the magazine is valuable enough to continue, and Parvez suggested a simple 3-question survey on SurveyMonkey, with a link to the survey included in the November SAFE eNews. After some discussion, the Board agreed that the organization should define items needed for the Competitive Positioning Analysis before sending out the survey.

VII. New Business

Policy on Use of Debit Card. Bill said he has received the debit card but has not yet activated it.

New Website. David opined that SAFE was pretty much stuck with WordPress for right now, for several good reasons, and Donna agreed that the organization should stick with WordPress for reasons of simplicity and cost. David suggested that SAFE needs a committee to pick a developer and flush out exactly what should be on the site. David will undertake suggesting committee members and send their names to Donna and Bill. Since Bill had suggested that his son would be willing to bid on website services for SAFE, Kevin opined that employing family members was not a good idea.

VIII. Discussion: Competitive Positioning Analysis – Williams and Philips

Michael explained that the analysis is NOT a fight between SAFE and NAFI. He said the 2013 SAFE survey had numerous items that have been accomplished to date and that he believes mentoring is the main issue yet outstanding. He urged that Board members determine the answer to basic questions, such as “who are we, what are we, what does our membership want, what are we trying to accomplish, and are we any closer now than 20 years ago?”

IX. Adjournment. Chair Donna declared the meeting adjourned at 9:12PM ET, 0112Z.

Next meeting is Wednesday, November 18, 7pm EDT (0000Z). *(Note change from Daylight Savings Time to Standard Time for most of the country on Sunday, November 1).*

All board members are expected to arrange their schedules to participate. Regular meetings are the **third Wednesday of each month** at 7pm eastern time except in July when the meeting is at AirVenture.
