

# 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



Jen



Joy



Bronson



Sandra



Becky



Meghan

# 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



Carrie



Sam



Amy C.



Erica



Leigha



Quinn



Amy S.

# 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



**Jehannine**



**Laura**



**Carrie**



**Kaylene**



**Sara**



**Dan**

# 2014 Committee Chairs and Vice Chairs

## **Access and Service Delivery Committee**

Heather Zierhut, Chair  
Kate Wilson, Vice Chair

## **Membership Committee**

Kaylene Ready, Chair  
Holly Zimmerman, Vice Chair

## **Education Committee**

Renee Chard, Chair  
Heather MacLeod, Vice Chair

## **Public Policy Committee**

Carrie Blout, Chair  
Shanna Gustafson, Vice Chair

## **Marketing & Communications**

Workgroup  
Shar Munshi, Chair

## **Practice Guidelines Committee**

Christina Palmer, Chair  
Deepti Babu, Vice Chair

# 2014 Special Interest Group (SIG) Chairs

<b>ART/Infertility</b>	Lauren Isley	Andria Besser
<b>Cardiovascular Genetics</b>	Colleen Caleshu	Sara Cherny
<b>Cystic Fibrosis</b>	Renee Temme	Karen Siklosi Raraigh
<b>Education</b>	Shraddha Gaonkar	Kate Shane-Carson
<b>Familial Cancer Risk</b>	Sara Knapke	Sara Pirzadeh-Miller
<b>Health IT</b>	Heather Fecteau	Megan Doerr
<b>Industry</b>	Kathleen O'Connor	Lily Servais
<b>International</b>	Rawan Awwad	Angela Arnold
<b>Metabolism/LSD</b>	Jennifer Sullivan	Amy White
<b>Neurogenetics</b>	Lauren Hache	Shawna Feely
<b>Pediatric &amp; Clinical Genetics</b>	Marianna Raia (Horz)	Kimberly Lewis
<b>Personalized Medicine</b>	Liz Varga	Megan Grove
<b>Prenatal</b>	Blair Stevens	Andrea Harbison
<b>Psychiatric Disorders</b>	Heather Andrighetti	Edith Kolozsi
<b>Public Health</b>	Kate Reed	Amy Gaviglio
<b>Research</b>	Sharon Aufox	Gillian Hooker
<b>Student / New GC</b>	Katie Bergstrom	Elysia Pagano Davis

# 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



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

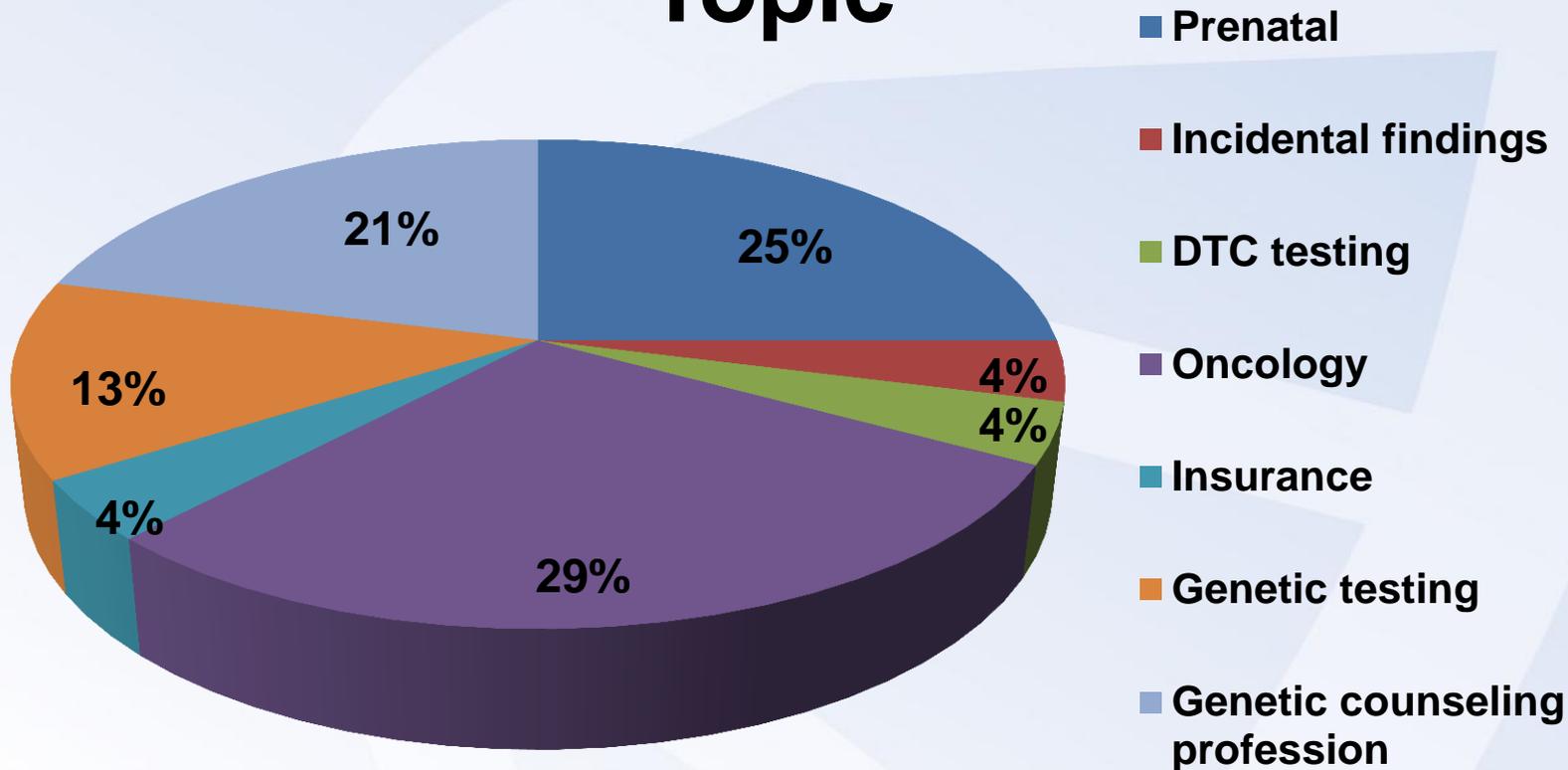
- GC Value
  - Evidence-based research and recommendations
  - Marketing
- Member Value
  - Education
  - Professional development

