

**The Libertarian Party of California
Executive Committee Meeting**

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Meeting Location:
Sacramento, Calif.

The Executive Committee of The Libertarian Party of California met on Saturday June 13, 1993 in Sacramento. The following are the minutes of that meeting.

Kim Goldsworthy started the meeting by noting the Ex-Com members that were not present: not present, but arriving late were: George O'Brian and John Webster. Also not present were Ted Brown, who was out of state attending a family wedding, and Paul King. Kim noted that this is the third meeting of the Ex-Com that the San Diego Region has failed to send a representative.

Cullene Lang motioned that the agenda be modified so that the first items of business would be: Treasurer's Report, Contract Service's Report, Budget, National Platform Representative, and then Membership Report. All of these items would proceed the Officers reports. The motion was seconded, but failed on a vote of the members.

MINUETS

Kim asked Ray to read the minuets of the previous meeting. Ray motioned that the minuets be accepted as previously distributed to all Ex-Com members. Jon mentioned that he had sent Ray some minor corrections. Ray said that he had made the necessary modifications. There being no other comments, Kim ruled that the minutes were accepted. Ray asked if the members would like a second copy of the minutes to be distributed to them before each meeting. June suggested that this should not be necessary, but that if there were corrections to the minutes, that at least one corrected copy be available for inspection. Ray agreed to do this.

CHAIR'S REPORT

Kim said that his Chair's report had been distributed, and that each member should have a copy at their position. June motioned **that inasmuch as most members had not had sufficient time to review the chair's report, that questions and comments be deferred until after lunch. The motion passed without dissent.**

Gail delivered the Southern Vice Chair's report in writing. June motioned **that the Southern Vice Chair's report be tabled for later discussion. The motion passed unanimously.**

TREASURER'S REPORT

Jon delivered the Treasurer's report by directing the members attention to a balance sheet that had been distributed. He also distributed the Year-to-Date report generated by With-Ease. Jon asked us to note that our income items are under budget, while out

expenditures remain on schedule. On the income side, the two major items of under-run are membership dues, and fund raising. On the plus side, an additional \$600 was distributed by the 1993 Convention Contractor to the Party. Brian asked if there was an explanation for the short fall in membership dues. Even if our membership has decreased from 4,000 members to 3,000 members, that reduction does not explain the large drop in membership revenues. June said that memberships do not come due uniformly during the year, but rather most memberships expire in the later half of the year. Thea agreed, saying that 80 memberships expired in April, but 300 expired in June. Mark asked if National membership was also dropping. Thea said that it was also dropping. Gail asked if the drop in membership was in new or old members. Thea said that it was her impression, that the drop was in new members; if we can keep a member for at least a year, we will keep them forever. Kim added that nationwide, all non-profit organizations are experiencing a drop in members and in contributions this year. When organizations go back to see why members drop, 60% respond that they can not afford dues. June said that the With-Ease report of May 1993 says that the response of the renewal letters that were mailed out in June 1992, was only 43%. The renewal letter mailed out in March 1993, had a response of only 20%. June projected that unless there is a strong effort to recruit and retain members, our membership will drop to 2,000 by the end of this year, and our revenues will drop accordingly. Ray asked what the expenses item "Bank or Credit Charges" was. Jon said that they are bank fees for processing credit card payments. Cullene asked if we were getting a non-profit discount on our credit card fees. Jon said that there are no discounts for non-profit organizations. The processing fee we are paying, which is for charges of less than \$20 and a volume of less than 2,500 transactions, is 6.56%. Jon was asked what specifically were the expenses called "Advertising". Those were for advertising the 800 number in the various phone books through out the state.

Jon said that currently, the Party is up to date on the forwarding 1993 dues to the Regions. We still owe the Regions for 1992 dues, approximately \$22,000.

June noted that we are currently paying for the newsletter in advance. In the past, we have only paid in the rears, after bills were presented. Jon said that since we do not have a contract with Mike Hodges, and since the newsletter is an approved budget item, he has been dispersing that budget item in advance. Cullene said that this issue that been mentioned before, and that Mike had asked for the money in advance, and that there were no objections. Jon said he would pay in the rears if directed to do so. June said we would discuss this later.

