



Board Workshop Summary Notes

April 23, 2023

8:30am – 12noon

President Wilson welcomed everyone to the PAHx Annual Spring Workshop and provided a review of the board workshop agenda.

Session #1: PAHx Next Big Project

President Wilson explained to the new Trustees that the Board held a brainstorming session during the November 2022 meeting to develop a list of potential 'next big projects'. He added that the Executive Committee (President Wilson, President-Elect Smith, and Secretary/Treasurer Kohlhepp) reviewed the suggestions and culled down the list to the Top 5 suggestions for the Board to review at the April workshop. Below is the Top 5 Project list:

1. Produce a Ken Burns-type documentary on the PA profession and/or select a specific topic, such as PAs in rural healthcare, to produce a documentary that will air on (cable, YouTube, PBS)
2. Hold a think tank summit: "The Value of PAs in Society and Healthcare".
(*Executive Committee*: Convene a summit about the chapter themes from the PAHx book)
3. Produce a short 3-minute video about the PA History Society and our organization's educational resources to promote the PAHx to educators and researchers within the PA community.
4. Hold a webinar for CME credit about the history of the PA profession.
5. *Executive Committee*: oral histories w/PAs with a tie-in to specialties & monthly recognitions (Women's Month, LGBTQ, Heart Month, etc.)

Idea #1 - Documentary: Discussion points:

President Wilson said the Ken Burns-style documentary would feature specific topics from the PA profession such as rural health. Student Trustee Scarnewman recommended that a current issue (topic) affecting the public be included in the stories to engage PA students and newly practicing PAs. Trustee Munsell suggested the film include how PAs are affecting change within the healthcare landscape. Trustee Thomas suggested that this type of documentary may be a better project that is created and managed by the AAPA rather than the PAHx. President-Elect Smith recommended a documentary featuring the evolution of PA history that is recorded like the Walter Cronkite series "You Are There". Trustee Hunter-Buskey suggested including some of the individuals featured in the "PAs Do That" website to make the history relevant to where PAs were and where they are going now. President Wilson noted that the potential cost associated with creating such a documentary would be significant.

Idea #2 – Think Tank: Discussion points:

President Elect Smith suggested gathering PA leaders to discuss various issues that are affecting the PA profession and how the PA History Society can capture those stories. He shared that after reviewing chapters in the new history book, diversity stands out the most. A summit would be a way to discuss issues like this and record it. Trustee Thomas suggested the PAHx open lines of communication with the AAPA to make sure that PAHx is recording the major issues of the day. Historian Marriott suggested incorporating these topics into the PAHx Educational Learning Modules that are going to be updated. A discussion ensued regarding the PAHx Educational Learning Modules. Trustee Hunter-Buskey inquired about the outcomes that the Board was looking for in holding a Think Tank Summit. Trustee Vause noted that many faculty members have been in the profession for less than 10 years and don't yet have a commitment to the AAPA and their state chapter. Managing Director Konopka-Sauer shared what was discussed by Historian Marriott, Senior Archivist Schabowski, and herself during their staff workshop on Saturday regarding their suggestions for updating the learning modules. Historian Marriott added that leveraging off the new history book would be more impactful and helpful to PA educators. Each chapter

of the new book could be a learning module. Trustee Kohlhepp agreed that revamping the educational modules should be a top priority of the Society.

Idea #3 – PAHx Resources: Discussion points:

Trustee Vause shared his idea of creating a 3-minute video with animation or an audio file on each chapter of the new book that people can interact with. He believes this type of a format could take the new history book to the next level. Ms. Konopka-Sauer shared that the Book Task Force considered making an audio book file, but with the number of graphs and charts it wasn't feasible. President Wilson said the suggestion of creating a short 3-minute video to promote the Society's resources and benefits was a good project, but not necessarily a "Big Project" for the entire board to participate in developing.

Idea #4 – CME Webinar: Discussion points:

Trustee Thomas mentioned the recent NCCPA REPRESENT Summit and PAEA Doctoral Summit and suggested that the PAHx should be invited to these types of conferences/webinars to capture these historical events – not to participate in them. Historian Marriott agreed, noting that the PAHx needs to be the 'recorder' of these important stories. Trustee Scarnewman suggested using email to reach the participants of these types of summits to ask them to share their viewpoints in an effort to capture and preserve stories about current events.

Idea #5 – Oral Histories: This item was not discussed during the workshop conversation.

