



December 14, 2023

FPA Board of Directors
Financial Planning Association
1290 Broadway, Suite 1625
Denver, Colo. 80203

Re: Post-Meeting Report of the OneFPA Advisory Council's November 30, 2023, Meeting

Dear Colleagues,

The OneFPA Advisory Council Executive Committee ("ACEC") is pleased to provide this post-meeting report from the OneFPA Advisory Council's ("Council") meeting **on November 30, 2023**. The meeting was the final Council meeting of the year and focused primarily on providing an end-of-the-year recap of the Council's work, reviewing findings from a year-end survey of representatives, announcements about the Council in 2024, and discussion to guide the Council in the year ahead.

The Council meeting began with the announcement that Alan Robbins, CFP®, from the FPA of Greater St. Louis, will be chair of the Council in 2024. It was also announced that Pattye Zeto from FPA of Ventura County will serve as the small chapter representative to the ACEC, and James Serrano will serve as the DEI representative to the ACEC. Both will serve three-year terms beginning January 1.

A review of the year was then provided to cover the Council's work over 2023, including the topics for each meeting and the outcomes. Registration and attendance data from each meeting was also shared to help representatives better understand that while many attend meetings, more must be done by more representatives to encourage attendance in the coming year. *See Appendix A for the meeting data that was shared during the meeting.*

Following a Board update by 2023 FPA President-elect Claudia Kane, CFP®, a look ahead to the 2024 meeting schedule was provided, followed by a recap of year-end survey data that explored representative views on meeting frequency, preparation to serve on the Council, and potential improvement. *See Appendix B for the year-end survey data shared during the meeting.*

The second half of the meeting was dedicated to a general discussion on what the ACEC shared and how the Council's work can improve in 2024. Three questions were posed to the representatives to guide the discussion, including:

- What is your general reaction to the survey? What are the learning opportunities for us?
- What are your ideas for improving engagement by council representatives in 2024?
- What are some topics/issues the Council should explore in 2024? Where should our focus be?

A report follows on the input and sentiment shared by the Council representatives during the discussion. While much of what was shared is informative for the ACEC as we prepare for our work in 2024, some of the feedback will be of value to the Board and FPA staff leadership.

What is your general reaction to the survey? What are the learning opportunities for us?

- Could there be a correlation between lower attendance rates than desired and those who don't find the meetings effective?
- Try to deliver information during meetings with a more interactive rather than a lecture style. Make it fun and useful.
- Suppose there was a way to take the survey concept and make it more interactive so that it's happening during meetings. Consider programs like Mentimeter.com or Zoom's reaction tools to help drive Town hall-type conversations that are more interactive.
- There is a disconnect. The Board is not just hearing what's coming from these meetings but considering it. An example is what's happening with title protection. Improve communication to help chapters better understand the impact of the Council's work.

What are your ideas for improving engagement by council representatives in 2024?

- Make the meetings more interactive.
- Chapters need to help their representatives get excited about their role on the Council since this is the body that can directly impact the Association.
- We must get more chapters involved in the Council. We must get the word out and share success stories and things that have worked.
- We need to share that there is strength in unity.
- There needs to be more bottom-up agenda-setting and less top-down information flow from the national level. That makes the Council more likely to add value and live its desired purpose and promise.
- Consider pre-meeting polls or surveys asking for representative submissions or quick responses to the pre-meeting questions. That may assist in increasing engagement or representative commitments to attend.
- Guide how to be an effective Council representative before their terms begin. Set the stage so they know the expectations.
- Share insights from experienced representatives about the position, how they maximized their role, takeaways, etc. How representatives took information back to their chapters and how it had an impact.

What are some topics/issues the Council should explore in 2024? Where should our focus be?

- Increasing participation in FPA Knowledge Circles. Multiple engagement opportunities are available but must be more well-known to the members.

- Inspiring high school students to understand that Financial Planning is a profession.
- IAR CE is now required in 15 states and Washington, D.C. This is a great opportunity to recruit new members. Can FPA help and sponsor?
- Membership fees.
- How connected does the average member feel about FPA National Board and the national organization?
- Idea sharing specifically focused on increasing member engagement, retention, and growth. There are more opportunities to emphasize pro bono and how it elevates the profession.
- Title protection.
- We must look hard at answering the question, "What is the point of being an FPA member?" We need to be able to answer this from the perspective of new members. Based on retention rates, fewer than three out of every 20 new CFP® professionals see value in the organization.
- How do we demonstrate the value of FPA to new CFP® professionals opting into the first-year complimentary membership campaign?