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

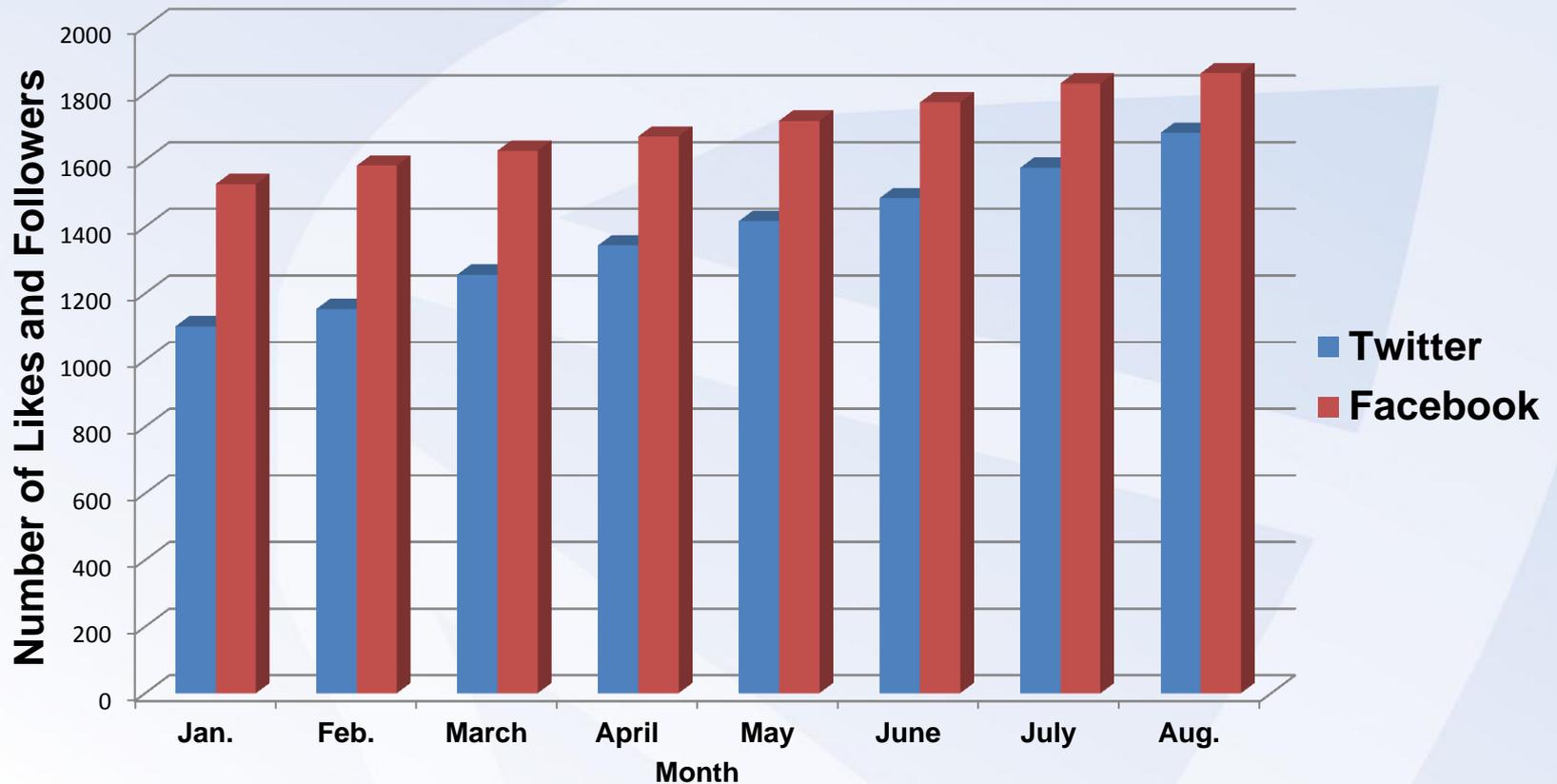
# **2015 Public Relations**

**Jennifer Hoskovec, MS, CGC  
NSGC President**

# Percentage of Placements by Topic



# Facebook and Twitter Growth in 2014



# **NSGC Leadership Development**

**Jennifer Hoskovec, MS, CGC  
NSGC President**

# 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



# 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 tradeshow 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

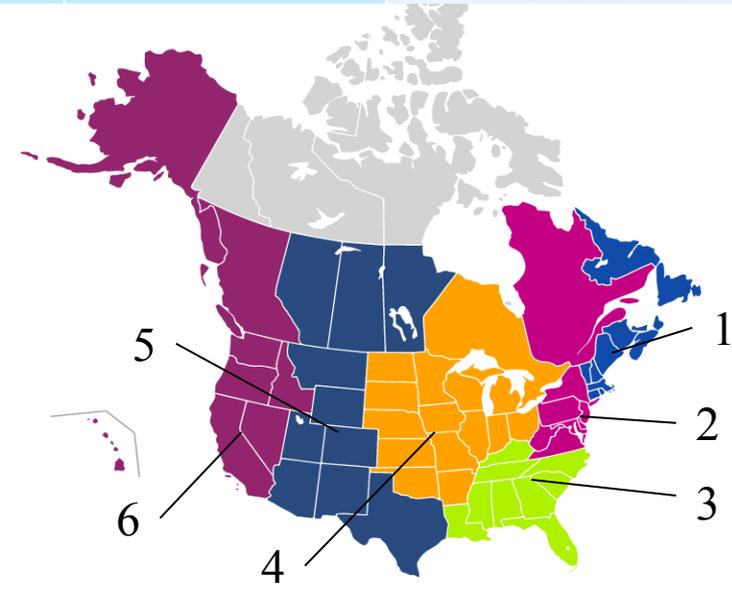
<b>WORKPLACE</b>	<b>NOMINEES</b>	<b>SLATED</b>	<b>2015 BOD</b>
University medical center	6 <sup>^</sup>	3 <sup>^</sup>	5 <sup>^</sup>
Private/public hospital/facility	5	1	3
Industry/Lab	5	2	4
Other	1	0	0
Totals	17	6	12

<sup>^</sup> includes at least one GC training associate/assistant program director

# Data from 2014 nominations/election

<b>SPECIALTY</b>	<b>NOMINEES</b>	<b>SLATED</b>	<b>2015 BOD</b>
Cancer	1	0	2
Pediatric	1	1	1
Prenatal	5	2	4
Personalized medicine/WGS	2	1	1
Other	8	2	4
Totals	17	6	12