Jon concluded by saying that current revenues are sufficient to cover current expenses, but we then will not have sufficient funds to repay the Regions their 1992 dues money. June said that was unacceptable, and that she and several other Ex-Com members were elected to this committee specifically to insure that the Regions were repaid. Jon said that the only alternatives then are to cut expenses, or increase revenues.

Cullene moved that the agenda be revised to cover budget discussions immediately following the Contract Services Report. Brian asked to make a friendly amendment to discuss Fundraising between Contract Services and the Budget. Cullene said that she would accept the amendment as friendly, but that it was out of order. Cullene then motioned that the motion be amended to substitute "Fundraising" for "Contract Services". The amendment passed without dissent. The new main motion to defer discussion of the Budget until after the Fundraising report, passed without dissent.

June asked that the minutes note the arrival of George O'Brian, Northern Vice Chair. June motioned that his report be tabled. Kim requested that George's report be presented with all the other deferred officer's reports.

Jon asked that the minutes note that the Santa Clara representative John Webster had arrived.

SECRETARY'S REPORT

Kim asked for the Secretary's report. Cullene moved to **table the Secretary's report. The motion to table passed without dissent.**

OPERATIONS COMMITTEE

Kim asked for reports from the standing committees. First to report was the Operations Committee. Kim reported for the Operations Committee that the committee did not meet during the last quarter, and consequently had nothing to report. June objected, saying that the Op-Com should have met to head off the financial problems we are now experiencing. Kim said that the issue is being addressed by the Fundraising Committee. June said that the Fundraising Committee can do nothing about decreasing membership. She asked for a clarification of the charge of the Op-Com; is not the function of the Op-Com to meet to insure that the Ex-Com is on target and dealing with everything that needs to be dealt with? Kim agreed, saying that the Op-Com can and should be convened whenever something comes up that must be dealt with that cannot wait until the next Ex-Com meeting. However, the present structure of the Ex-Com, with its many standing committees, means that most of the vital work is in the hands of the appropriate committees. Still, Kim said that he will call together a meeting of the Op-Com within 30 days. Jon said that the Op-Com may have in fact met when he, Gail and Kim talked about these problems. June objected, saying she is also a member of the Op-Com, and she did not receive a notice of a meeting. George agreed with June, saying that the Op-Com should have regular scheduled meetings that insure that the Ex-Com is dealing with the proper issues. Gail objected to the direction of the conversation: if some members of the Ex-Com wish to chastise the Chair for not calling a meeting of the Op-Com, they should do this at some other time, not while the Ex-Com has important business to discuss.

CONTRACT SERVICES REPORT 800 NUMBER

Wayne delivered the Contract Services report. The contract for the 800 number is complete. Wayne asked if Kim would sign for the Party. June said that the contract had been written so that Wayne could sign for the Party. Lysander's signed the contract on April

28th. Wayne signed, and gave copies to George and Ray. Jon asked for a copy. Ray said he would make a copy for Jon. Cullene asked for clarification on why Wayne was signing. June explained that at the last meeting, the Ex-Com authorized Wayne to sign for the Party, provided that the contract was identical to the previous contract with LPLAC. June motioned **that we defer discussion on the status and performance of the 800 contract until the Northern Vice Chair's report.**

George asked if he could report on the status and performance of the 800 contract now. Lysander's is mostly living up to the contract. They had been sending out responses to inquires once a week, but will be sending them out twice a week, which is effectively within 48 hours, as the contract calls for. The April report to the Regions did not go out in April, but should be at the Regions in June. Reports should go out once a month to the Regions now. George's view was that Lysander's is making every effort to live up to the contract, but they need to be monitored. If anyone has any problems, George would like to hear about it. Jon asked if the membership sign up card had provisions for also joining National. George said he did not know, but said the cards used were from LPLAC inventory. Jon and Thea asked what provisions there were on the membership sign up card for donations to the Region. George said he would look into it. Cullene asked for discretion before we discard membership cards, and go to the expense of printing new cards. We should be satisfied that it is cost effective. How much do we lose by not changing out the cards. June said the expense to change out the cards is minimal xeroxing.

Jon asked George about inquires to the National Party. The contract calls for Lysander's to process and transmit those to National. Currently, National inquires are being mailed by the McLeans. Will Lysander's pickup that responsibility? George said he would talk to Thea and resolve the issue.

