

Jazz Education Network

Attended

Bob Breithaupt
Sharon Burch
Kelly Carson
Roxy Coss
Lonnie Davis
José Diaz
Doug DuBoff
Tim Fellow
Dan Flores
~~Tia Fuller~~
Laura Gentry
Ayn Inserto
~~Sean Jones~~
David Kauffman
Johnaye Kendrick
~~Jesse Nolan~~
Mary Jo Papich
Trineice Robinson Martin
Dustin Rohrer
Ashley Shabankareh
Todd Stoll
Pharez Whitted

Absent: Tia Fuller, Sean Jones

Board Meeting

May 14, 2022

Welcome: Lonnie Davis - 1st quarterly board meeting

1:00 pm-2:30 pm Eastern Time

1. Financial Update (July 2021 - April 2022) (15 min Dustin Rohrer)
 - a. Budget vs Actuals July 2021 - April 2022
 - b. Financial Statement of Activity

January conference was a success. We did see lower revenues and higher costs, due to COVID protocols we put in place for the conference.

Membership revenues are somewhat stagnant. Consequently, we are a little below projections. The SVOG grant we received last September has been a huge gap filler. Our cash position is good.

Other updates: finalized audited financials for FY 2021.

15k NEA grant approved, and to be on the books for September

We are reevaluating our auditors, per best practice guidelines

New endowed scholarships are under review. We are developing standard guidelines for interested parties, as we've been receiving requests for information.

Headlines moving forward: Per the end of FY, we will end the year in the black with positive revenue. However, when we take out the grant and scholarship dollars, our operating revenue is at a loss.

Development is key, and an important funding bucket.

Suggested internal target for the spring campaign is \$35,000, netting \$25,000 after expenses.

Spring and Fall campaigns are critical to ongoing financial stability.

Grant funding at a higher level,

Conference expense/revenue balance sheet.

2. Spring Campaign Launch - "Renewal" (FY22 board pledges due June 30) (05 min)
 - o We've brought on Christopher Walker to head the Spring campaign
 - o Part of the campaign is that we're raising both funds and volunteer hours
 - o Campaign is running now through May 31st
 - o Board members are encouraged to donate.
 - o right now, donations are at \$1,625

3. Marketing and Membership Director's Report - Questions for Jesse - Note the "Conference Effect" on membership (Slide 7) (10 min Jesse Nolan)
 - a. Membership and Marketing Report - Click to watch the video report. (10 min Jesse Nolan)

The "conference effect" has shown better numbers this year than in past years.

■ **12-month Membership History**

Month	Paid	Youth	Total	1-mo Change
05/01/2021	1997	1833	3830	
06/01/2021	1848	1744	3592	(238)
07/01/2021	1833	1715	3548	(44)
08/01/2021	1833	1715	3548	0
09/01/2021	1826	1609	3435	(113)
10/01/2021	1920	1501	3421	(14)
11/01/2021	2011	1563	3574	153
01/01/2022	2065	1890	3955	381
02/01/2022	1971	1575	3546	(409)
03/01/2022	1926	1546	3472	(74)
04/25/2022	1924	1551	3475	3
05/09/2022	2031	1534	3565	90
	34	(299)	(265)	

■ **Comparative Membership Breakdown**

Membership Type	As of 5/09/2022	As of 4/26/2022	1-mo change	As of 5/01/2021	12-mo change
Full Individual	976	901	75	1,098	(122)
Full Monthly	222	204	18	162	60
Chapter	63	60	3	89	(26)
eJEN	697	692	5	582	115
yJEN	1,534	1,551	(17)	1,833	(299)
Corporate	24	21	3	20	4
Institution	49	46	3	46	3
Total	3,565	3,475	90	3,830	(265)

