2014 NSGC Annual Business Meeting

September 19, 2014

Jennifer Hoskovec MS, CGC
NSGC President
Overview

- Welcome
- Volunteer Recognition
- Strategic Initiatives
- NSGC Financial Update
- NSGC Publications Update
- NSGC Bylaws Amendments
- Open Microphone Q & A
NSGC Volunteer Recognition

Jen Hoskovec, MS, CGC
NSGC President
2014 Board of Directors

Officers

- President: Jennifer Hoskovec, MS, CGC
- President-Elect: Joy Larsen Haidle, MS, CGC
- Secretary/Treasurer: Bronson Riley, MS, CGC
- Secretary/Treasurer-Elect: Sandra Darilek, MS, CGC
- Immediate Past President: Rebecca Nagy, MS, CGC
- Executive Director (ex officio): Meghan Carey
20134  Board of Directors

Directors At Large

- Carrie Atzinger, MS, CGC
- Samantha Baxter, MS, CGC
- Amy Cronister, MS, CGC
- Erica Ramos, MS, CGC
- Leigha Senter, MS, CGC
- Quinn Stein, MS, CGC
- Amy Sturm, MS, CGC
Welcome New Members of the 2015 NSGC Board of Directors!

- President-Elect: Jehannine Austin, PhD, MS, CGC/CCGC
- Secretary-Treasurer Elect: Laura Conway, PhD, MS, CGC
- Director At Large: Carrie Blout, MS, CGC
- Director At Large: Kaylene Ready, MS, CGC
- Director At Large: Dan Riconda, MS, CGC
- Director At Large: Sara Riordan, MS, CGC
2014 Committee Chairs and Vice Chairs

Access and Service Delivery Committee
Heather Zierhut, Chair
Kate Wilson, Vice Chair

Education Committee
Renee Chard, Chair
Heather MacLeod, Vice Chair

Marketing & Communications Workgroup
Shar Munshi, Chair

Membership Committee
Kaylene Ready, Chair
Holly Zimmerman, Vice Chair

Public Policy Committee
Carrie Blout, Chair
Shanna Gustafson, Vice Chair

Practice Guidelines Committee
Christina Palmer, Chair
Deepti Babu, Vice Chair
<table>
<thead>
<tr>
<th>Special Interest Group (SIG)</th>
<th>Chair 1</th>
<th>Chair 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART/Infertility</td>
<td>Lauren Isley</td>
<td>Andria Besser</td>
</tr>
<tr>
<td>Cardiovascular Genetics</td>
<td>Colleen Caleshu</td>
<td>Sara Cherny</td>
</tr>
<tr>
<td>Cystic Fibrosis</td>
<td>Renee Temme</td>
<td>Karen Siklosi Raraigh</td>
</tr>
<tr>
<td>Education</td>
<td>Shraddha Gaonkar</td>
<td>Kate Shane-Carson</td>
</tr>
<tr>
<td>Familial Cancer Risk</td>
<td>Sara Knapke</td>
<td>Sara Pirzadeh-Miller</td>
</tr>
<tr>
<td>Health IT</td>
<td>Heather Fecteau</td>
<td>Megan Doerr</td>
</tr>
<tr>
<td>Industry</td>
<td>Kathleen O'Connor</td>
<td>Lily Servais</td>
</tr>
<tr>
<td>International</td>
<td>Rawan Awwad</td>
<td>Angela Arnold</td>
</tr>
<tr>
<td>Metabolism/LSD</td>
<td>Jennifer Sullivan</td>
<td>Amy White</td>
</tr>
<tr>
<td>Neurogenetics</td>
<td>Lauren Hache</td>
<td>Shawna Feely</td>
</tr>
<tr>
<td>Pediatric &amp; Clinical Genetics</td>
<td>Marianna Raia (Horz)</td>
<td>Kimberly Lewis</td>
</tr>
<tr>
<td>Personalized Medicine</td>
<td>Liz Varga</td>
<td>Megan Grove</td>
</tr>
<tr>
<td>Prenatal</td>
<td>Blair Stevens</td>
<td>Andrea Harbison</td>
</tr>
<tr>
<td>Psychiatric Disorders</td>
<td>Heather Andrighetti</td>
<td>Edith Kolozsi</td>
</tr>
<tr>
<td>Public Health</td>
<td>Kate Reed</td>
<td>Amy Gaviglio</td>
</tr>
<tr>
<td>Research</td>
<td>Sharon Aufox</td>
<td>Gillian Hooker</td>
</tr>
<tr>
<td>Student / New GC</td>
<td>Katie Bergstrom</td>
<td>Elysia Pagano Davis</td>
</tr>
</tbody>
</table>
Thank you to all of NSGC’s dedicated volunteers

We could not do it without you!