Kim asked George to send a sample inquiree packet to each of the 15 Ex-Com members. June asked that George also send a copy of the Contract to each Ex-Com member. Cullene objected, saying that not all members wished to see all this, and that we should not incur the expense. Four members said they had no need to see either the packet or the contract.

George said that the 800 number service has noted that some of the calls are not inquires, but are harassment calls. George asked permission to allow Lysander's to hang up on calls Lysander's deems harassment calls. Kim suggested that that should be a management discretion decision of Lysander's.

Jon said that there has been a change in the Federal law governing 800 numbers, and it is now possible for 800 number subscribers such as ourselves, to shop from the many 800 number providers. This has always been possible, but we would lose our 800 number, and have to replace it with a new number. It is now possible to take our 800 number with us, and get service from any provider we choose. The Contract Services committee should shop around from the various providers, and get the best deal. Ed Moss cautioned us, saying that 800 numbers serviced by some of the smaller

providers, may not be publishable in some of the directories of the larger providers. Jon disagreed. Kim suggested that the final decision to change companies should be with the Op-Com.

CONTRACT SERVICES COMMITTEE 1994 CONVENTION

Wayne, speaking again for the Contract Services Committee, next spoke about the 1994 Convention. Based on a motion passed at the last Ex-Com, the Contract Services Committee has modified the contract for the 94 Convention with Cullene Lang. Rather than a flat fee of \$250, Cullene will pay the Party 20% of the net profits. In addition, wording concerning approval of Convention speakers has been modified to allow Cullene more control over the choice of speakers. Also, wording has been changed concerning liability with the contracted Hotel. Cullene summarized the changes: She promises that all Convention speakers will address topics of interest to libertarians. She promises space for the Party to conduct Party business and banquets. She will arrange for an awards/fundraising banquet on Sunday evening. She will have total control over all aspects of the convention, except the Party business meetings and the fundraising portion. The contract says that the Party has chosen Los Angeles County as the site of the Convention, but that the choice of hotel will be Cullene's. The Party will provide advertising space in the State Party newspaper. Cullene will be provided with two complete set of mailing labels. Cullene will be allowed to use the Party's credit card clearing account, but Cullene will pay all fees associated with her use. The contract states that the Party will not be allowed to sell or distribute food; this restriction has been requested by the hotel. If the Party decides to cancel or postpone the convention, the Party will assume all liabilities associated with commitments Cullene has made with the hotel and other vendors. George asked what protection the Party had from Cullene over paying the Convention speakers. Cullene said that the contract says that Cullene is responsible for all contract she enters into, unless the Party cancels or postpones. Kim asked what happens if Cullene is medically unable to perform her portion of the contract. June said that Cullene's estate would not be liable. Cullene said that she is not doing this alone, and that if she became unable to perform, her team could continue. Cullene was asked if the Party had the ability to audit her books. Cullene said that previous conventions had paid the Party on net proceeds, and the Party has never audited their books. She expects the same consideration. Gail suggested that Cullene be required to provide a summary report of the Convention, which would summarize expenses, and also provide attendance data. George said that while we in California have not had a financial problem with our contractors, the National Party has had problems with their contractors. June said now is not the time to add new language to the contract. Brian moved **that the Ex-Com adopt a policy that all future Convention contracts include a clause that would require a financial report, and that the Party reserves the right to audit the contractors books.** Cullene said that she would be agreeable to a change that would say: "Lang shall present a written report to the Convention Services committee chair within 90 days of the close of convention." Brian re-stated his motion: **Starting with the 1995 Convention contract, all future convention contracts will include a requirement for a written**

convention report to be submitted within 90 days after the close of the convention. There was no discussion, and the motion passed without dissent. The secretary was instructed to add this motion to the new list of Standing Rules he had been instructed to compile. June motioned that when a convention contract includes remuneration as a percentage of net profit, that the Party reserves the right to audit the books of the convention to verify that profit.

Cullene requested as a point of personal privilege, that the Chair cease delaying the meeting with his word-for-word writing down of each motion. Kim said that it is the responsibility of the Chair to insure the exact wording of all motions. Cullene said that then either the Secretary should write the motions as they are presented, or that motions only be accepted if they are presented in writing. Kim said that inasmuch as Ray has elected to take notes from tapes, Kim will continue to write down each motion as presented to insure the proper wording.