■ **Fiscal Year 2021-22 Membership Sales**

Membership Category	JULY-21	AUG-21	SEP-21	OCT-21	NOV-21	DEC-21	JAN-22	FEB-22	MAR-22	APR-22	TOTAL
Individual	\$7,427.00	\$8,370.00	\$10,973.00	\$13,232.00	\$10,686.00	\$11,751.00	\$11,581.00	\$8,550.00	\$13,743.00	\$21,113.25	\$117,426.25
Institution	\$350.00	\$0.00	\$1,400.00	\$3,150.00	\$2,800.00	\$1,050.00	\$0.00	\$350.00	\$700.00	\$2,450.00	\$12,250.00
Corporate	\$550.00	\$1,100.00	\$1,650.00	\$1,100.00	\$2,750.00	\$1,650.00	\$550.00	\$0.00	\$0.00	\$2,200.00	\$11,550.00
Total	\$8,327.00	\$9,470.00	\$14,023.00	\$17,482.00	\$16,236.00	\$14,451.00	\$12,131.00	\$8,900.00	\$14,443.00	\$25,763.25	\$141,226.25

■ **Historical April Membership Sales**

Membership Category	APR-18	APR-19	APR-20	APR-21	APR-22
Individual	\$5,840.00	\$7,242.00	\$9,085.00	\$6,326.00	\$21,113.25
Institution	\$700.00	\$1,400.00	\$1,050.00	\$1,050.00	\$2,450.00
Corporate	\$550.00	\$550.00	\$550.00	\$550.00	\$2,200.00
Total	\$7,090.00	\$9,192.00	\$10,685.00	\$7,926.00	\$25,763.25

■ **The "Conference Effect", Over the Years**

Membership Category	FEB & MAR 2018 (RENO)	FEB & MAR 2019 (NOLA)	FEB & MAR 2020 (LOUISVILLE)	FEB & MAR 2021 (DALLAS)	APR-22 (ORLANDO)	MAR & APR 2022 (ORLANDO)
Individual	\$25,456.00	\$32,814.00	\$25,760.25	\$30,078.25	\$21,113.25	\$34,856.25
Institution	\$3,850.00	\$3,500.00	\$4,200.00	\$3,150.00	\$2,450.00	\$3,150.00
Corporate	\$1,650.00	\$2,200.00	\$1,650.00	\$1,650.00	\$2,200.00	\$2,200.00
Total	\$30,956.00	\$38,514.00	\$31,610.25	\$34,878.25	\$25,763.25	\$40,206.25

■ **5-Year Fiscal Comparison Membership Sales**

Membership Category	2017-2018 July-April	2018-2019 July-April	2019-2020 July-April	2020-2021 July-April	2021-2022 July-April
Individual	\$88,237.01	\$102,721.00	\$142,905.75	\$117,618.25	\$117,426.25
Institution	\$18,900.00	\$18,900.00	\$19,950.00	\$15,045.00	\$12,250.00
Corporate	\$20,350.00	\$19,800.00	\$22,000.00	\$8,790.00	\$11,550.00
Total	\$127,487.01	\$141,421.00	\$184,855.75	\$141,453.25	\$141,226.25

■ **Email Marketing Statistics - May 2022**

■

Total Contacts: 42,410 (+46 since 04/26/22)
Total Subscribed: 32,245 (-148 since 04/26/22)

# Sends	# Opens	# Clicks	# Unsubscribes	# Bounces	Open Rate	Click to Open Rate	Click Rate	Unsubscribe Rate	Forward Rate	Bounce Rate	Revenue
358,197	66,999	14,783	344	133	18.70%	22.06%	4.13%	0.10%	0.00%	0.04%	\$16,093

4. Propose adding 1 Email Ad to the Exhibitor package. Email with all exhibitor ads sent in December or January prior to the conference. - (1) 650 x 325 ad for one 10 x 10 booth purchased (\$650) - (1) 325 x 325 ad for one 10 x 8 booth purchased (\$495) - (1) 325 x 125 ad for one Tabletop purchased (\$300) (05 min Sharon Burch)

MOTION: Add 1 Email Ad to the exhibitor package as detailed. (Motion by Ashley; Seconded by Trineice)

