ASSOCIATION FOR RESEARCH IN OTOLARYNGOLOGY

Long Range Planning Committee (LRPC)

Date:	July 13, 2026	**Meeting Chair:**	Matthew Kelley (NIH/NIDCD)
Time:	4:55 PM – 5:41 PM EDT	**Format:**	Virtual (Video Conference)
Duration:	46 minutes, 44 seconds	**Document:**	Official Meeting Minutes

ATTENDEES

Matthew Kelley
Committee Chair

Kristin Johnson
Executive Office (Parthenon)

Allison Johnson
Executive Office (Parthenon)

Dave Raible
Committee Member

Bonnie Lau
Committee Member

Domenica Karavitaki
Committee Member

Larry Hoffman
Committee Member

Ayden Chavez
Creighton University

Elika Fallah
Committee Member

Hideko
Committee Member

DISCUSSION & PROCEEDINGS

Topic 1: Barriers to Attendance Survey

The committee discussed administrative and strategic initiatives to address attendance patterns.

- Matthew Kelley and Mike Bowl drafted a strategic survey addressing structural barriers to meeting attendance, including declining trends, venue cost structures, and changing environments for international travel.
- The Google Docs draft link was shared in the chat. The survey targets both active/current members and lapsed or non-members who historically interacted with the ARO.
- **Timeline:** The survey draft will be submitted to the Council for formal review by the end of July. Following approval, it will be distributed with a brief two-week response window to gather prompt feedback.

Topic 2: Post-Meeting Exit Survey Review & Council Report

Deliberations centered on synthesizing raw exit survey responses from the prior year to inform operational adjustments.

- Bonnie Lau detailed the standard process: the entire committee reviews both raw qualitative comments and Parthenon's summaries to classify issues into immediate operational "quick-fixes" versus long-term strategic challenges.
- Larry Hoffman cautioned against relying strictly on high-level automated or AI-assisted content summaries, emphasizing that they often dilute the relative emotional weight and exact volume of specific complaints.
- **Next Steps:** Members will review raw comments and executive summaries over the summer in preparation for a follow-up virtual meeting in early September. Matthew Kelley will compile these notes into a concise, one-page recommendation report for Council.

Topic 3: Exhibitor and Sponsor Survey Initiative

An initiative was proposed to increase engagement and conference revenue through direct feedback.

- The Executive Office (Kristin and Allison) proposed implementing a highly concise (under five minutes) survey specifically for current and past exhibitors/ sponsors.
- Domenica Karavitaki suggested keeping vendor identification optional rather than strictly anonymous. Since exhibitors (such as specific instrumentation developers and CROs) often seek direct resolutions regarding ROI and logistical support, non-anonymous feedback is highly constructive.
- **Timeline:** The target is to finalize and deploy this vendor-specific survey towards the end of the calendar year to ensure actionable feedback ahead of the February conference.

Action Items & Next Steps

- **Executive Office (Kristin / Allison):** Distribute the raw exit survey qualitative comments, the Parthenon executive summary, and template exhibitor surveys to the committee.
- **Executive Office (Kristin / Allison):** Send out a scheduling poll to align on a virtual meeting date for early September.
- **All Committee Members:** Complete reviews of raw exit survey documents and draft personal observations before the September meeting.
- **Exhibitor Task Group (Domenica, Hideko, Elika, Ayden):** Collaborate with Parthenon team members to begin outlining the structure of the streamlined exhibitor survey.