The Council's next meeting will be in person **on Thursday, February 1, from 10:00 a.m. to 12:00 p.m.** MT at FPA Chapter Leaders Conference 2024 in Denver. The ACEC is developing the agenda and will share the focus of the meeting with the Board and Staff. The ACEC would like to invite any member of the Board to join us for the meeting. We have found that Board engagement with the Council elevates the importance of the Council for the representatives and provides Board members with a better understanding of the role and purpose of the Council.

Thank you for your work to elevate FPA and the financial planning profession. Just as FPA is our partner in planning as members, the Council can be the Board's partner in planning for the Association's future success.

Respectfully Submitted by the OneFPA Advisory Council Executive Committee on Behalf of the OneFPA Advisory Council,

Ginnie Baker, CFP® (FPA of Dallas/Fort Worth) — Chair
 James Loftin, CFP® (FPA of Georgia)
 Lance Eaton, CFP® (FPA of Illinois)
 Alan Robbins, CFP® (FPA of Greater St. Louis)
 Mychal Eagleson, CFP® (FPA of Greater Indiana)
 Donna Sowa Allard, CFP® (FPA of Rhode Island)
 Daniel Yerger, CFP® (FPA NexGen)
 Chris Woods, CFP® (FPA Diversity and Inclusion Committee)

Cc: FPA Staff Leadership

Appendix A: 2023 Council Meeting Attendance Data

A Year In Review

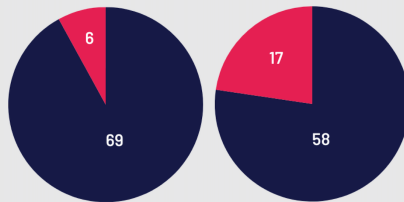


February 9, 2023	The meeting focused on providing an orientation for all new Council representatives and specifically explored title protection, including how best to engage chapters and members.
April 6, 2023	The meeting began with an overview of the FPA PAC then focused on financial literacy, including the work FPA is doing nationally. Breakout discussions focused on idea generation for chapters.
June 15, 2023	The meeting was attended by the full FPA Board of Directors and explored a variety of questions posed to the Council on title protection to help inform the Board's eventual strategy.
October 5, 2023	The meeting focused on current member recruitment and retention work being done nationally and the breakouts provided a time for discussion on what chapters are doing now to grow membership.
November 30, 2023	The meeting is focusing on providing a year-end recap of the Council's work and is exploring how the Council can improve its work in 2024.

A Year In Review



February 9 Meeting



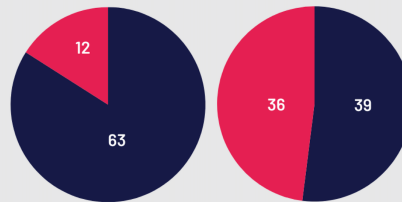
69 = Registered
6 = Did Not Register

82% Registered

58 = Attended
17 = Did Not Attend

77% Attended

April 6 Meeting



63 = Registered
12 = Did Not Register

84% Registered

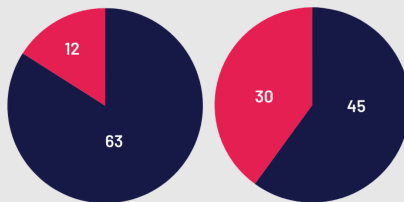
39 = Attended
36 = Did Not Attend

52% Attended

A Year In Review



June 15 Meeting



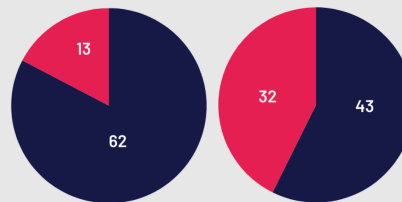
63 = Registered
12 = Did Not Register

84% Registered

45 = Attended
30 = Did Not Attend

60% Attended

October 5 Meeting



62 = Registered
13 = Did Not Register

83% Registered

43 = Attended
32 = Did Not Attend

57% Attended

A Year In Review



73%

Attendance percentage of all large chapter reps at meetings in 2023

64%

Attendance percentage of all medium chapter reps at meetings in 2023

50%

Attendance percentage of all small chapter reps at meetings in 2023

63%

Attendance percentage of all state council reps at meetings in 2023

58%

Attendance percentage of all FPA NexGen reps at meetings in 2023

67%

Attendance percentage of all FPA DEI reps at meetings in 2023

5

Number of chapter reps who didn't attend a single meeting this year.

Appendix B: 2023 Council Year-End Survey Data

Year-End Council Survey

— Based on 27 responses (36% response rate) —



On a scale of 1 (low) to 10 (high), please rate the following.