REGION	NOMINEES	SLATED	2015 BOD
1	3	1	1
2	3	1	1
3	2	1	1
4	3	0	3
5	4	2	4
6	2	1	2



# 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!**

# **2013-2014 Financial Report**

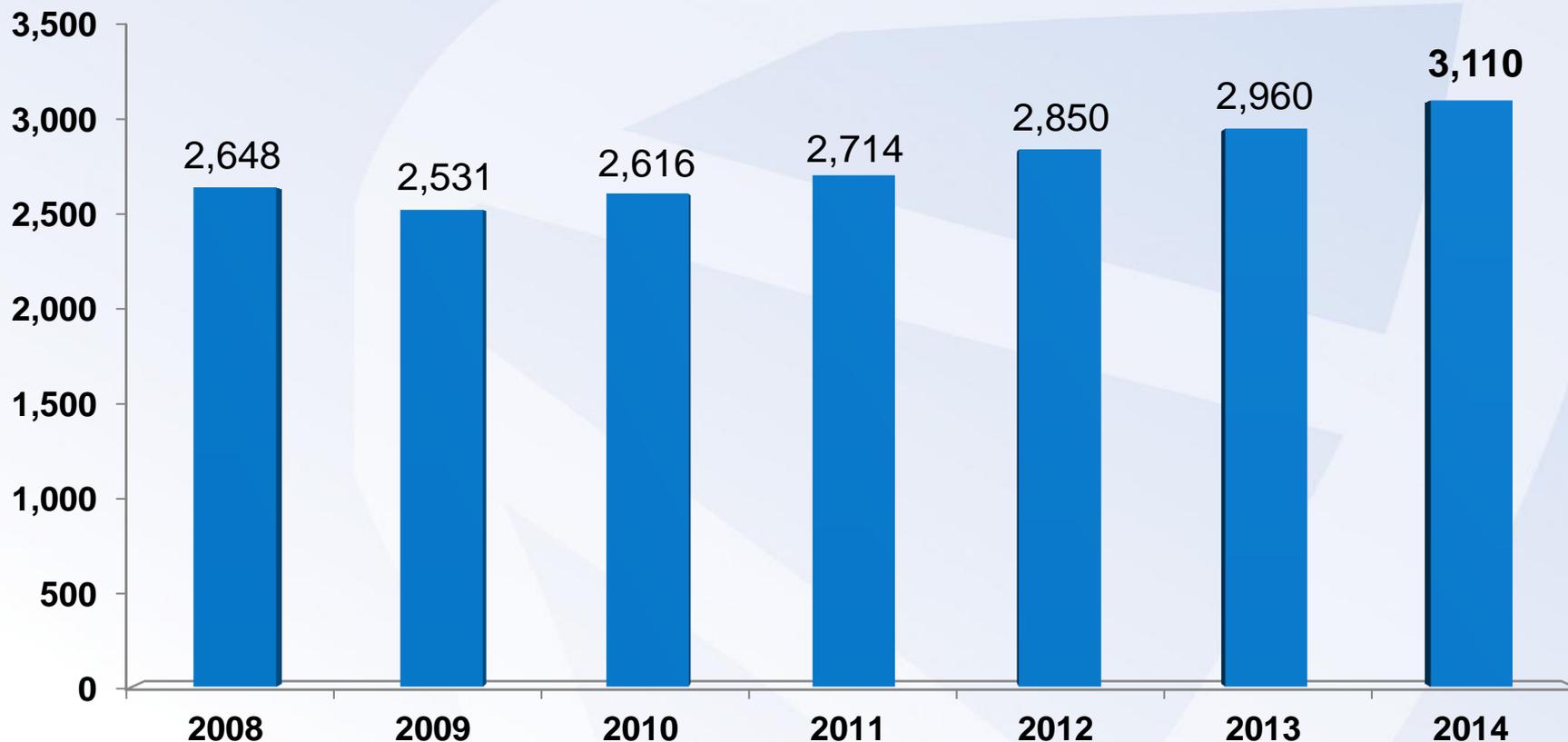
**Bronson Riley, MS, CGC  
NSGC Secretary/Treasurer**