Jon suggested an amendment to June's motion, that it not include the 1994 Convention. Cullene said that she had no objection the to the motion as worded, being applied to the 1994 convention. **The motion passed without dissent.** Cullene abstained.

Kim asked who would like a copy of the final Convention contract. The Secretary and the Treasurer requested copies. The signed contract will reside with the Secretary, and he will forward a copy to the Treasurer. Gail said that the Convention Oversight committee should have a copy. The Convention Oversight committee consist of Jerry Collette and Gail Lightfoot.

CONTRACT SERVICES COMMITTEE DATA SERVICES

Wayne continued the Contract Services Committee report. On data base services, nothing new has happened. We are continuing with our contract with With-Ease, and there are no competitive bid for alternative service. It is the intention of the Contract Services Committee to formalize a set of specification for a data base services contractor. Ray said that he had found a copy of the With-Ease contract in the Secretary's material, but it is an unsigned copy. June said that a copy of the signed contract has been provided by With-Ease. The where-abouts of the Party's original signed contract is unknown at this time.

Jon asked permission to change some of the accounting practices concerning the data base contractor. Currently all of the charges from the data base contractor come categorized as data base billing, accounting, or other. The Other category is currently summarized on our books, with the data base billing. This is distorting the apparent cost of maintaining the data base. The bills which come from With-Ease categorized as other, should be charged to their proper function, such as membership, newsletter, etc. June said that the Treasure should feel free to maintain his books as he sees fit. Jon said that if there was not objection, he would change his accounting, and go back and make adjustments for his term in office. For instance, With-Ease generates the newsletter labels, and bills the Party. Jon has been including these charges under "Date Base Expenses", they are in fact

newsletter expenses.

CONTRACT SERVICES COMMITTEE NEWSLETTER

Wayne continued by reporting on the Newsletter. We do not have a formal contract with Mike Hodges yet. The committee has worked with Mike, but they have failed to come up with a contract that is acceptable to both parties. June said we have a problem; the Newsletter is over budget. Mike is submitting bills in excess of the amount budgeted. He is submitting bills for things which have not been billed to the Party under previous editors. June said we desperately need a contract to either tell Mike here are the things we will pay for, and here are their upper monthly limits, or we need to tell Mike, here is a fixed monthly amount, and its is your job to pay your own expenses. Right now, without a contract, we are kind of doing both. Also disturbing, is that Mike was chosen as the new editor with the understanding that he would seek and accept advertising, and thereby decrease the Party's expenses. It is apparent that there is advertising in the Newsletter, but there has been no decrease in the amount of money Mike has requested. June continued: with the decrease in revenues that we are experiencing, and the fact that the Newsletter is one of our largest discretionary items, we need to reduce our Newsletter expenses.

Cullene reported on her audit of Mike Hodges books. She has twice visited Mike to review his costs, once in April, and once in June. In April, Mike was not set up to be audited, and so there was a lot of guess work. The June books were an improvement: the average cost to produce one months issue of the newsletter, including printing, payroll, postage, and phones, is about \$2,084 per month. This is based on February through May's productions. Plus there are other expenses which Mike is covering himself, and that he does not have a good handle on, such as gasoline, computer repairs, etc. It is hard to get a handle on these costs, because Mike is publishing other newspapers. Now we only have 3,000 members, yet Mike is producing 10,000 copies of the paper, at \$50 per 1,000. He does this because it is easier to sell advertising in a newspaper that distributes 10,000 copies, than it is to sell in a newspaper that only distributes 3,000 copies. Yet Mike's cost of \$2,084 includes the cost to produce 10,000 copies. The newsletter is budgeted for \$1,600 per month. Advertising has so far brought in about \$245 a month average, but this is hard to track. Some of the ads were sold for Mike's other paper, but were placed in our newsletter to make it look like we had more paid advertising. In any case, the Party is not seeing any benefit of any advertising, since we are still paying \$1,600 a month. With previous editors, the Party saw the benefit of advertisers. Cullene said that Mike justifies his high production runs by distributing the remained in news racks, or other out-reach. Yet when we look at the membership forms that come in, we are not getting a response that justifies the cost. Jon said that if we change the accounting of the newsletter labels to the newsletter, we are paying \$1,700 per month for the newsletter. This included \$650 per month in postage we have been paying for business bulk rate. In July, we will switch to non-profit bulk rate, which will reduce postage costs by \$300 per month. Actually, the Post Office is going to give us a credit for the previous six months mailing, so our postage will be zero for a

few months.