- Committees
- Task Forces
- SIGs
- Workgroups
- Subcommittees
- Ethics Advisory Group
- AEC/Abstracts
- JEMF
- AHSPA
- Rollnick
- Liaisons
- Journal of Genetic Counseling
- Perspectives
- Various projects
- Many individual contributors!
NSGC Strategic Initiatives

Jennifer Hoskovec, MS, CGC
NSGC President
Rolling Strategic Plan

- Differs from traditional strategic planning
  > Annual review of landscape by Board and plan adjustments and edits to ensure we are proactive and relevant
  > Full review of strategic initiatives every 3 years
  > Align each 3-year strategic plan to support longer-term goals
  > We need member support for this process – you are our best resource
    - Engage with committees, subcommittees and workgroups
    - Participate in SIGs
    - Contact your leaders with emerging information
From Strategy to Action

NSGC’s volunteer Committees, SIGs and Task Forces are the power behind achieving our strategic goals.
NSGC’s 2014 - 2016 Strategic Objectives

Access
- Payer recognition of GCs
  - Cost effective
  - Cost saving
- Reimbursement
- Licensure
- Coalition-building
- Promoting value to other Providers

Value
- GC Value
  - Evidence-based research and recommendations
- Marketing
- Member Value
  - Education
  - Professional development

Growth
- Workforce growth
- Specialization
- Technology to build capacity and efficiency
- Collaborate with ABGC, ACGC & AGCPD
- Collaborate with other provider groups
2015 Public Relations

Jennifer Hoskovec, MS, CGC
NSGC President
Percentage of Placements by Topic

- Prenatal: 25%
- Incidental findings: 4%
- DTC testing: 4%
- Oncology: 13%
- Insurance: 21%
- Genetic testing: 4%
- Genetic counseling profession: 29%

National Society of Genetic Counselors

Public Communications Inc.
Facebook and Twitter Growth in 2014

Number of Likes and Followers

Month

Twitter
Facebook
Developing NSGC leaders

- NSGC has been working to implement dedicated leadership development programming over a number of years
- The inaugural NSGC Leadership Development Program launched in August 2014
- First round focusing primarily on incoming Committee Vice Chairs, with some programming for incoming Board members
  > Committee focus reflects the key role of our committees in achieving our strategic initiatives
  > Vice Chairs, over their terms with the committees, will touch a great number of committee members and share the leadership concepts learned in the program
Volunteer Leadership Program

- Intent is to start with this program, to impact leadership within NSGC, and then look at how we can expand programming.
- Program will focus on leadership as enabling outcomes by leading and inspiring others.
- We will continue to incorporate leadership concepts in our other programming to generate a culture of leadership throughout the society.
Leadership support from our management partner

- Our relationship with SmithBucklin provides many resources to support our Society, Board, and volunteer leaders
  - Leading practices from 100+ professional associations, including 29 healthcare associations
  - Annual Leaders Forum that two Board members attend
  - As-needed strategic planning facilitation, governance training and leadership training by SmithBucklin consultants - all experienced executive directors of professional associations
NSGC a leader among associations

- PCI and NSGC won “Best in Show” award at the Public Relations Society of America (PRSA) - Chicago Chapter Skyline Awards Gala for work to ensure genetic counselors had a voice in the Angelina Jolie story in May 2013

- NSGC recognized this year by the Trade Show News Network as one of the top 25 tradeshows in net square foot growth from 2011 to 2013
2015 Nominations and Election Process & Results

Jennifer Hoskovec, MS, CGC
NSGC President
NSGC Leadership: Nominations and Elections