# 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!

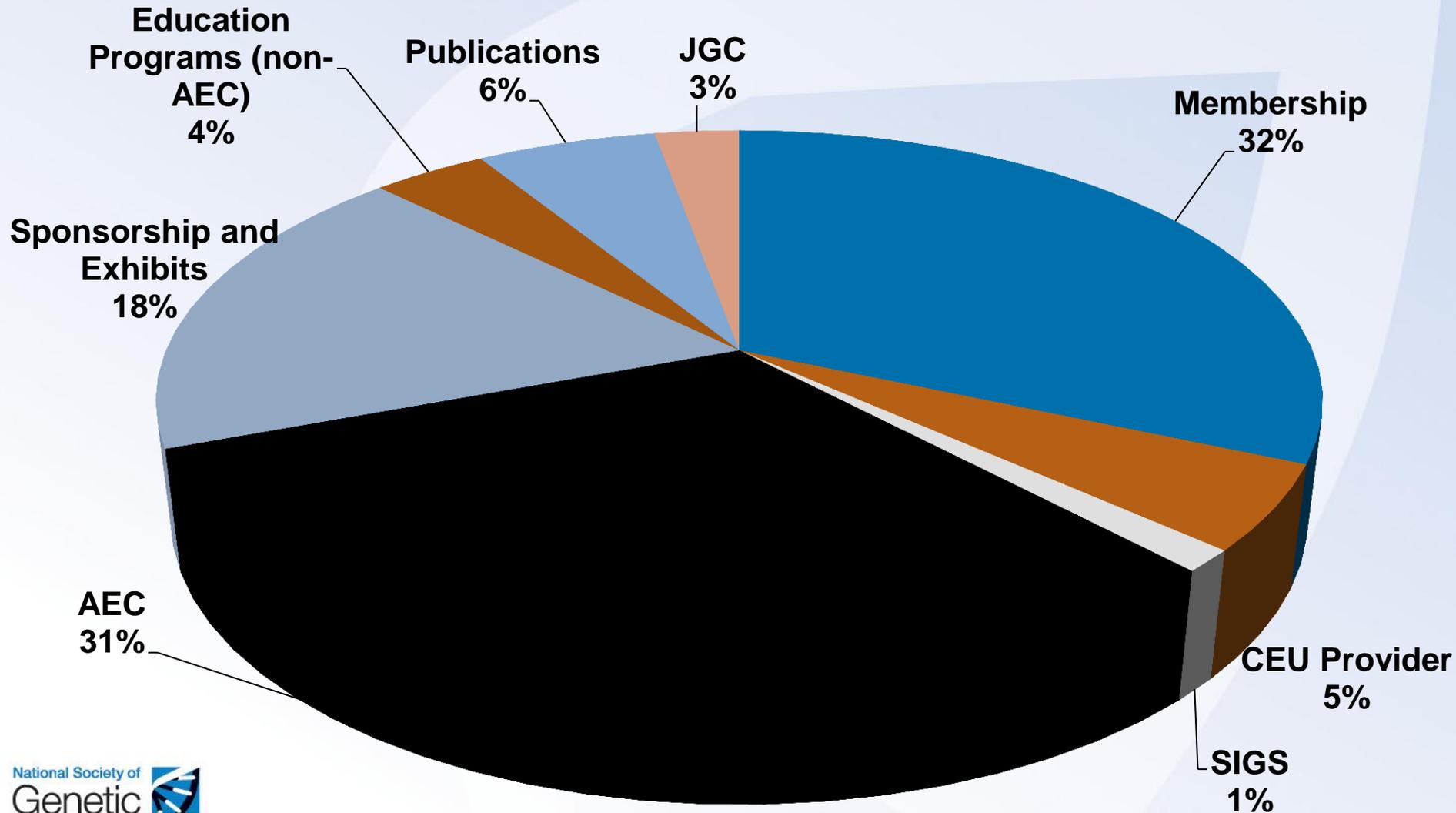
## NSGC Membership 2008 - 2014



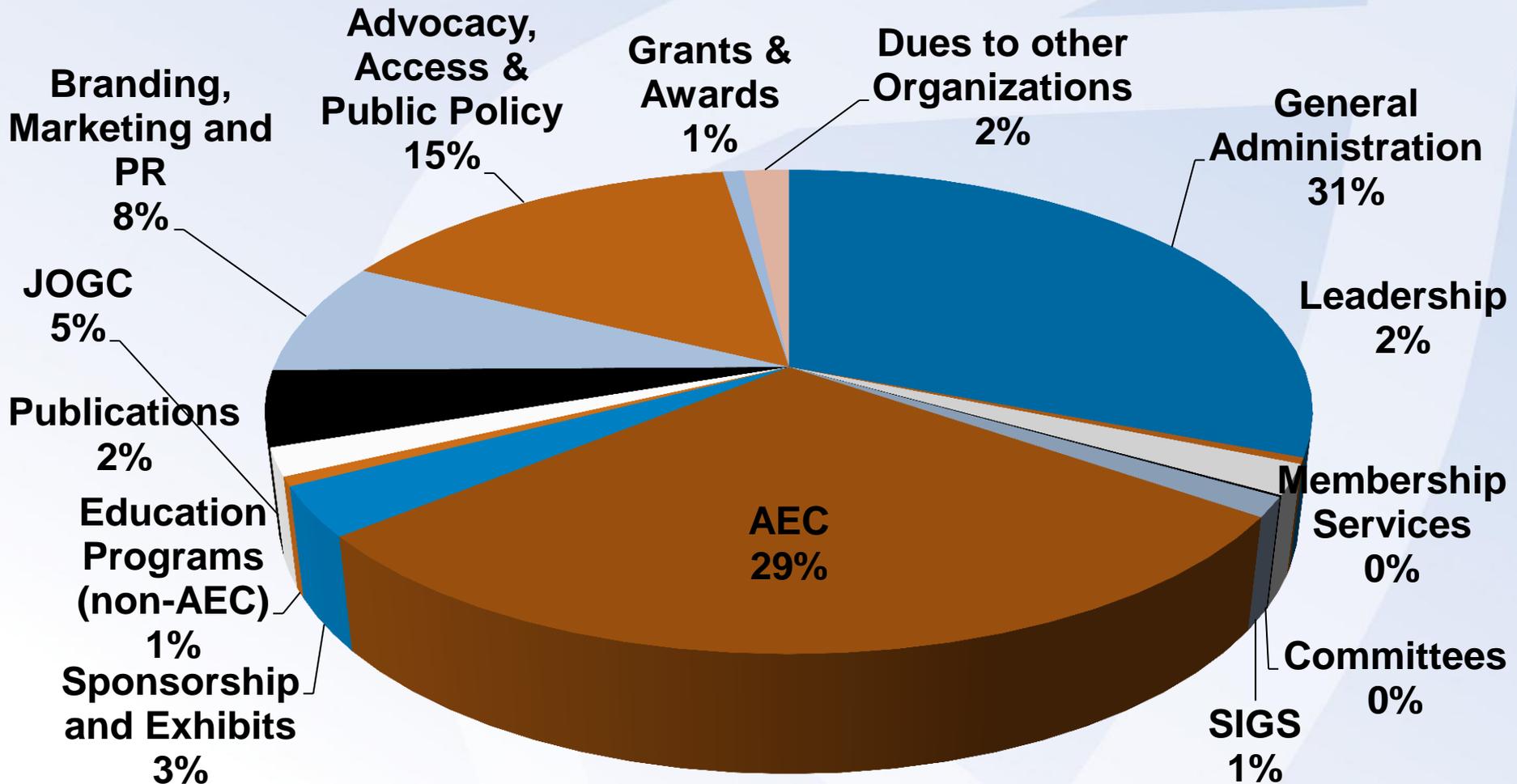
# Cash Assets as of December 31, 2013

- 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**

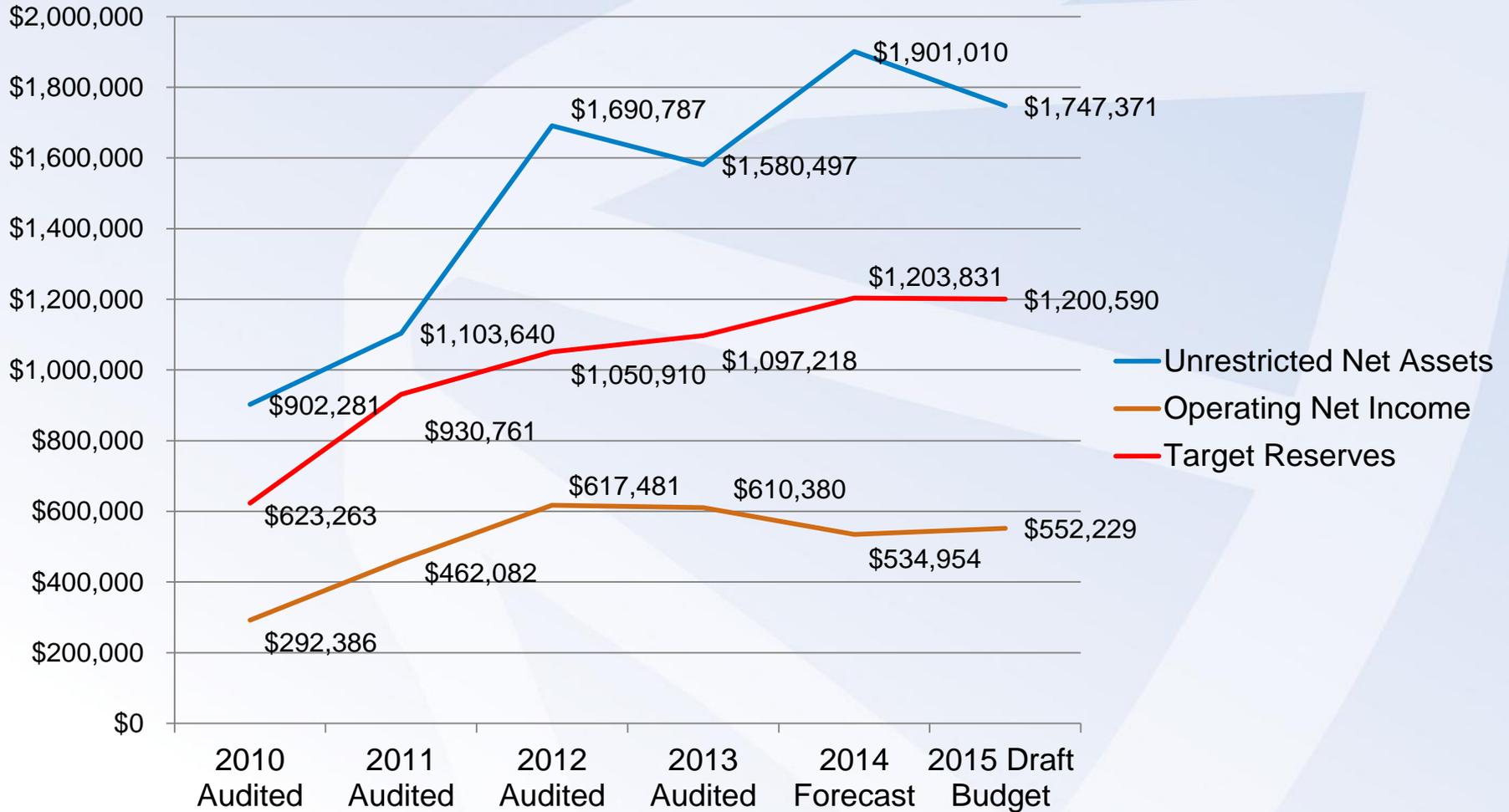
# Sources of Revenue: 2013 Year-end



# Expense Distribution: 2013 Year-end

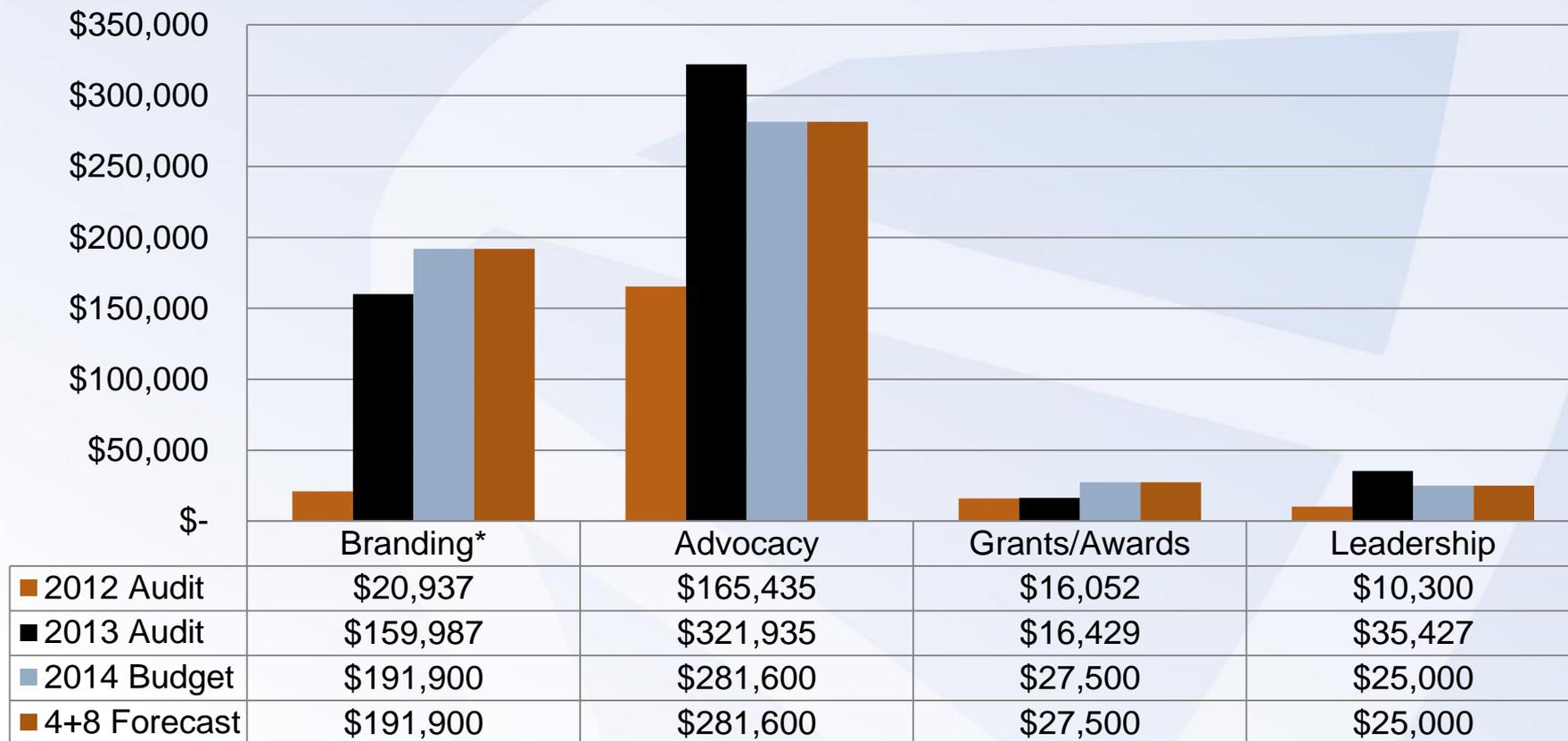