Mike was asked why his ad revenues were so low. Mike said that most nationwide advertisers set their ad budgets by the year. Liberty Bell was started too late in the year to get consideration from the large accounts. Mike says that he has a list of 4,000 potential advertising agencies that handle nationwide accounts that he will submit to by November. If we can just get a 1% response, that would be sufficient to carry the newspaper. In the mean time, Mike intends to target Libertarian businesses. While contributions to the Party are not tax deductible, paid advertisements in Liberty Bell are legitimate business expenses. But he is only one person, he needs all our help to sell advertising. Jon asked if the Regions are paying for the extra copies. Mike said that if the Region will buy \$50 in advertisement, they will get 500 free copies.

George asked Mike, what would he charge to produce a tabloid newsletter of 3,000 circulation, no outreach. George asked Mike to consider his position as Northern Vice Chair. Each time he visits a Region, the first thing they ask, when can they get their dues money. The newsletter is the biggest budget item.

Mark moved that given the budget crisis in the Party, that we solicit bids from potential Newsletter Editors, so that we have the ability to comparison shop; and to have the Op-Com obtain those bids by the end of July. Cullene suggested that the Newsletter be published quarterly rather than monthly. Cullene also suggested that we need to take quicker action, having the bids available by the end of July, means we will not make any budget impacting changes for three months. She also said that the Op-Com could pick a new editor if the bid was less than \$1,600 per month. The motion passed with 10 Aye votes, and 1 Nay vote.

Mark and June tried to explain to Mike that this was not meant as a rejection of Mike's work, but the Party is in a financial bind, and we need to have a contract. Mike said that he submitted a contract 6 months ago for \$1,150 per month, with the Party paying for postage and labels. That offer still stands. The production run would be 10,000 copies, paid for by advertising. Mike was asked if that offer was ever presented in writing. Mike replied that he FAX his offer, in draft, to Pat Wright. Cullene said that Mike must re-submit his bid in writing to the Contract Services committee. Jon suggested that Mike might wish to submit multiple bids, with different options, or permutations of options.

June moved that the next With-Ease mailing to the Regions include a notice of solicitation for bids for newsletter editor, and that the Party cover the incremental costs. June said she would prepare such a notice and forward it to With-Ease. There was no discussion, and the motion passed without dissent.

Mike Hodges was given an opportunity to discuss the newsletter. He explained that he loves publishing, and regardless of the outcome, he will continue to publish. He said that the Party needs to get more visibility, he felt that he has always been a libertarian, but had never heard of the Libertarian Party. His whole focus has been

to publish a paper that would reach out to people like him, who are probably libertarian, and don't know it. Publishing for him has been a real eye opener. The Media has the power to set the political agenda, and define the issues. The opposition parties read Liberty Bell, and they respond and react to its articles, at least in Kern County. Because of articles in the Liberty Bell, later picked up by the major Bakersfield newspaper, 800 to 1,000 Kern County people showed up to demonstrate in favor of property rights. When have we been able to motivate 800 to 1,000 people. At Waco Texas, we could only get 4 Libertarians to demonstrate against government abuse of power when they burned people to death.

Jon said that what is happening in Kern County is good. But many good things are happening throughout out the state, but they don't seem to appear in Liberty Bell. That seems to be the biggest objection to the paper. Mike objected, saying the majority of the articles concern activities outside of Kern County, but people have to send in articles; not all the Regions are forwarding to him their newsletters. Jon said that he has been forwarding newsletters from Santa Clara County, and has not seen any of that material in Liberty Bell.

Ray said that we may not have been fair to Mike, nor have we addressed the budget problem. Have we told Mike that we can only afford to spend 1,000 a month, or \$800 a month, and heard what his response is? Perhaps Mike is willing to accommodate us. June responded by saying that Mike is free to submit as many different bids with as many different options as he cares to. Ray asked that before Mike leaves, were we prepared to re-set the newsletter budget and tell Mike that is the amount he has to work with? June said that setting the newsletter budget amount would have to be considered with the entire budget discussion later. In any case, the July issue of the newsletter is set, and we can not impact the newsletter until the August issue. Mike said that he would be willing to work with us with what ever budget amount we thought we could afford. Kim asked for a round of applause for the good job Mike has done. Kim said that the comments he receives are that the paper improves each month.

