ARO Council Meeting Minutes

Date: June 26, 2025
Attendees: Rhiannon McNeely, Brad McAlister, Anna Lysakowski, Avril Genene Holt, Jeff Holt, Bonnie Lau, Mike Bowl, Lisa Cunningham, Ronna Hertzano

---

1. Strategic Planning Process

Summary:
The group held a discussion on the society's strategic planning process. The Long Range Planning Committee Chair Bonnie Lau provided historical context, emphasizing the success of the previous planning process and the importance of a SWOT analysis. The group discussed whether to revise the current plan or create a new one. There was consensus that a new plan is more appropriate, given the post-pandemic shift in priorities. Key themes included growth, engagement of clinician-scientists, and youth involvement.

Decisions Made:

- Determine whether to do a SWOT analysis involving Council and committee chairs with Sarah Timm.

Action Items:

- Bonnie Lau to report back to LRPC.
- Kristin Johnson to look into the SWOT analysis.
- Council to define overarching goals post-SWOT.

---

2. Membership Committee Report

Summary:
The Membership Committee presented several initiatives for feedback, including:

- Improving the member directory search functionality.
- Revising the member spotlight process.
- Offering free first-year memberships to trainees.

The Council discussed feasibility, timing with software migration, and the importance of prioritizing efforts.

Decisions Made:

- Directory improvements are supported but contingent on software migration timeline.
- Member spotlights should be curated by the committee, with optional nominations. Council supports featuring individuals in leadership to simplify the process and engage members, potentially feeding the leadership pipeline.
- Council supports receiving a complete proposal for free trainee memberships for further evaluation.

Action Items:

- Rhiannon to follow up with Kristin on software migration timeline.
- Membership Committee to refine spotlight process and complete a proposal for free trainee memberships.
- Councils feedback will be provided to the Membership Committee to help them prioritize their initiatives/goals.

---

3. Award Ceremony Format

Summary:
Concerns were raised about the length and structure of the Award Ceremony. A proposal was made to streamline the event by limiting it to 75 minutes, featuring only the Award of Merit lecture, and moving other awardee talks to separate sessions.

Decisions Made:

- Limit the Award Ceremony to 75 minutes.
- The Award of Merit recipient will give a lecture (25 minutes max).
- The President presiding over the MWM will run the Awards Ceremony and read all introductions, except that the Award of Merit nominator(s) will be given the option to give an introduction of up to 5 minutes and no more than 3 slides.

- Further discussion is to be had with Program Committee Chairs on feasibility of moving other awardee talks to other parts of the meeting program.

Action Items:

- Rhiannon to communicate changes to the Awards Committee.
- Kristin to ensure implementation in next year's planning.

---

4. Satellite Symposium Proposal (PIHL Group)

Summary:
The Council reviewed a proposal from Colleen Leprell to host a pharmaceutical-focused satellite symposium. The event was successful last year and well attended. Discussion included fee structure changes and the need for a formal call for proposals in future years.

Decisions Made:

- Council agreed to hosting the PIHL satellite symposium again.
- General agreement on revising the fee structure, pending cost analysis.
- Future calls for satellite symposia should be formalized.

Action Items:

- Kristin to analyze cost and propose a fee structure.
- Council/Program Committee Chairs to develop a formal call process for future satellite symposia proposals.

---

5. T-Shirts and Pocket Guides

Summary:
The Council discussed offering ARO-branded T-shirts and printed pocket guides during registration. Pre-ordering was favored to manage inventory and costs.

Decisions Made:

- Proceed with offering T-shirts and pocket guides as pre-order items.

Action Items:

- Kristin will work with the PMG Marketing team to develop a few options for the T-shirt graphic. Council will vote on the design at the next meeting.

Summary

The Council focused on strategic planning, membership engagement, event structure, and sponsorship opportunities. A consensus was reached to revise the strategic plan, streamline the Award Ceremony, support continued industry engagement by offering satellite symposia opportunities, and to provide pre-sale T-shirts and printed Program Books (Pocket Guides) on the MidWinter Meeting registration.

Decisions Made

- Create a new strategic plan starting with recommendations from Executive Office and a potential SWOT analysis.
- Limit Award Ceremony to 75 minutes with Award of Merit recipient giving a 25-minute talk.
- Support PIHL satellite symposium and explore new satellite symposia fee structure.
- The Membership Committee will need to provide a complete proposal for further consideration of free trainee memberships.
- Offer pre-order T-shirts and pocket guides at registration.

Action Items

- **Bonnie Lau**: Report back to LRPC.
- **Kristin**: Coordinate SWOT analysis; confirm software migration timeline; oversee Award Ceremony changes; satellite symposium cost analysis and recommendation for new fee structure; enlist Marketing team to create T-shirt designs.
- **Rhiannon**: Liaise with Membership and Awards Committees

- **Membership Committee**: Refine spotlight process and finalize a free trainee membership proposal for further consideration.
- **Program Committee:** Evaluation feasibility of moving honorific awardee talks from the Awards Ceremony to other parts of the meeting program.