# NSGC Continues to Grow...



# ...And invest in our society and profession

## Strategic Spending



**\*Notes:**

- PR included in Branding as of 2013
- Grants/Awards reflect Sate 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*



**Bonnie LeRoy, MS, CGC**  
**Editor-in-Chief**

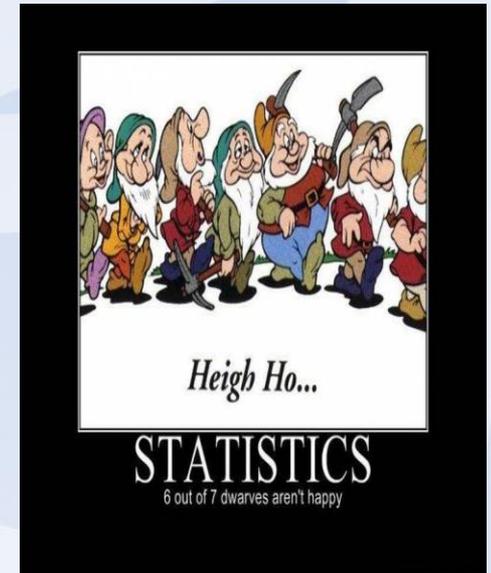


**Pat McCarthy Veach, PhD**  
**Assistant Editor**



# ***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 HEALTH 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!!

## ***Journal of Genetic Counseling* future plans**

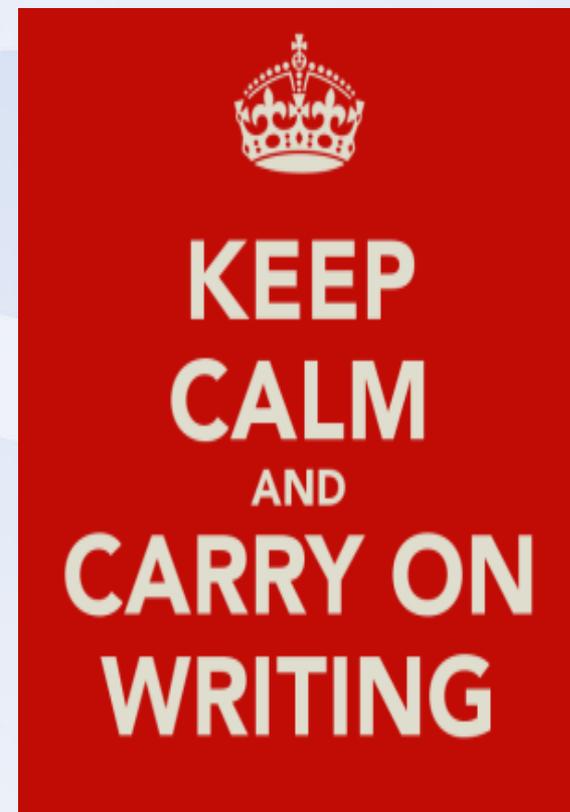
We are considering a Special Issue on:  
**Genetic Counselor Professional  
Development**

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](mailto:leroy001@umn.edu)**

**[veach001@umn.edu](mailto: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)*

	<b>Total Distribution</b>	<b>Opens</b>	<b>Open Rate</b>	<b>Click Throughs</b>	<b>Click Through Rate</b>
<b>Q1 2014</b>	3011	1203	41.3%	424	35.2%
<b>Q2 2014</b>	2840	1242	44.9%	477	38.4%
<b>Q3 2014</b>	3018	1214	41.4%	487	40.1%

# *Perspectives in Genetic Counseling*

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!