The meeting re-convened after lunch, with the subject still the newsletter. Cullene restated her view that we need to re-look at the newsletter. The current tabloid format is not satisfactory, we should have something similar to the old newsletter, but mush less expensive. Kim said that it would be his preference that the newsletter budget be cut last. The reason that many inactive supporters renew their memberships in any organization is because they enjoy reading their newsletter. Cullene and June objected saying that our membership has dropped since Mike took over as editor. Gail said that the membership drop is more complex. Many of the expired members are members who were recruited under the last two years of aggressive membership drives. This happened once before in 1979, when aggressive membership drives doubled our membership, and then after those new members got our newsletters and found out what we were all about, we lost most of them. Its foolish not to expect the same thing to happen today. We recruit

from people who are opposed to taxes, and then they find out we want to repeal all laws against prostitution; we recruit from people who want to legalize marijuana, and then they find out we favor strong property rights. It takes time and education to find true libertarians.

June said that she is not happy with the quality of the paper; in discussions with friends who have journalism background, they have been able to point to many of the paper's shortcomings. We are also producing too many copies of the paper without having an efficient means of distribution. It does not appear that the paper is reaching anyone outside of Kern County. It would be nice to have a state wide newspaper distributed in racks through out the state, where anyone could read our positions on the issues, but we don't have the funds to do that.

Wayne said that the problem is that we, the Ex-Com have not been able to tell Mike what we want. Do we want an internal newsletter for members only, or do we want some document that we use as outreach to new members, or do we want some document that tells the world our views on the current issues. We have kind of told Mike to go ahead and do what you like, and we'll see how it turns out. Wayne said that he favors a newsletter format, one where local activists can get their name and picture in the paper when they have a local victory. You don't see that in Liberty Bell. But we also need to have an outreach vehicle

Gail said this leads to a basic question that this Ex-Com needs to ask: What do we wish to accomplish this year? Is it just to pay back the money we owe. Do we wish to grow this year? Are we going to do aggressive fundraising? In the last three years, we have only had six fundraisers. Gail said she is concerned that our focus seems to be on cutting budget expenses, but she has heard no concerns on raising funds. Jon said that our current fundraising efforts are behind schedule. We were budgeted to raise \$20,000 through fundraising, the year is half gone, and we need to raise \$19,000 to reach our goal.

George said that two questions on the floor right now are: Can we continue to afford the current newsletter? And second, is this the newsletter we want to represent us? The current newsletter may work as outreach in Bakersfield, but it does not work in San Francisco. In any case, the current paper is not what his members feel comfortable with. Gail disagreed, saying that LPLAC is considering running their newsletter as an insert within Liberty Bell, similar to what Orange County has done.

Cullene said that her perception that what is wrong with Liberty Bell is that Mike is not the real editor. Mike has hired a guy named Greg, who is not a libertarian, who does the type setting and layout. Some guy named Greg determines what goes into our newsletter.

Wayne moved that we direct Mike to devote 20% of the copy space to **Regional activities and features of internal Party interest.** Mark said that in his discussions with Mike, Mike indicated that the back page is available for us to fill with what ever we would like.

Brian spoke against the motion, first saying that the timing was wrong, since we are seeking bidders, and second, the 20% Regional activities is purely subjective, one could find 20% now if one choose to. Who will judge if the editor has met this 20%? George agreed, saying the phrase "items of local interest" is so vague as to be meaningless. June spoke against the motion, saying that the proposal micro-manages. Our job is to pick a good editor, and if we don't like the job the editor is doing, find a new editor. If we are unhappy with the amount of space devoted to local activities, we should certainly let Mike know, but a formal motion is out of line. **On a hands-up vote, the motion failed.**

