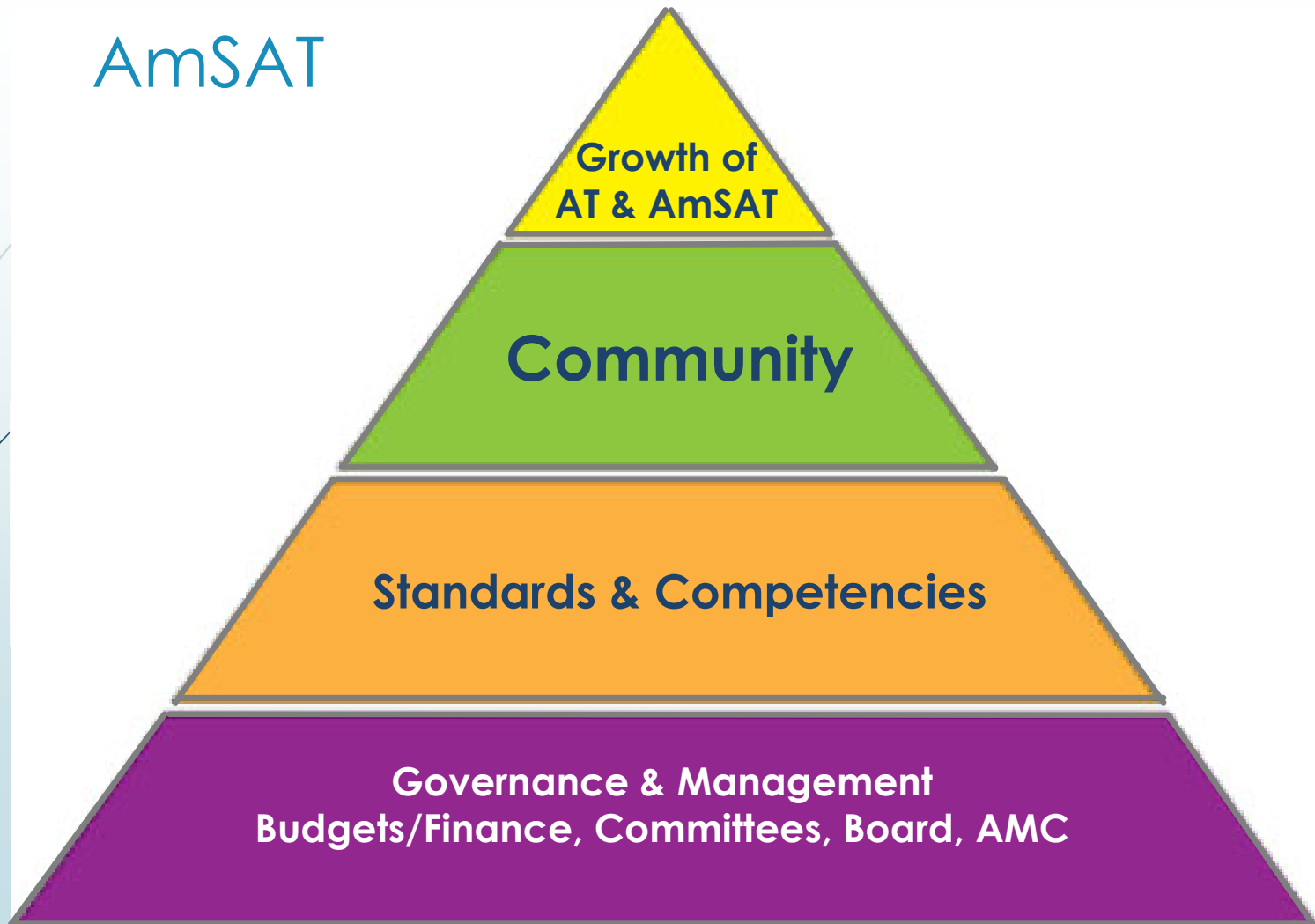




Report from the AmSAT Board

A Strategic Look at our progress since 2019 ACGM

AmSAT





We are in a different world now

- Post-COVID challenge
 - Practice
 - Financial
- Confront racism
 - Initial statement
 - Future plans
- Flexibility is required
 - The ability to adapt to changing situations while maintaining our integrity



Looking ahead to this upcoming year:

- Essential operational tasks will continue
- We need to emphasize strategic thinking and planning, with the goal of making AmSAT more nimble, more adaptable, and more relevant as the world around us continues to change



Our Foundation: Budget/Finance

Where we are:

- Loss of ACGM revenue
- Potential loss of membership revenue

We need to:

- Re-evaluate our spending
- Identify new revenue streams

**Governance & Management
Budgets/Finance,
Committees, Board, AMC**



Our Foundation: Committees

We've accomplished:

- Judith Leibowitz Scholarship
- Diversity Committee

We need to:

- Recruit Nominating Committee members
- Continue to identify key focus areas and provide interested members with support

**Governance & Management
Budgets/Finance,
Committees, Board, AMC**



Our Foundation: Leadership

We've accomplished:

- **Strong Board with a full Executive Committee for the first time in years**

**Governance & Management
Budgets/Finance,
Committees, Board, AMC**

We need to:

- Address:
 - Board succession
 - Committee succession
 - Leadership development
 - Focus the board on strategic issues



Community: Membership

We've accomplished:

- Pivoted the ACGM to *Taking Time to Connect* weekly chats
 - Engaging a broader span of our members
 - Responsive to members requests

We need to:

- Continue to find ways to enhance membership value
- Provide diversity education



Community



Community: ACGM

We've accomplished:

