

# IMA BOARD MEETING

## Meeting Date

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January 7<sup>th</sup>, 2019

## Meeting Attendees

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- Jana Hutzinger
- Leslie Paulson
- Sandra Wilson
- Meenakshy Ayer
- Prasad Parupalli
- Mike Render (Author of meeting minutes)

## Meeting Minutes

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1. The Board recognized and appreciated the wonderful holiday party that Leslie and Steve hosted at their home

2. Prasad went over the 2018 results, including programs offered, students in each program, staff ( both volunteer and paid), and financials. Net financials this year amounted to a positive of \$779 after all expenses and income from both tuition and charitable donations  
We did mention the 2018 Lego Robotics competition in Peoria since it is under Prasad's leadership. Those contests totaled around 650 middle school kids in Central Illinois. While this is not an IMA activity, it is supported in part by IMA and does align with our goals as an organization. And it is indicative of the opportunity.

3. Looking back at 2018 the following were mentioned as opportunities for improvement in 2019.

Community awareness is still lacking. Improved Press Releases of the Math Bowl and other activities would have helped

Improving our publicity of the Video Game Contest would have helped and can still be done for 2019. We should contact Renee Charles at Bradley's Marketing Department. Jana will reach out to Ethan Hamm to facilitate that effort.

We also need to look for alternative methods to link in with PEoria Public Schools to announce and grow the annual Math Bowl using PPS resources. Note that Dr Kerhat and Susan Gobyn have been extremely personally supportive, but there maybe other District resources we should engage. Sharon mentioned that the PPS Math Counts competition, held the week following the

IMA Math Bowl usually has around 175 kids. Since the IMA competition is planned as a prep competition for the PPS event, we could improve the awareness of our event.

4. The Board discussed the 2019 goals and recommended the following

Do not expand current programs so that we can improve the quality of current offerings and focus on growing the enrollment size

Improve our Marketing process. This should especially target an improved Website. Leslie mentioned that her husband Steve had developed a website thru one of his companies using a crowd sourcing approach where we put a contract out for bid on the Internet. He was very successful in getting a low cost and high quality product. She highly recommended we require any bidders to submit samples of their work. Prasad will follow up with Leslie to find the source for putting out a request for bid.

We should consider hiring an event planner for the Video Game Contest to help with the contest and as a method for marketing the IMA. Suggested names ?

Jana suggested we consider presenting at the Bradley STEM Conference on March 8. We need to propose to Bradley by Jan 15 to get on the agenda. Mike and Prasad should see if we can attend and present

Prasad raised the question of adding a Board member. The other members are open to that idea and suggested a person from the Media world might be appropriate given our lack of visibility in the community.

5. Mike mentioned that he would reach out to the Board members to hear their thoughts on the effectiveness of the Board.

6. Mike motioned to adjourn the meeting. The second quarter meeting is tentatively set for April 1 and will be confirmed with each member