Cullene moved **that we suspend our verbal contract with Mike Hodges after the July issue, and suspend production of the newsletter until such time as a written contract is awarded.** Mark asked what the point of this motion was, since we have already decided to solicit bids for a newsletter editor? Cullene said it would suspend production if we for some reason cannot decide on a editor, and will therefore save us money. Wayne cautioned us that one of the obligations of the Party, one of the reasons people pay dues, is to get their monthly newsletter. Why would anyone send \$25 to an organization that never got back to you? The Ex-Com is in an awkward position of saying to the Regions, we owe you \$22,000 but we can't pay you, and we know we are supposed to send your members a newsletter, but we can't afford that either. Jon motioned to **amend the main motion to add: That the Op-Com be authorized to suspend the contract with Mike.** Ray asked for clarification, are we obligating the Op-Com to suspend the contract? No we are only authorizing the Op-Com to do so if they so desire. The technical term for this is: "Passing the Buck." George spoke against the amendment. It changes the whole content of the original motion. If we pass this to the Op-Com, Mike will ask the Treasurer for \$1,600 for the August issue. Passing the original motion saves us \$1,600. Wayne spoke against the motion. If we are unhappy with Mike, we should decide here and now, rather than passing it to the Op-Com. Gail spoke against the amendment and the motion. She is happy with both the newsletter and the editor. If people are unhappy, they should make an effort and work with Mike. The Los Angeles Regions are looking to save money by piggy-backing onto the State Newsletter, and now the Ex-Com proposes to suspend it. **On hands-up vote, the amendment failed.**

Ray proposed a **substitute motion that the Ex-Com determine how much it can afford to spend on a newsletter, and that Mike Hodges be told that he produce that best newsletter he can for that amount of money.** Kim ruled the motion out of order.

Jon spoke against the motion saying that his payments to Mike have been consistent with the approved budget. If this is a financial issue, the budget item should be addressed first.

Cullene presented a break down of the Newsletter costs:

	\$700	Printing 10,000 copies
	\$434	Payroll
	\$275	Phone
	\$650	Postage
	\$ 24	Photos
	\$ 51	News Service
	=====	
Total	\$2,134	Total

George moved that the main motion be **amended to substitute August for July. The motion to amend failed on a hands-up vote.** John motioned to introduce a substitute motion to alter the publication of the newsletter to a bi-monthly publication. Kim requested that the motion be withdrawn until after a vote on the main motion. On a hands-up vote on **the main motion to suspend publication of the newsletter, failed by a vote of 5 to 6.**

John moved that we amend the contract with Mike Hodges as of July, for the newsletter to be a bi-monthly newsletter, until such time as a newsletter contract is finalized. At this point there were several suggestions and clarifications. Kim suspended that rules to asked the body to proceed informally to determine final wording.

The motion as submitted was: **Move to change the contract with Mike Hodges to produce a bi-monthly newsletter commencing with the July issue, limited to 4,000 copies, after the July issue, until such time as a written contract is awarded.** Cullene spoke in favor of the motion, saying that it addresses both the budget issue and the newsletter issue. Jon spoke against, saying that this motion kills the newsletter. We are already saving \$300-650 a month in postage. We can save an additional \$300 a month by telling Mike we will only pay for 4,000 copies. Jon said it is his impression the changing to bi-monthly is not consistent with the wishes of the general membership. Gail objected to the motion, saying that we are trying to balance the budget on the back of the newsletter. We still have not discussed money raising ideas. Wayne acknowledged Gail's point, but said that it is more important that we do not spend money we do not have. If we are later able to raise sufficient money, we can very quickly go back to a monthly letter. George spoke in favor, saying that he had faith that we would raise sufficient funds to restore the newsletter, and that at worst, we would lose only one issue.

Gail challenged the motion, saying that it was out of order. We are discussing the Contract Services Committee's report. This is not the proper time to consider a motion modifying the newsletter. June said the motion concerns modifying the newsletter contract, and is therefore not out of order. **Jon moved to postpone further discussion of the main motion until after the Fundraising discussions, and as part of the budget discussions.** Cullene objected to postponement, saying that the body is close to making a decision; funding issues will have nothing to do with this body's feeling on the effectiveness of the newsletter. Jon said that postponement is necessary because he he has many alternative ideas

that might influence the outcome of this motion, but discussing them now would be out of order. George said that Jon's points are not relevant. Our first priority should be to return the Region's money. If latter discussions turn up additional revenues or other savings, they should all be first applied to re-paying the Regions, then saving the newsletter. Gail said that George's logic would imply that we should shut down the Ex-Com until such time as the Regions are re-paid. **On a vote to postpone, the vote was 4 yes, and 8 against, the motion failed.**

On a a vote on the main motion for a bi-monthly newsletter, the vote was 9 yes, 3 no, so the motion carried.