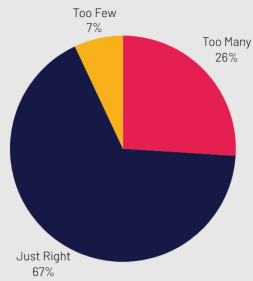
	1	2	3	4	5	6	7	8	9	10
The quality and impact of the communications coming from the Executive Committee.	0%	0%	0%	0%	8%	4%	23%	15%	23%	27%
The quality of the meetings.	0%	0%	4%	4%	8%	8%	19%	19%	27%	12%
The lead time for questions to be brought back to your chapter/community leadership.	4%	0%	0%	0%	15%	4%	12%	15%	27%	23%
The timing and frequency of the meetings.	0%	0%	0%	0%	15%	4%	19%	23%	12%	27%
The clarity and effectiveness of the post-meeting reports	0%	0%	0%	4%	8%	12%	12%	19%	12%	35%

Year-End Council Survey

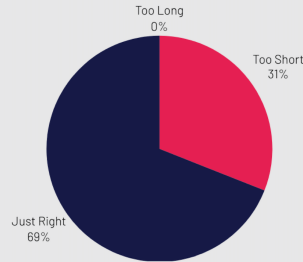
— Based on 27 responses (36% response rate) —



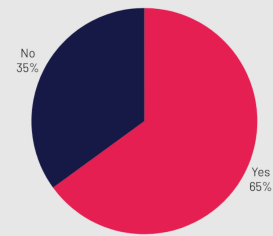
The number of Council meetings this year was:



The duration of Council meetings this year was:



Instead of five 1-hour meetings, would you prefer four 1.5 hour meetings in 2024?

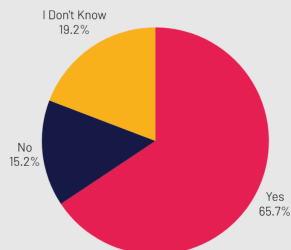


Year-End Council Survey

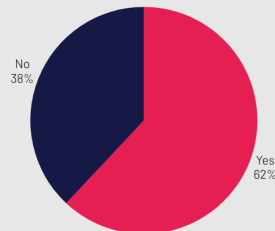
— Based on 27 responses (36% response rate) —



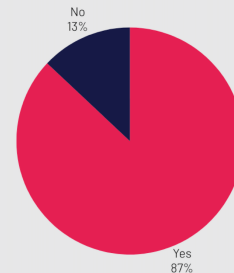
Do you feel you were adequately trained in the purpose of the Council and your role?



Does your community have a process for determining who will serve as its representative?



Were you provided time at Board meetings to provide an update on the Council's work?

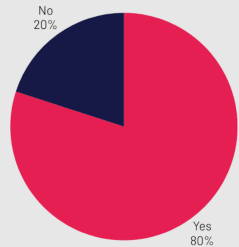


Year-End Council Survey

— Based on 27 responses (36% response rate) —



Do you feel serving as a representative was valuable to you and your community?



- It's our only way to get our voices heard by the right people that doesn't get lost or forgotten about.
- It allowed an opportunity to hear from the board on initiatives that are being considered.
- We discussed the questions at Board meeting if the timing was right or BM's responded to the questions sent out
- My community was better informed about what was going on with title protection, among other things. They had more connection with the national organization than before the Advisory Council was formed.
- I am grateful to be able to provide some Institutional Memory in our discussions.
- Good insight and discussion for board members. Lacking engagement from other members.
- It is unsurprising why there are chronic attendance issues after going through a year on this. It has almost no impact on the direction of FPA.
- It helped me to understand current issues relevant to the financial industry and bring awareness to our chapter and community.
- I feel the small groups were a waste of time. It would have been more beneficial to gain feedback from individual chapters prior to the meeting and then spend our time together voting on what is the most important takeaway.

Year-End Council Survey

— Based on 27 responses (36% response rate) —



What do you think the Executive Committee should do in 2024 to make the overall Council experience better and more impactful?

- Definitely repeat having the Council attend at least one Board meeting so the Board has a chance to hear directly from the members. It also makes us feel valued.
- Rethink priorities e.g. survey the membership for what it is watching most closely.
- I think fewer meetings with more time when we have a breakout session will allow for a little deeper discussion. The wrap up at the end was always rushed
- The Council's objective should be to develop recommendations to bring to the executive leadership team and National board. It felt like all we did was discuss our problems and gather feedback.
- Set challenges for members in between meetings for either feedback or acceptance of board vision/ideas.
- Plan further ahead with more discernment regarding the most critical information to seek and most effective way to communicate and then gather responses.
- Fewer small breakouts where by being in one group you miss information in others. Explore AI solutions for capturing meeting notes and minutes and action items.
- Involve more FPA board members directly in council gatherings and reduce the staff filter between chapter board to national board members.
- Ask attendees if their time and talent was well used before closing any gathering.