

## Minutes

### GIFCT-US Board Meeting

Wednesday, January 17, 2024

7pm Eastern/6pm Central/5pm Mountain/4pm Pacific

**Voting members present:** Sharon Carder-Jackson, Kiley Callaway, Gloria Cissé, Vicky Harris, Marcus Hubbard, Judith Klefman, Sue Tomaszewski, and Steve Tracy.

Rena Hoskins joined at 7:49 pm.

**Non-voting attendees:** Brian Patterson, Wendall Walker

**Voting members absent:** Mary Hestand, Jay Leving, Jim Soder

#### **Welcome–Introductions–Announcements** - Sharon Carder-Jackson

- Welcomed new board members. Everyone introduced themselves with their region and interest.
- Announced the upcoming Faculty Meeting, Thursday February 1, 2024 at 8 pm EST.
- Steve Tracy will act as our timekeeper.

**Establish a Quorum :** Quorum was established with a 12 member board, needing 7 for quorum, 5 votes to pass a motion.

Steve made a motion to add the vice-president topic on the agenda, Gloria 2<sup>nd</sup>. Discussion: none.  
Vote: 7 yes, 1 no, the motion past.

**Define & Approve Consent Agenda:** Judith moved to accept the consent agenda, Gloria 2<sup>nd</sup>.  
Discussion: none. Yes Votes: 8, motion passes.

Reports included in Consent Agenda:

1. December 2023 Minutes – Vicky Harris
2. Counseling Report – Vicky Harris
3. Board Search – Judith Klefman
4. Membership – Judith Klefman
5. NW Region Reports – Judith Klefman

#### **Old Business:**

Reports included in Old Business Agenda

- I. Membership Survey – Judith Klefman stated she sent out a survey for membership surveys. Received 20 surveys back and missing some board members survey. Members do not know when their membership has expired, and we are losing people. She is tracking what people are interested in. Sharon will resend the survey to the board members. Judith asked for regions to send to their members.

## New Business:

### Executive Director Report –

- Brian Patterson shared that he quit his job with the State of Arizona. Finished his coach certification and senior faculty training.
- GIFCT-YouTube channel—wants to organize and use as a tool.
- AI expert is developing some chat box information for our website.
- Chase bank—working on a seamless transition to the bank.
- 2000 Books from Carleen Glasser. Is mailing them out to people that want them.
- Kent Stroman about fundraising. We do not do this very well. Had about 4 fundraising conversations so far. He is working with others on fundraising. Wants board members to think about
- Roku—Grace Awakening program. Will be having a 30 minute CT TV show starting in March.
- Abundance over scarcity. Reading a book called *Super Abundance* to think of abundance instead of “lack”.
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Has 4 goals for 2024:

1. Glasser Scholars Program: Firmly establish our reputation as an educational entity. Continuing Education credits to be available. Speaking with the Arizona School Principals association. Working with Non-Profit Advocacy Group. Training, getting educated, getting more skills.
2. Double our membership and that requires board members recruiting.
3. 3-year program: requires money. Need more training would like 1000 people a month. We do not have the faculty to accommodate. Welcomed new board members.
4. 400,000.00 goal for fundraising in 2024. When talking to others, numbers numb, stories store. When communicating, do not email when you can call, do not call when you can zoom and do not zoom when you can meet in person. The more personal, the more intimate the more meaningful it can be, the more possibility of donations.

Judith suggested the affiliate program could be another stream of income.

Sue offered program committee information and if the affiliate program and program committee should be combined. Wants more clarity for goal number 1.

Sharon: Get people to do YouTube videos to promote the concepts.

Steve likes the numbers to define the goal. Numbers are very ambitious.

**PPM change needed:** Data Manager and Webmaster position states she reports to the board of directors. Data Manager and Webmaster should report to the ED as her supervisor. Judith made a motion to change the supervision from the board to the ED. Steve second the motion. . Discussion: Minimal comments. Vote: 9 yes. Motion passed.