2015 Nominating Committee:

- Committee made up of president, past president, 2 non-officer board members and 3 at-large members

- Three at-large members chosen for nominations committee; selected by Membership Committee from individuals responding to an open call for applicants
NSGC Leadership: Nominations and elections

- Call for Nominations opened in January 2014:
  - Members submitted 50 nominations
    - Nominations represented 23 individuals
    - 17 were willing to be considered
  - Nominees assessed using a combination of quantitative and qualitative measures
    - Quantitative measures provide overall score of candidate
    - Qualitative measures provide assessment of skills, years of experience, fit with current board, specialty area and work setting
Data from 2014 nomination/election cycle

<table>
<thead>
<tr>
<th>WORKPLACE</th>
<th>NOMINEES</th>
<th>SLATED</th>
<th>2015 BOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>University medical center</td>
<td>6^</td>
<td>3^</td>
<td>5^</td>
</tr>
<tr>
<td>Private/public hospital/facility</td>
<td>5</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Industry/Lab</td>
<td>5</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Totals</td>
<td>17</td>
<td>6</td>
<td>12</td>
</tr>
</tbody>
</table>

^ includes at least one GC training associate/assistant program director
Data from 2014 nominations/election

<table>
<thead>
<tr>
<th>SPECIALTY</th>
<th>NOMINEES</th>
<th>SLATED</th>
<th>2015 BOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Pediatric</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Prenatal</td>
<td>5</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Personalized medicine/WGS</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>17</strong></td>
<td><strong>6</strong></td>
<td><strong>12</strong></td>
</tr>
<tr>
<td>REGION</td>
<td>NOMINEES</td>
<td>SLATED</td>
<td>2015 BOD</td>
</tr>
<tr>
<td>--------</td>
<td>----------</td>
<td>--------</td>
<td>----------</td>
</tr>
<tr>
<td>1</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>3</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>4</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>
NSGC Leadership: Nominations and Elections

Election Results:

- Membership identified strong pool of nominees
- Diverse slate presented (specialization, work setting, years of experience, gender)
- 36% of eligible voters participated
- Ballot approved by 93.7% of voters
  - 63 voters (5.5%) abstained
  - 5 voters (0.5%) submitted write-ins instead of approving the slate
Nominations: Future directions

- Continue to enhance feedback process to nominees
- Call for nominees opens in early 2015
- You can make a difference in the future of NSGC:
  > Nominate a colleague
  > Apply to serve on the Nominating Committee
  > Nominate yourself!

Bronson Riley, MS, CGC
NSGC Secretary/Treasurer
Financial Objectives in 2014

- Fully funding operations through our operating revenue
- Investing in our members and the profession
- Investing in tools and initiatives to help our members and association succeed
  > Increased advocacy support
  > Increased public relations support
  > Development of new educational products
NSGC Membership: 3,110 and Growing!

*Membership as of August 31, 2014*
Cash Assets as of December 31, 2013

- **Cash Assets**
  - NSGC liquid assets: $1,090,876
  - NSGC Investments: $1,346,421
  - JEMF: $49,048
  - Rollnick: $75,828
  - AHSPA: $19,602

- **Budgeted Revenue:** $2,132,023
- **Year-end Actual Revenue:** $2,435,988

- **Budgeted Expenses:** $2,129,459
- **Year-end Actual Expenses:** $2,217,432

- **2013 Budgeted Net Revenue:** $2,564
- **2013 Year-end Actual Net Revenue:** $218,556
Sources of Revenue: 2013 Year-end

- Membership: 32%
- AEC: 31%
- Sponsorship and Exhibits: 18%
- Education Programs (non-AEC): 4%
- CEU Provider: 5%
- SIGS: 1%
- JGC: 3%
- Publications: 6%
Expense Distribution: 2013 Year-end

- General Administration: 31%
- AEC: 29%
- Advocacy, Access & Public Policy: 15%
- JOGC: 5%
- Publications: 2%
- Education Programs (non-AEC): 1%
- Sponsorship and Exhibits: 3%
- Sponsorship and Exhibits: 3%
- Grants & Awards: 1%
- Dues to other Organizations: 2%
- Membership Services: 0%
- Committees: 0%
- SIGS: 1%
- Branding, Marketing and PR: 8%

