

**Board Meeting**

*Dec*. 10, 2014| 3:00 pm Eastern | Mark Roberti, Chairman

**MINUTES**

## Meeting Logistics

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| Meeting Location | Go To Meeting |
| Dial in number & PIN | Austria: +43 (0) 7 2088 1403  United States: +1 (646) 749-3131  Access Code: 118-821-829 |
| Web connection | <https://global.gotomeeting.com/join/118821829> |

## Invités

Board of Directors

## Attendees

A quorum attended the meeting:

* Mark Brown
* Ernesto Castagnet
* Leslie Downey
* Sanjiv Dua
* Mike Liard
* Joe Preishuber-Pflugl
* Mark Roberti
* Ian Robertson

## Minute Taker

Leslie agreed to record the meeting minutes.

## Agenda

| **Item** | **Responsible** |
| --- | --- |
| **Introductory remarks**  **Mark R**.: Opened the meeting and said that there had been progress on the delivery of the exam, both in a group setting (as at RFID Journal LIVE) and remotely proctored. Remote (i.e., virtual) proctoring will enable the Institute to deliver the exam to anyone anywhere in the world with an Internet connection. When the remotely proctored exam is ready, the Institute will be able to promote the exam and gather new members.  The board unanimously elected the following officers: Mark Roberti, Chair; Mike Liard, President; Ian Robertson, Vice Chair; Leslie Downey, Secretary; and Diana Hage, Treasurer. Those assuming new roles will do so on January 1, 2015.  Three new board members have joined, effective January 1: Bill Hardgrave, Auburn University; Pat King, TROI RFID; and Paul Wilson, Bridgestone. They will join these existing board members: Mark Brown, Ernesto Castagnet, Leslie Downey, Sanjiv Dua, Diana Hage, Mike Liard, Josef Preishuber-Pflugl, Mark Roberti, and Ian Robertson. Since there will be 12 board members, a quorum will consist of *seven*. | **Chair** |
| **Previous board meeting approved**  In absence of the current Secretary, Diana Hage, **Mark R** called for approval of the minutes Ian Robertson had submitted for October 2, 2014 meeting. They were approved unanimously. | **Secretary** |
| **Update on London Exam**  **Ian:** The exam was given at RFID Journal LIVE in London in October. Two individuals took the exam in a proctored environment (Ian proctored), which was delivered electronically to their laptops. Neither had a high level of RFID knowledge or experience; and neither passed. They expressed frustration that they had not been given a complete picture of what they would be tested on.  **Joe:** The exam was also given very early, at 8 a.m. Someone coming in for the day would have had to get up much earlier.  **Mark R.:** Soon training companies can begin to let people know that their training encompasses a specified portion of exam content. In order for that portion to be high, the companies must bring their training up to date. In addition, we should keep tweaking the exam, as necessary, to ensure that questions are within the competence of the majority of test-takers.  **Ian:** Delivery of the exam went well; and he was very happy with company providing the service, InstructedU. Latter had sent two individuals to London to ensure that things went smoothly. Test was scored automatically, with certain questions having higher weights than others. Before he walks out, a test taker can see his/her score. Scoring begins when he clicks on “Finished” and “Score.”  **Leslie:** We must take allow test takers who finish early to disrupt others still taking the test. Discussion of the exam should not take place in the room until the test is over for everyone. However, test-takers should have the opportunity at that time to provide feedback to the proctor and through a supplemental medium. | **Ian Robertson** |
| **Institute name change/URL change**  **Mark R.:** Ian has been working on changing the name to the *RFID Professional Institute*: establishing the new URL, [www.RFIDPros.org](http://www.RFIDPros.org) , and logo, and populating the new website. For new members joining, he has established a new Paypal account in the name of the Institute that will be linked to the new website.  **Mike:** Has been stewarding the name change with the Commonwealth of Virginia, where the Institute is incorporated. He hopes to have the new name recognized by year-end.  **ACTION**: **Mike** will submit paperwork to Virginia and notify Board when name has been officially changed.  **Ian:** Once the name is legal in Virginia, we can switch on the new website and redirect all traffic from the old website to the new one. He will apply to the Patent and Trademark Office to have the new name and logo trademarked.  **Mark R.:** Once the name change is complete, the new website is operational, and the remotely proctored exam has been tested successfully, the Institute will send out a press release. It will include the names of the new Board members and Officers. | **Mark** **Roberti** |
| **Division of labor for 2015**  **Ian:** There are several “jobs” that need to be filled. One is “webmaster.” Another is someone who will manage documents, including forms: both generating and archiving them. | **Ian** **Robertson** |