**Membership change:** Approved in June different membership categories. In the general membership meeting in July, members wanted to have a retired category. Vicky made a motion to add retired to the colleague level, Gloria second. Discussion: How this will be advertised to the membership. Sue mentioned retired needs to be defined. Sue wants it to say faculty is no longer teaching. Judith stated she gets emails and questions and wants this to be simplified. If there is not going to be someone that checks whether someone is “retired” or not. What does retired mean? Retired from the institute or just retired? Should it say faculty for the institute? We have a definition for colleague not retired. Sharon

stated it would be put in the PPM and sent out a mailing to the membership. Brian stated simpler would be better. If retired, can not teach for the institute unless you pay the faculty level. Can people change their status? To add, retired, not actively teaching, to the motion was made by Vicky and agreed to by Gloria. Marcus suggested that people can define it for themselves. Vote: 7 yes, 1 abstain, 1 no, vote passes.

The monthly fee has been voted on and our system does not allow for an automatic withdrawal to pay monthly. Judith stated people would need to go in and pay monthly, it just would not be automatic.

**VP Position:** Sharon stated the VP position has not been filled for over a year. Steve T. has come forward and offered to be VP for 2024 and VP President elect for 2025. The PPM does not have anything about what the vice-president position would be. Sharon requested the committee reconvene and complete the VP duties and responsibilities. Vicky made a motion to table the discussion. Rena seconded the motion. Discussion with pros and cons of waiting or going ahead and filling the position. Vote: 2 yes, 6 no, motion did not pass to table the topic.

Judith moved that Steve Tracy be elected as VP also known as VP Elect. Sue seconded. Discussion: minimal. Vote: 7 yes, 1 no, motion passed for Steve to take the position of VP elect.

### **Conference Report: Vicky**

Working with Brian for Eventbrite, our registration platform, to finish getting set up.

Waiting on Chase bank for a link to have instead of PayPal.

Signed keynote contracts with

David Veech, leadership, Thursday.

Libby Murdock, mental health and counseling, Friday.

Dr. Don Parker, Education, Saturday

The closing ceremony cost is separate at \$125 per WGI request.

Australia is needing to get us some advertising for the 2026 conference.

Training information will come from WGI and we are still waiting for the information.

Tax Exempt Paperwork was filed with IL. Still waiting for a response.

50 books from Jim Roy were donated and Vicky purchased 50 more to give out at the conference.

Looking for 1 minute video tributes from people all over the world on how Dr. Glasser influences or changed your life.

Sponsors: working with Brian, Kent Stroman and Bradley Smith to raise \$50,000.

MOU has been signed by WGI. Waiting for Brian's signature.

Rita Mercer is working on the microsite and waiting for registration link.

IL Counseling Association advertisement for 2200 people for digital ad deadline is 2/15/24.

NASW—they want us to advertise on the national level.

Need marketing suggestions from everyone as our focus is on finding 60% new people that attend our conference. We will need to really market this for that goal.

Calls for presentations are coming in and the deadline is the end of January.

**Marketing report:** Steve: Dashboard, higher education, Glasser Quality Schools, Student Chapter, Glasser Scholar Program, and Glasser Quality Enterprises

**Treasurers Report:** See information at the end of minutes.

**Monthly Dashboard:** See information at the end of minutes. Sharon will work on finding a way to retrieve information without having to ask Denise for it. This dashboard is an organizational means and may better be kept and reported by the ED.

**Committee assignments for 2024:**

**Governance Committee:** Sharon

**Board Search Committee:** Judith, Mary

**Conference Planning Committee:** Vicky

**Program Committees**

**Counseling Committee:** Vicky, Gloria, Rena

**Affiliate program:** Gloria, Marcus

**Quality Schools:** Jim, Sharon, Sue

**Program Development:** Sue (conditional with affiliate program) Gloria support PD, Marcus

**People Committee**

**Talent Development:**

**Training Coordinators:** Sue and Sharon

**Membership Committee:**

**Faculty meetings:** Gloria

**Student Chapter:** Vicky, Steve, Gloria

**Fundraising Committee:** Brian

**Marketing:** Steve, Rena

**Finance:** Steve

Kiley and Marcus want to speak with Brian as their mentor on the best area they can work in.

Steve asked every committee to draft a brief description.

Judith requested links to be in the reports.

Sharon will work with Judith on improving email communications.

