



**PDA Board of Directors Meeting by Zoom Conference Call  
December 8, 2020, 9:00 – 11:30 a.m. EST  
Meeting Minutes**

**Color Key:** ACTION ITEMS highlighted in Yellow. VOTES highlighted in Turquoise. FUTURE meetings and agenda items

**In Attendance:** (X = present)

X	<b>Kelly Gfroerer</b> <i>Executive Director</i>	X	<b>Jody Malterre</b> <i>Co-Chair</i>	X	<b>Ari Hurtado-Molina</b> <i>Co-Chair</i>
X	<b>Nuria Rodriguez</b> <i>Director (Joined at</i>	X	<b>Judy Wu</b> <i>Director (until 11: 15 am.)</i>	X	<b>Lois Ingber</b> <i>Secretary (non-voting officer)</i>
X	<b>Gloria Cleve</b> <i>Director</i>	X	<b>Yogi Patel</b> <i>Director</i>	X	<b>Suzie Bohm</b> <i>Treasurer (non-voting officer) (until 9:35 a.m.)</i>
X	<b>Jane Nelsen</b> <i>Founder</i>	X	<b>Lynn Lott</b> <i>Founder (partial attendance)</i>	X	<b>Brad Ainge</b> <i>Consultant</i>

The meeting was called to order at 9:00 a.m. EST  
Compliments and appreciations were shared.

**1. Financial Report.** Suzie reports a comfortable budget margin closing out the year given the reduced number of workshops offered. However, this was balanced by fewer expenses. A conservative budget will be created for 2021 given the unpredictability of the pandemic.

- a. **U.S. Workshop Pricing Increase.** As workshop pricing in the U.S. has been the same for many years, the BOD gave unanimous approval to increase pricing for core core workshops to \$399 early registration, \$450 regular.
- b. **Online Store Update.** Following research by Suzie of the financial aspects, the BOD approved a fundraising to support scholarships.

**2. Members.**

- a. **International Advisors Update.** Gloria and Judy reported the group met Nov. 9. The Netherlands, Belgium and Holland (Benelux countries) are forming a group and will request Affiliate status. Robert in Kenya is seeking materials targeted for fathers. Brazil reports misappropriation of PD videos and other materials. The French are considering a model of online/hybrid workshops for the future. Blessings of COVID for the PDA: despite the challenges, virtual offerings have benefits, and the work is being refined with practice over time. In the newsletter which was sent in

English, French and Spanish, Kelly expressed gratitude for everyone's efforts. To inform members, newsletter availability can be announced on social media and the listserv.

- b. **Former Colombia Affiliate.** Kelly reported the former Colombia Affiliate had a website, Latin America PD. The PDA has acquired it with membership being transferred to the PDA. It was suggested to re-direct traffic to the PDA website.
- c. **Educator Membership Fees.** Following up from the November meeting discussion (see Item 2-b), a possible solution was proposed that new Educators receive a free 3-month membership (vs. one-year) to build on early enthusiasm which may then motivate continued membership, especially with information about the benefits (mentoring, event discounts and posting classes, etc.). The 3-month membership would be offered for as many workshops as are attended. Another idea is to give a one-year free membership and link continued Certification to annual membership renewal. **ACTION ITEM: Kelly will research data on retention rate, how many join and renew after the first free year.** PDA membership is separate from Affiliate membership. There has not been follow-up for those not renewing beyond the three reminders and short survey automated by Wild Apricot; the membership survey may give more information. Dr. Curlette is helping with data evaluation. **The item was tabled until further information is obtained.**

### 3. Training.

- a. **EPW and KJR Co-Facilitation Requirement.** Two (2) workshops are currently required. **Deferred**
- b. **Art of Facilitation Workshop.** One co-facilitation is required. The BOD discussed if this should be changed to two. Master Trainer status requires two (2) co-facilitations. Nadine has the discretion to ask for two if needed. **ACTION ITEM: Kelly will contact Nadine that changing this is being considered.**
- c. **ECE Requirement.** It has been expressed by participants that the ECE workshop offers less preparation compared with TP and PDC if continuing to ACT. **Further discussion needed.**

### 4. ACT.

- a. **ACT in Cantonese.** Some in China have requested this instead of in Mandarin. Trainers Candidates can be asked if they prefer Cantonese or Mandarin. **ACTION ITEM: Kelly will add this question to the application.**
- b. **French ACT.** This is underway and going well.
- c. **ACT 2021.** LT's were notified to apply for facilitation. The agenda is being re-worked to be interactive online.
- d. **Korea.** There is a cohort ready for ACT. Co-facilitation needs to be determined. They also want to plan an online TT. **Further discussion needed.**

### 5. Follow Up.

- a. **Online Beta Training.** Phase 1 has been completed and feedback obtained from Trainers and participants. Brad and Kelly met re: moving into Phase 2 which will start Jan. 1, 2021 with changes to the agenda and access to videos after the workshop. An email will be sent to all Trainers. There is a need to find an incentive for teaching and attending in-person workshops once these can resume as this affects revenue and the experience participants receive. Consideration of who are the end-users is important. For example, training for online parenting classes should be done online, etc.
  - b. **Affiliate Renewals and Egypt and Netherlands requests.** These are in process.
  - c. **NBCC DEI Question on Evaluation** - Kelly has permission from NBCC to update the evaluation. This will be in place starting January, 2021.
6. Closing appreciations and comments

The meeting was adjourned at 11:50 a.m. EST.

**Upcoming Meetings: 2020 Meeting Dates**

**2<sup>nd</sup> Tuesday from 9:00 - 11:30 a.m. EST:**  
**2021 Meeting Dates**

Jan. 12, 2021  
Feb. 9, 2021  
Mar. 9, 2021  
April 13, 2021  
May 11, 2021  
June 8, 2021  
July 13, 2021  
Aug. 10, 2021  
Sept. 14, 2021  
Oct. 12, 2021  
Nov. 9, 2021  
Dec. 14, 2021

Respectfully submitted by  
Lois Ingber, Secretary