*Note that general administration includes staff, legal fees, IT, website hosting, public relations, accounting, insurance, bank and credit card fees, office services and postage.
NSGC Continues to Grow…

Unrestricted Net Assets
Operating Net Income
Target Reserves

2010 Audited: $902,281
2011 Audited: $1,103,640
2012 Audited: $1,690,787
2013 Audited: $1,580,497
2014 Forecast: $1,901,010
2015 Draft Budget: $1,747,371

2010 Audited: $292,386
2011 Audited: $462,082
2012 Audited: $617,481
2013 Audited: $610,380
2014 Forecast: $534,954
2015 Draft Budget: $552,229

2014 Target Reserves: $1,203,831
2015 Target Reserves: $1,200,590
...And invest in our society and profession

### Strategic Spending

<table>
<thead>
<tr>
<th></th>
<th>Branding*</th>
<th>Advocacy</th>
<th>Grants/Awards</th>
<th>Leadership</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2012 Audit</strong></td>
<td>$20,937</td>
<td>$165,435</td>
<td>$16,052</td>
<td>$10,300</td>
</tr>
<tr>
<td><strong>2013 Audit</strong></td>
<td>$159,987</td>
<td>$321,935</td>
<td>$16,429</td>
<td>$35,427</td>
</tr>
<tr>
<td><strong>2014 Budget</strong></td>
<td>$191,900</td>
<td>$281,600</td>
<td>$27,500</td>
<td>$25,000</td>
</tr>
<tr>
<td><strong>4+8 Forecast</strong></td>
<td>$191,900</td>
<td>$281,600</td>
<td>$27,500</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

*Notes:
- PR included in Branding as of 2013
- Grants/Awards reflect State Licensure Grant Awards and AHSPA donation
- Leadership reflects IOM Roundtable and ACGC donation
Progress toward financial goals

- Ended 2013 with a surplus of $218,556
- Funded both operations and strategic initiatives through operating revenue, allowing us to preserve and grow our reserves
- Allowed us to make some significant strategic investments in 2014 in PR, Advocacy and our new Leadership Development Program
- We have not accessed our investment funds for any expenses since 2006
NSGC Publications Update

>Journal of Genetic Counseling

>Perspectives in Genetic Counseling

Jennifer Hoskovec, MS, CGC
NSGC President
Journal of Genetic Counseling

Bonnie LeRoy, MS, CGC
Editor-in-Chief

Pat McCarthy Veach, PhD
Assistant Editor
Journal of Genetic Counseling
Associate Editors

Christina Palmer, PhD

Ian MacFarlane, PhD
Journal of Genetic Counseling data
September 1, 2013 through September 1, 2014

- Manuscript submission and processing has increased
  > Over the past 12 months, JOGC editorial office received:
    - 220 new submissions; ~18 new per month average (original research and professional issue papers)
    - 312 manuscripts were sent out for revision
    - 301 revised manuscripts were received
  > Average # of days from submission to first decision is 45.5 (time to publication varies dependent upon time taken to revise)
  > Total number of reviewers invited was 718
  > The rejection rate for original submissions is 37.3%

- We are receiving about the same number of NEW manuscripts received over the same time period last year but more authors are returning revised papers (about a 6% increase)!!
Additional *Journal of Genetic Counseling* highlights

- The Impact Factor has increased to **1.748**
- The abstracts from this meeting will be in the Dec 2014 issue
- A Special Issue on NEXT GENERATION GENETIC COUNSELING was guest edited by Myra Roche and Christina Palmer. This was published in Volume 23, No 4, August 2014
- A Special Issue on PUBLIC HEATH GENETICS AND GENOMICS is in final stages of development. This issue is guest edited by Amy Gaviglio and Kirsty McWalter
- The JoGC co-sponsored a pre-conference symposium and an EBS at these meetings with the goal of helping more genetic counselors become authors and reviewers!!
We are considering a Special Issue on: Genetic Counselor Professional Development

If you have an appropriate manuscript, please participate in this issue.