| **Refund of this year’s membership fees**  **Ian:** Until the Institute is farther along, we will not ask *new* members to pay a fee. To members who have already joined and paid, we can give a voucher to take the exam for free.  **Ernesto**: The voucher needs to be limited to a specified period of time. I suggest six months.  **Mark R**.: Can we have a vote on this?  **All attendees:** Voted to approve giving a voucher valid for six months.  **ACTION**: **Ian** will notify existing members who have paid about this voucher.  **Leslie**: Someone will have to coordinate with InstructedU to ensure that they are ready to accept a voucher. We will still have to pay Instructed U their fee, which may, also, include a cost for ProctorU. | **Ian** **Robertson** |
| **Financial Statements for 2014**  **ACTION**: **Ian** will put these together, since Treasurer spot is vacant until January 1. | **Ian** **Robertson** |
| **Future exam schedule/exam development**  **Joe:** Questions in the existing exam are weighted by difficulty. If a question is determined to be on the advanced side of what a test-taker would be expected to know, it is weighted less.  He envisions three levels: Foundational, Professional (builds on Foundational, but more detailed knowledge), and Advanced (specialized subjects like HF, UHF, etc.).  We will need to recruit new SME’s, both to develop more questions for the Foundational exam as well as questions for a new exam.  **Mark B**: Some of the harder questions on the Foundational exam could be used for the Professional exam. In any event, we need to collect more questions.  **Ian**: If we have a higher volume of test candidates, we will need a higher volume of questions, because test-takers are likely to share information about the questions they saw.  **Joe**: One problem with asking SME’s to develop questions for the Foundational exam is that they don’t know what questions are already on the exam. One measure to deal with this would be to encourage the SME to take the test. This will give him/her an idea of the content. We can even require a prospective SME to take the test. If he/she passes, he’s considered a SME. We can offer a discount on the test price.  **Leslie**: Offering a discounted price to certain people is something that will have to be worked out with InstructedU. Presumably, the person offered the discount would be required to enter a special code.  **Mark B**: Can we give SME’s an idea of the subject areas in which we need questions?  **Joe**: Yes, we can do this.  **Mark R:** Next step is to reach out to more SME’s; ask them to fill out the form on the new website.  **ACTION: Mark R.** will ask each board member to recruit five (5) new SME’s. | **Joe Preishuber-Pflugl** |
| **Virtual proctoring of exams by InstructedU-ProctorU team**  **Sanjiv:** We have been discussing whether to have InstructedU charge the test candidate remitting proceeds periodically to the Institute, versus having the Institute do it. If latter, Institute would need to send a registration and voucher to InstructedU, and periodically pay InstructedU.  **Ian**: InstructedU can already handle registrations seamlessly. Let’s let them do it and remit the proceeds periodically to the Institute.  **Leslie:** Agreed that having InstructedU handle registrations would be best. It is simple.  **Sanjiv**: Okay, we will ask InstructedU to accept registrations. The Institute will still have to mail out the certificates for test-takers who pass.  **ACTION: Sanjiv** will schedule a meeting this next week (week of Dec. 15) with InstructedU regarding integration of the remote (virtual) proctoring capability. Other items to be discussed include handling discounts and vouchers, referred to earlier in these minutes. **Mark R**., **Ian**, and **Joe** will, also, attend. Leslie is leaving the Exam Delivery committee to focus on her new Secretary role.  **Ian:** We have talked about issuing vouchers. Presumably *InstructedU* will do this on behalf of the Institute. Each voucher will have an expiration. Other than the special vouchers offered to existing members, I suggest that the expiration be *one year* from date of issuance.  **Ian:** What if the Institute sells a block of vouchers to a large organization like the Department of Defense, and some of the vouchers expire before they are used? He recommends InstructedU splitting the revenue with the Institute for the unused vouchers. | **Sanjiv Dua** |
| **Marketing memberships/sponsorships**  **Mark R.:** When the name has been officially changed, the new website is operational, and the remotely proctored exam has been tested and approved, he will ramp up marketing. *RFID* Journal will place one or more ads on its website pro bono. Our board members can also place ads on their corporate sites.  Mark intends to recruit corporate members. He would also like to put in place an advisory board including people like Gary Krause, Steve Halliday of RAIN, and a GS1 employee familiar with RFID.  Leslie: Asked if Mark had contacted Anthony Palermo, a Founder, since he had offered to help with marketing. Mark had not done yet.  Ian: We have plenty of jobs at the Institute before Mark’s outreach can begin.  ACTION: Ian will reach out to Anthony. | **Mark R.** |
| **Adjournment**  The meeting was adjourned at 16:20. | **Secretary** |