**Southeast Region update:** Gloria thanked Judith for inviting her to one of her meetings. Gloria has decided to do a Facebook live Jan. 31, 2024 to open up for people to ask questions about Glasser's work. In Georgia, it is a licensing renewal year and they want to offer 1 hour CE credit. She wants to be supportive of each other and has started liking other groups pages. Gloria wants to find a way to share outside of our group. She will be setting up an event so others can see and join.

**Northeast Region group** will be connecting and conversing session, January 20, 2024, 7 pm EST. Will be highlighting an agency growing in CT/RT.

**The Faculty Meeting** will be February 1, 2024.

**CE's:** For RT Corner they can request a free CE, contact Denise and fill out 2 surveys. This is used for marketing purposes.

**Brian:** Can save the chat if you want under file folder zoom.

**Next Meeting:** February 21, 2024 needs reports by 2/16/2024.

**Adjournment: 9:26 pm.**

Organizational Status Dashboard January 17, 2024

1.

	<b>Item</b>		
1.	Membership: <ul style="list-style-type: none"> <li>• Paid Members (all)</li> <li>• Student Members</li> </ul>	<u>January 2024</u> 129 19	<u>December 2022</u>
2.	Training Completed: <ul style="list-style-type: none"> <li>• BIT</li> <li>• AIT</li> <li>• Cert</li> </ul>	<u>December 2023</u> 12 0 0	<u>2023</u> <u>2022</u> 114    119 20    22 4    16
3.	Active Faculty Members:	<u>December 2023</u> ?	<u>December 2023</u>
4.	Glasser Quality Schools: <ul style="list-style-type: none"> <li>• Aspiring</li> <li>• Recognized</li> </ul>	<u>December 2023</u> ? 3	<u>December 2023</u>
6.	Financial Status: <ul style="list-style-type: none"> <li>• Income</li> <li>• Net Income</li> </ul>	<u>December 2023</u> \$ 2,240 (\$ 3)	<u>2023 YTD</u> \$59,326 (\$ 8,225)
	<ul style="list-style-type: none"> <li>• Funds on Hand</li> </ul>	<u>December 2023</u> \$27,740	<u>December 2022</u> \$39,129
7.	Social Media <ul style="list-style-type: none"> <li>• Posts</li> <li>• Engagements</li> </ul>	<u>December 2023</u> ? ?	<u>Last 90 Days</u>
8.	Donations	<u>December 2023</u> <u>2023</u> <u>YTD</u> \$ 402                  \$ 4,976	<u>2022</u> \$20,171
11.	Affiliate Relationships	?	
12.	Conference Registrations	<u>2024 Chicago</u> TBD	<u>2023 St. Louis</u> 40

Membership:

- Number of paid memberships, in all membership categories.
- Number of paid student memberships

*Source of Data: Executive Director & Data Manager*

2. Trainings Completed:

- Legacy: Total number of BIT, AIT, Practicum and Certification trainings completed.
- Other: Total other trainings completed

*Source of Data: Training Coordinator, Web/Data Manager & Treasurer*

3. Active Faculty Members:

- Number of faculty members who have conducted at least one training course during the past 12 months. *Source of Data: Training Coordinator*

4. Glasser Quality Schools:

- Number of schools in the process of becoming Glasser Quality Schools
- Number of declared/recognized Glasser Quality Schools  
*Source of Data: GQS Committee Chair*

5. Glasser Quality Enterprises:

- Number of businesses, government agencies and non-profit organizations that have adopted Choice Theory principles as a guide their work.  
*Source of Data: Marketing Committee Chair*

6. Finances:

- Total income and net income (income minus expenses), per the monthly Profit & Loss statement.
- Funds on Hand: Total of GIFT-US Checking & Savings Accounts (Chase Bank)  
*Source of Data: Treasurer*

7. Social Media Engagements:

- Number of GIFCT-US social media posts and number of times that individuals “clicked on” or “viewed” those posts. *Source of Data: Web/Data Manager*

8. Donations:

- Dollar amount of donations received, per monthly Profit & Loss statement.  
*Source of Data: Treasurer*

9. Higher Education Presence:

- Number of undergraduate and graduate departments (psychology, counseling, social work, education, business) that have confirmed that Choice Theory, Reality Therapy and/or Lead Management is included in their programs of study.  
*Source of Data: Marketing Committee Chair*