- Yes: 13 votes
- No: 0 votes
- Abstain: 0 votes
-



<p>Included with purchase of a 10' x 10' Booth 650 x 325 + 50 words text (\$300 value)</p>
<p>650 x 125 \$150</p>
<p>Included with purchase of a 8' x 10' Booth 325 x 325 (\$200 value)</p>
<p>Included with purchase of a Table 325 x 125 (\$75 value)</p>

5. Propose Email Ads opportunity for Corporate and Institution Members who are registered for the upcoming conference to exhibit. Email Ads would be sent in dedicated membership emails scheduled by JEN. Proposed prices: \$300 = 650 x 325 \$50 words text \$150 = 650 x 125 \$200 = 325 x 325 \$ 75 = 325 x 125 (05 min Sharon Burch)

MOTION: Offer Email Ad opportunity for Institution and Corporate Members registered to exhibit at the upcoming conference. Emails with ads scheduled by JEN. (Motion by Trineice; seconded by Laura)

- o Yes: 12 votes
- o No: 0 votes
- o Abstain: 0 votes
- o **The motion passed.**



EMAIL ADS

JEN emails are 650px wide.
Files must be delivered as .png files
at full size and 150dpi.

650 x 325
+ 50 words text
\$300

650 x 125
\$150

325 x 125
\$75

325 x 325
\$200

a.

6. Managing Director's Report - Questions for Sharon (10 min Sharon Burch)

Recap: Redesign of the submission process, as the reference part of applications is difficult.

Board members need to look at the submissions and share any comments. Discussion.

7. Review conference submitters and submissions prior to review process launching on May 15th (10 min Sharon Burch)
8. Nomination process discussion (10 min Tim Fellow)

With regard to our bylaws, it is the opinion of the EC that they are too restrictive surrounding board terms.

MOTION: to have a vote in Govenda to amend the bylaws surrounding board member terms (see below).

Motion made by: Tim Fellow Seconded by: David Kauffman

- o Yes: 12 votes
- o No: 0 votes
- o Abstain: 0 votes
- o **The motion passed.**

I move that we amend the JEN Bylaws as follows:

- o 4.2 (d) Directors shall hold office for a three (3) year term, to begin July 1 and end June 30, with approximately one-third of the Board being elected each year. Except as provided below, no voting Director may serve more than three (3) consecutive terms. Upon completion of three consecutive terms a former Director may again be nominated and elected to the Board of Directors only after an absence of a minimum of 2 terms (6 years).
- o 6.3 (a) The Committee Chair shall be appointed by the President. Committee Chairs shall normally serve for a term of three (3) years with continued participation subject to review by the President. The maximum length of service as Committee Chair will be three consecutive terms (nine years) on a single committee. At the conclusion of a Committee Chair's final term, s/he is eligible to remain as a member of the Committee.

Purpose: remove restrictions/limitations for board and committee terms that are non-consecutive

Current language:

- o 4.2 (d) Directors shall hold office for a three (3) year term, to begin July 1 and end June 30, with approximately one-third of the Board being elected each year. Except as provided below, no voting Director may serve more than three (3) terms, consecutive or otherwise. Upon completion of three terms, consecutive or otherwise, a former Director may again be nominated and elected to the Board of Directors only after an absence of a minimum of 2 terms (6 years).
- o 6.3 (a) The Committee Chair shall be appointed by the President. Committee Chairs shall normally serve for a term of three (3) years with continued participation subject to review by the President. The maximum length of service as Committee Chair will be three terms (nine years), consecutive or otherwise, on a single committee. At the conclusion of a Committee Chair's final term, s/he is eligible to remain as a member of the Committee.

9. Thank you for your service!
10. Next Board Meeting Dates: Saturday, August 20th and Wednesday evening, November 9th (05 min Sharon Burch)
11. Personnel discussion - next steps and messaging (staff leaves) (15 min Lonnie Davis)