Also, if you are interested in serving as a reviewer, PLEASE contact Bonnie or Pat:
leroy001@umn.edu
veach001@umn.edu
Perspectives in Genetic Counseling

Kirsty McWalter, MS, CGC, Editor

Kristen Hanson, MS, CGC, Associate Editor
Perspectives in Genetic Counseling

• Change in content development process in 2014:
  • More of a focus on *Perspectives* Committee soliciting and writing content, particularly feature content
  • This has been successful - planning to continue to focus on content development moving forward
• Move to new interactive, online format has been well received
**Perspectives in Genetic Counseling**

**Readership Data**

- Under the new format, our open rates have increased and average 43% with click-through rates around 38%

- In comparison, open rates for non-profits and healthcare organizations are 17-18% and click-through rates are 2-5% *(2013 Email Marketing Metrics Benchmark Study, Silverpop)*

<table>
<thead>
<tr>
<th></th>
<th>Total Distribution</th>
<th>Opens</th>
<th>Open Rate</th>
<th>Click Throughs</th>
<th>Click Through Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2014</td>
<td>3011</td>
<td>1203</td>
<td>41.3%</td>
<td>424</td>
<td>35.2%</td>
</tr>
<tr>
<td>Q2 2014</td>
<td>2840</td>
<td>1242</td>
<td>44.9%</td>
<td>477</td>
<td>38.4%</td>
</tr>
<tr>
<td>Q3 2014</td>
<td>3018</td>
<td>1214</td>
<td>41.4%</td>
<td>487</td>
<td>40.1%</td>
</tr>
</tbody>
</table>
The *Perspectives* Committee continues to be a very dedicated group of volunteers – we thank them for their work!
NSGC Bylaws Update and Membership Vote

Bronson Riley, MS, CGC
NSGC Secretary/Treasurer
Bylaws update: Background

- Board periodically reviews bylaws to ensure they are current and clear
- Review in spring 2014 resulted in need for updates to improve clarity, reflect current Board and committee functioning and address inconsistent language
- Bylaws Task Force appointed to perform thorough review and make recommendations to Board and membership
Bylaws Update: Framework for Review

Bylaws are a legal document

- Provides the framework for how an organization governs and manages itself
- Outlines the fundamental rights and obligations of members and volunteer leaders
Bylaws update: Framework for review

- “Bylaws should deal with only the highest level of governing issues…non-negotiables that your governing body deems necessary.”
  - The Foundation Group, *Nonprofit Bylaws - The Do’s and Don’ts*

- Bylaws Task Force worked from the following perspective:
  > Provide high-level information about NSGC membership criteria and governance structure and function in the bylaws
  > Move more specific details about how work is accomplished to a supporting policy document that is reviewed, at a minimum, annually
Bylaws Update: Board review

- Bylaws Task Force reviewed and developed recommendations for updates
- Presented to and approved by the Board of Directors on May 29, 2014
- Changes to Article I (Membership) and Article XIII (Amendments) also require Membership approval
Bylaws Update: Membership review

- Marked-up version of Bylaws with TF-recommended changes circulated for membership review in June
- Members provided with opportunity to ask questions and submit comments
- All comments/questions were reviewed by Bylaws TF and responses sent to members
- Additional edits made to Bylaws based on member comment
Bylaws update: Membership vote

- Updated version (both marked-up and clean versions) distributed for electronic membership vote on September 11
- Members also provided with opportunity to submit vote at Annual Business Meeting today

*If you have not yet voted online, please submit your ballot to staff at this time*

- Votes submitted today will now be counted and added to the votes submitted electronically. Results will be announced when ballot closes on October 2
Question & Answer Session

Jennifer Hoskovec, MS, CGC
2014 President

Joy Larsen Haidle, MS, CGC
2014 NSGC President Elect

Bronson Riley, MS, CGC
2014 Secretary/Treasurer

Meghan Carey
Executive Director
Leading Voices Drawing Winners – Congratulations!

We had over 238 leading voices nominations submitted this year!!

- Shanna Gustafson
- Diana Tully
- Deborah Cragun
- Kelly Ormond
- Heather Fecteau
- Brianne Kirkpatrick
- Renee Chard
- Monica Marvin
- Sharanya Munshi
- Lori Erby
Thank you for your participation!