During the 'Big Project' discussions, it was noted that the Board should determine if the project fulfills the PAHx's Mission & Vision and uses technology to reach a greater number of PAs. President-Elect Smith recommended creating a product that is useful and relevant to multiple groups: students, new PAs, PAs within the first 10 years of their career and PAs who have been in the profession for over 25 years. Trustee Vause suggested creating a podcast series about the Society's new book. He added that each podcast could be a narrated, condensed version of each book chapter. Trustee Munsell recommended that the Trustees determine what outcome or problem they wanted to solve and then determine what type of 'project' should be developed to support it. Trustee Smith added that the 'big project' should be topically relevant to today's PAs, PA students and others; address social determinants; provide a global perspective; engage others; have meaningful and measurable outcomes; and provide value to the consumers of the 'big project'. Following the discussions, suggestions and viewpoints, the Trustees determined that the next big project should be to update the PAHx Educational Learning Modules. President Wilson said the Board would vote on this final project recommendation during the afternoon board meeting.

Session #2: Ambassador Program Proposal

President-Elect Smith explained that the Ambassador Proposal was suggested by former Trustee Maha Lund, Trustee Vause, and himself as a structured program that provides an opportunity for past board members to continue to contribute to the work of the PAHx. He added that candidates interested in volunteering as an ambassador would need to have successfully completed their PAHx Board terms of service. Trustee Vause added that most past board members are active in their communities and state chapters and the ambassador program would provide them with an outlet to participate in a structured program that provides them with the tools they need to continue promoting the work of the Society. Trustee Hunter-Buskey inquired about the value of having ambassadors and why they would need to apply if they had already been board members. She added that candidates should not be chosen based solely on their tenure as a Trustee. Trustee Scarnewman shared that the title of 'Ambassador' may be better suited for PAs interested in learning more about the organization and the opportunities for becoming Trustees in the future.

Trustee Smith explained that this proposal provides a way to capture the energy of past Trustees to keep them engaged with promoting the work of the Society. He suggested that an Ambassador section be added to the PAHx website containing Society resources. Trustee Vause supported this idea that the resources would assist Ambassadors with having unified presentations and messaging. President Wilson added that giving people an official affiliation [title] with the organization will keep them active

participants. He said this proposal was not designed for non-Trustees or future Trustee participation. Trustee Vause said the Ambassadors would assist the current Trustees with promoting the work of the Society, noting that many PAs are still not aware that the PA History Society exists or of the resources the organization offers.

Both Trustees Thomas and Hunter-Buskey added that the Ambassador proposal looks like a work-around for extending the terms of service for Trustees. Trustee Hunter-Buskey also suggested rewarding Trustees during their terms of service with a special title. [**Editor's Note:** The PAHx does have an "Outstanding Volunteer" lapel pin that is given to Trustees who excel in their roles as a board member and excel in their efforts promoting the work of the Society.] President Wilson said that the board would be voting on the Ambassador program proposal during the business meeting and that any amendments suggested during this morning workshop would be included.

Session #3: Pre-planning for 2024-2026 Strategic Plan

President Wilson reviewed the current "Goals" of the 2021-2023 Strategic Plan and noted that the items in red represented the completed objectives and tasks. He added that in the future, the Trustees should consider a full day for working on the Strategic Plan and consider having a facilitator lead the discussions for a more structured approach.

Goal #1: During the discussions, the Trustees agreed that this goal was still relevant but that the amount of bios, oral histories, photographs, and videos that should be completed each year should be changed from percentages to actual numbers. It was agreed to delete 2c from Goal 1. It was suggested that Goal 1, 3c should be revised to include *developing a process for connecting* with the national organizations.

Goal #2: During the discussion it was suggested to remove "will guide" from this goal and it was revised to read: *The PA History Society will disseminate historical information about the PA profession.*

Goal #3 AND Goal #4: These goals were revised during the workshop review to read as follows.

Goal #3: The PA History Society will promote the PAHx and its resources.

Goal #4: The PA History Society will increase stakeholders' utilization of resources to accomplish the organization's mission and vision.

Goal #5: The Trustees deleted this goal.

President Elect Smith suggested that each Trustee work with another Trustee to conduct a thorough review of the objectives and tasks for each Goal.

Action Item:

The following Trustee teams were selected, and they were asked to complete this task by June 15, 2023.

Goal #1: Rich & Bill

Goal #2: Bruna & Deb

Goal #3: Robin & Sophi

Goal #4: Robert & Greg

Hard copies of the updated Goals were distributed to the Trustees during the April Board Meeting. They will also be sent electronically with this April Workshop Summary.

/cm & lks