- Created an exciting program for the 2020 Boulder ACGM



We need to:

- Adapt the 2020 ACGM plans for 2021 in Boulder
- Look ahead to future ACGM locations



Community: International Connections

We've accomplished:

- Continued interaction with ATC (formerly CANSTAT) has led to more members
- Participation in ATAS

We need to:

- Learn and share with our peers as we all navigate to a new normal



Community

AT & AmSAT Growth: Research

We've accomplished:

- Issued 2020 Research Grant
- Increased size of grant in annual budget



We need to:

- Look for ways to further increase research funding
- Support research that will communicate benefits of Alexander Technique

AT & AmSAT Growth: Increase Awareness of / Demand for AT

We've accomplished:

- Created a slogan committee
- Launched Diversity Scholarship



We need to:

- Develop committee to oversee promotional efforts
 - Ads
 - Info sheet
 - Social media
 - Info on website

AT & AmSAT Growth: Increase Awareness of / Demand for AT

We've accomplished:

- Continued Feathr campaign
 - Revised 1st based on member input
 - 2 Test Market samples

We need to:

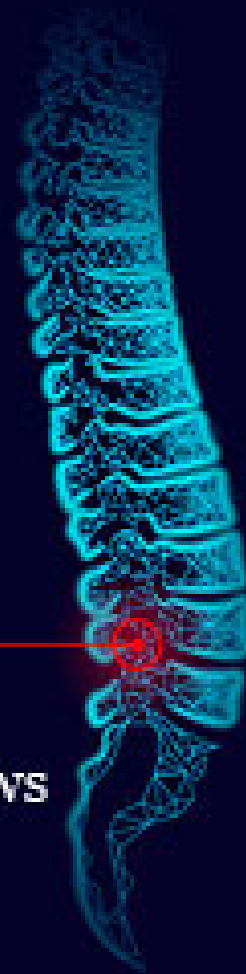
- Develop committee to oversee promotional efforts
 - Next Feathr Campaign



BACK PAIN?

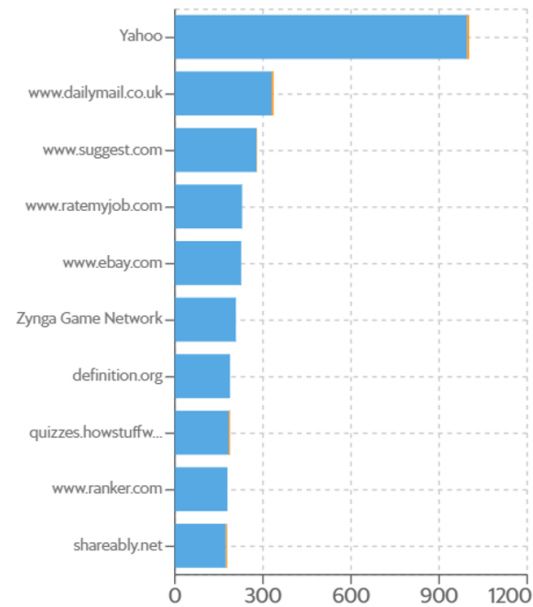
Try the Alexander Technique!
Study published in the BMJ shows
it facilitates long-term relief.

[LEARN MORE](#)



Sample results from keyword search-AmSAT

Activity Breakdown



16,412 views

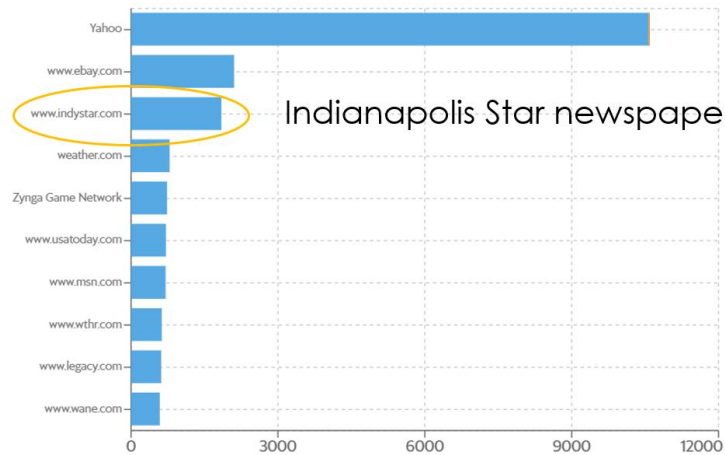
127

Views (16,412)

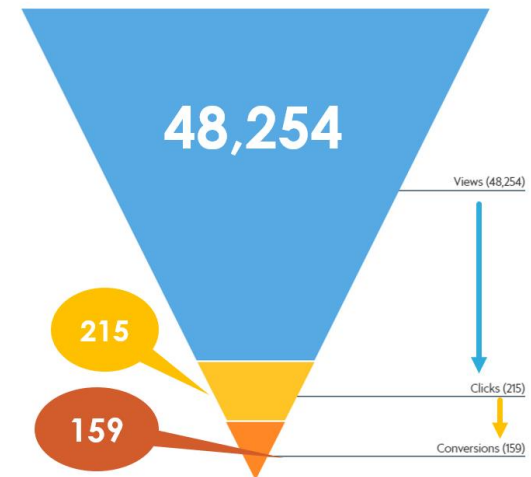
Clicks (127)

Sample from geographic retargeting

Activity Breakdown



Indianapolis Star newspaper



ROI ⓘ

(Each click was valued at \$1)

\$159.00

Conversions

159
2.0% of 8,079 people in Goal segment