10. Glasser Scholars:

*Source of Data: Gloria Cisse & Nancy Herrick*

11. Affiliate Relationships:

- Number of individuals who have entered into affiliate relationships with GIFCT-US regarding products and publications. *Source of Data: Executive Director*

12. Conference Registrations:

- Number of GIFCT-US members/U.S. Residents with paid registrations *Source of Data: Conference Chair*

Submitted by:  
Steve Tracy

## Marketing Committee Report

### January 17, 2024

The Marketing Committee met on January 5. Participants were Rena Hoskins, Vicky Harris, Denise Daub and Steve Tracy (Chair). The following matters were discussed:

#### 1. Dashboard

Steve discussed the monthly Organizational Dashboard that he is preparing for the Board of Director's January meeting. The Committee believes that, now that the Dashboard format has been established, the Executive Director should assume responsibility for updating it on a monthly basis.

#### 2. Higher Education

The Committee has devised a strategy for promoting the presence of CT/RT/LM at the undergraduate and graduate levels in the United States, including:

- Outreach to leaders of departments of psychology, sociology, education, counseling and organizational leadership. Steve has contacted Dr. Wubbolding for advice and assistance in this area.
- Re-establishment of the GIFCT-US Student Chapter, under the leadership of Vicky Harris.
- Re-establishment of the Glasser Scholars Program, under the leadership of Gloria Cisse.

**We need the assistance of GIFCT-US faculty and members to connect our higher education efforts to leaders in their communities or at the colleges from which they graduated.**

#### 3. Glasser Quality Schools

The Committee has outlined an approach to marketing the GQS to new clients. Several members of the GQS team, including Jim Mishler, Steve Hammond, Sue Tomaszewski, Ashby Kindler and Nancy Herrick, will join the Marketing Committee at its January 19 meeting to discuss these ideas.

#### 4. Glasser Quality Enterprises

The Committee proposes that GIFCT-US create a new category of programming to be known as "Glasser Quality Enterprises". GQEs are similar to Glasser Quality Schools, except that they are non-profit organization, small businesses and government agencies. The Committee envisions a similar process of development (including a GQE rubric, an organizational training and transformation process, self-evaluation and eventual recognition) for these organizations.

In the Committee's thinking, each GQE effort would involve four entities:

- The subject organization, agency or business;
- GIFCT-US, in the form of a coach or mentor who guides the organization through the training, transformation, evaluation and certification process;
- An area college or university that offer opportunities for its students to observe and learn from the GQE process and/or conducts research to gauge the impact of the GQE transformation on client service and organizational success.
- An area benefactor that provides financial support for the GQE effort.

An initial GQE project is in the early stages of development with Justice Assistance in Cranston, R.I., an organization that serves individuals recently released from incarceration.

We need to identify a GIFCT-US member to serve as the coach/mentor for Justice Assistance as they pursue GQE status. We envision this as a paid opportunity, to be supported by funds from Justice Assistance and an area benefactor.

5. Membership

The Committee discussed steps that might be taken to help grow the GIFCT-US membership, which has declined to fewer than 150. In particular, **we propose that GIFCT-US members be recruited to serve as “Glasser Ambassadors”** who would make personal contact with lapsed or inactive members to encourage them to re-engage with the organization.

6. Role of the Marketing Committee

The Committee continued its discussion of the role of the Marketing Committee vis-à-vis the Board of Directors and other GIFCT-US committees. The Committee believes that the Marketing Committee role should be confined to marketing GIFCT-US programs and services, that that responsibility for actually “operationalizing” those activities should rest with the organization’s staff or other appropriate committees.

Respectfully submitted,  
Stephen Tracy  
Marketing Chair



# TREASURER'S REPORT

Glasser Institute for Choice Theory - US  
December 2023

Prepared by: Stephen Tracy, Treasurer  
For Presentation to the Board of Directors  
January 17, 2024



## Financial Summary for December 2023

### Income (page 3)

Income for December of 2023 was \$2,240.02, up from \$687.80 in the previous month.

### Expenses (page 4)

Expenses for December of 2023 were \$2,442.76, down from \$2,958.13 in the previous month.

