



Monthly Conference Call Minutes
November 25, 2024
Zoom Meeting

<https://osu.zoom.us/j/91717334478?pwd=Zr2kbWVlPaMm3bW8SbvoVx1NbfXx.1>

Attending- Heidi Kramer, Monika Blackwell, Kay Glaser, Tim King, Julie Bogan, Laura Zimbrick and Carly Zeigler.

1. Welcome

Tim welcomed the committee, discussed anniversary events and using TEAMS for the group.

2. Conference Planning Committee Update - Monika/Laura

This month's committee meeting was cancelled, they will reschedule the rest as Zoom meetings instead of Teams. There were a few updates including that Karen created a survey in Zoom about social locations.

a. Conference Sponsorships-

Waiting to hear back from CareCredit, Chewy, and Boehringer Ingelheim.

b. Keynote Speakers-

Kishshana Palmer was too expensive and Chris Anderson, the TED Talk, has not responded. Looking for others.

3. Engagement and Outreach Committee Update - Carly

a. Update from November Zoom- November hosted Dr. Carl Southern who was a keynote in Denver. He presented a follow up on his keynote talk in Austin. The recording will be posted soon. No call will happen in December. January will be an AVAP town hall like session.

b. AVAP Vet Conference Breakfasts-

AVAP Breakfasts-ACVP, five members attended and talked about alumni receptions and other shared interests. Alumni receptions might be a good topic for the 2025 conference. An invite will be going out soon about AAEP. VMX is a big one, something will be going out about it in the new year. WVC will follow.

4. Marketing and Communications Committee Update- Tim

a. Website- The committee is looking into our Elevato Status/Contract. Karen does not know how it was set up; she cannot access anything that everyone else can't access in Wordpress. We are billed 300.00 annually in January, perhaps we end the contract then by not paying the next invoice. Our intern, Hannah, is working on the back end, and we hope to switch the site to another provider. Wordpress is very confusing and hard to learn. We are looking at updating from Wordpress to WIX or Squarespace, we are good to go with what ever is easiest or best. We do not need a conference site on Wordpress since it will be on PheedLoop with a link on the AVAP site.

b. Updating 2025 Conference Page and Registration-PheedLoop. There are different tiers and packages for each platform. We have PheedLoop Access for the Marketing & Communications Subcommittee. They are in the process of migrating content from the Conference Planning Committee to PheedLoop. They will then set up the conference page with the information we provide.

c. Microsoft Teams- Is everyone able to access? It appears yes, we all can access. There will be channels for the Executive Board and all committees. They are beginning migration of AVAP documents, materials, etc.

- d. Heidi mentioned that one of their top researchers working with development staff, would love to meet with other researchers who work with development. Perhaps we could connect them. from a fundraising connections standpoint and learn how they share and influence connections to donors. Tim and Heidi can start it by connecting their college's researchers to create a communication list. This may make for a good monthly Zoom meeting.

5. Budget Update – Karen

Karen was not present.

6. Other Business-

- a. Updating AVAP Bylaws for 2025 Business Meeting -We pushed this off last year- Bylaws now say we can create other committees but do not say we can add them to the “board” or Executive Committee. They do state that a committee chair can join all “board” meetings. We need to make changes including one that allows us to make changes as needed. We will explore what it takes to do this and discuss it at the January Town Hall.
- b. AVAP / AAVMC Survey – Tim wanted to know if there is any more feedback or additions? Heidi will send some comments she has thought of for Tim. One colleague is concerned that if AAVMC sends it out the survey for us, some may not participate because AAVMC already sends out a tedious survey. The Ohio State's dean likes the idea of our survey. AAVMC will not share what they send out with us.
- c. AVAP Virtual Townhall Agenda – Tim's end of year email will highlight the January Town Hall, the web site, committees and how they impact the conference, PheedLoop, Teams, conference session ideas and topics, what we have for the conference lineup vs what do you want to see in each area, who might lead sessions, what is the council doing now, the AVAP survey, the rest of the spring Engagement and Outreach sessions i.e. maybe getting more GP officers to attend, updating the bylaws (prep for conference), conference registration; and that we listened to the 2024 conference feedback and are trying to meet your requests. Agenda draft coming.

7. Open Forum-

- a. Nothing to report.

8. Adjourn

Next meeting: AVAP Business Meeting is December 16?, 2024 (moving due to holidays)