### Available Funds (page 5):

Available Funds (Chase Checking and Savings Account balances, minus obligations to other entities) were \$27,740 as of 12/31/23. **This represents a decrease of \$2,118 since November of 2023, and a decrease of \$11,880 since December of 2022.**

### Profit & Loss Statement (page 6)

Net Income for December of 2023 was (\$2.74), still negative but up from (\$2,270.30) in the previous month.

### Reconciliation (page 7)

All income and expenses have been reconciled with the bank and merchant statements.

Stephen Tracy  
Treasurer

# Income

## December, 2023

Income Source	Quantity	Net Income to GIFCT
Faculty Membership	1	\$ 75.00
Retired Faculty Membership	0	\$ -
Certified Membership	1	\$ 80.00
Associate Membership	0	\$ -
Colleague Membership	2	\$ 80.00
Student Membership	2	\$ 70.00
Basic Intensive Training	12	\$ 960.00
Advanced Intensive Training	0	\$ -
Certification Week	0	\$ -
Online Basic Training	0	\$ -
Living Life with Choice Theory	7	\$ 189.00
TCOYL	1	\$ 66.15
Glasser Class Meetings	1	\$ 19.50
GQS/GQE Rubric	0	\$ -
Scholarship Donation		\$ 250.00
Donations		\$ 151.99
Interest Income	1	\$ 0.03
	<b>Total</b>	<b>\$ 1,941.67</b>
Reconciliation:	TCOYL to Triche	66.15
	TCOYL to Glasser Inc	14.70
	Class Meetings to Glasser Inc	17.50
	To Instructor	400.00
		<b>2,440.02</b>

# Expenditures

## December, 2023

Expenditures	Amount
Board Meeting Travel Reimbursement	\$ 298.65
Travel for Donations	\$ 521.80
Cloudways	\$ 24.50
Executive Director	\$ 500.00
Google G-Suite	\$ 6.40
Google Voice	\$ -
Mailchimp	\$ 147.11
Merchant Fees	\$ 100.48
Quickbooks	\$ 95.94
Telephone	\$ 28.00
Webmaster & Data Manager	\$ 480.00
WGI	\$ -
Zapier Website Cost (annual)	\$ 239.88
	<b>\$ 2,442.76</b>

# Allocations & Funds on Hand

## December, 2023

Accounts and Obligations	Account Balance	Allocated Funds	Available Funds
Checking	\$ 40,785.57		\$ 40,785.57
Savings	\$ 3,725.42		\$ 44,510.99
Owed to WG Int'l		\$ 811.00	\$ 43,699.99
Affiliate Instructors		\$ 3,200.00	\$ 40,499.99
Royalties to Creators		\$ 177.45	\$ 40,322.54
Glasser Quality Schools		\$ 951.00	\$ 39,371.54
Student Chapter		\$ 730.00	\$ 38,641.54
Habit Cards		\$ 1,235.00	\$ 37,406.54
West Region		\$ 991.11	\$ 36,415.43
Scholarship Fund		\$ 4,625.91	\$ 31,789.52
OBT Instructors/Creators		\$ 4,050.00	\$ 27,739.52
Conference Revenue		\$ -	\$ 27,739.52
			\$ 27,739.52
<b>Total Allocated Funds</b>		<b>\$ 16,771.47</b>	

# Reconciliation of Accounts

## December, 2023

Reconcile Checking Account	
Beginning of Month Checking Balance	41,780.50
Transfers to/from (-/+ ) Savings	0.00
Deposits to Checking Account	250.00
Income through PayPal	1,347.16
Income through Stripe	1,097.35
Expenses Paid from Checking	2,342.28
Calculated Ending Month Balance	42,132.73
Variance (Paypal funds not moved to checking)	1,347.16
	40,785.57
Checking Balance from Bank Statement	40,785.57

Reconcile Transactions to P&L	
<b>Income</b>	
GIFCT Net Income from Checking Account	250.00
GIFCT Net Income from PayPal	1,117.16
GIFCT Net Income from Stripe	972.35
Income to Savings	0.03
<b>Expenses</b>	
GIFCT Expenses Paid from Checking	2,342.28
Calculated Net Income for Month	-2.74
Net Income from P&L	-2.74

These values should be the same if accounts are balanced.