MEMBERSHIP COMMITTEE

Kim said that the next order of business is the report of the Membership Committee. The Membership Committee Chair, Pat Wright was not present, so there was no report. June said that this committee needs to provide come direction and goals to Pat. George asked Thea what is our procedure for soliciting renewals. During the renewal month, With-Ease sends out a letter requesting renewal. If there is not response, a second letter, a non-renewal verification letter goes out, which asks why the member choose not to renew. Most responses to the second letter are that they can not afford the dues. George suggest that we consider a 3 letter cycle. Thea said that last year, Pat did a special mailing to all former members in the data base. Cullene asked if With-Ease had a total cost to renew one average member.

PROFESSIONAL MAILING SERVICES

Cullene moved **that the Party cease using professional mailing services, such as With-ease, and use only volunteers for membership, renewals, and fundraiser mailings.** June spoke against the motion saying that the perceived savings would not justify the complications that would arise. Brian spoke against saying the for large fundraising letters, there is not sufficient volunteer help available. George requested a **modification to the motion by adding at the end; "when available."** George said that if a Region or other organization comes forward, and says that they would like to process our mailing, then we should use them, but we should not put ourselves into a position of having to find volunteers before we can complete a mailing. Cullene said that volunteers are available: Region 66 has been very successful in getting new members involved by asking them to volunteer on mailings. June said that the requirements for one time fundraiser are different from routine renewal notices. Routine mailings should remain with our professional staff. Each unique fundraising effort should be judged individually. Some may lend themselves to volunteer effort, some may not. **The vote on the amendment was 5 in favor, 4 against, so the amendment carried.** Jon offered another amendment: **This motion shall apply only to mailings that qualify for bulk mail permit. This amendment passed.** The main motion was: **Move to stop using professional contractors and bulk mail services, and use volunteers for membership, renewals, and fundraising purposes that qualify for bulk mail services, when available.** The vote was 6 ayes, and 6 nays, the motion did not pass.

Gail moved that we suspend the rules to change the agenda. On a

hands-up vote, the motion to change the agenda passed without dissent.

AUDIT COMMITTEE

Audit Committee reported on the audit of the 1992 books. On the issue of the Mark Sweany phone bills, the bills were found, and they have been submitted to the Treasurer. On the rest of the books, the books appear to be in order with the following questions: LPLAC was advanced \$700 in July, and was shown as an account receivable. It disappeared at the end of the year, with no record as to how it was paid back. Thea said that Jerry Douglas told her that he had deducted that amount from other payments to LPLAC. A check for \$652.05 made out to Acme Graphics was charged to the Registration Drive account. Why would the Registration Drive require Graphics? Thea said that the check was to cover printing costs. And September, Bill Evers was reimbursed \$100 for the August Ex-Com. Attached was a letter from Bill requesting reimbursement, and a copy of an airline ticket. In December, Bill was reimbursed \$200, and the supporting documentation said that this was for the August/September Ex-Com meeting, and attached was a copy of a \$100 airline ticket. It appears that Bill was reimbursed twice for the August Ex-Com meeting. Thea said that Bill lost the first check. Jon said he has received copies of Mark's phone bills, and they appear to be in order. He is prepared to pay Mark, and only needs to know to which account it should be charged to. Since the bills were for work done while Mark was Northern Vice Chair, they could be charged to the Northern Vice Chairs account, and exhaust that account, or they could just be charged to Miscellaneous. It was decided to charge it to the Miscellaneous Account. Mark abstained from that vote.

Brian spoke briefly on a proposed initiative for Proportional Representation sponsored by the Peace & Freedom Party. He recommended that we endorse it, but not spend any money on it.

INTER-PARTY LIAISON COMMITTEE

Ed Moss reported on the Inter-Party Liaison Committee. There are no new initiatives from the multi-party Unity committee. There is an opportunity to have access at the multi-party booth at the Los Angeles County Fair in the fall. If the local Regions and the Party can not afford to fund a booth this year, they should give consideration to using the multi-party booth. The only cost would be the cost of literature. Brian motioned that the Ex-Com approve Ed Moss's recommendation as read. Cullene moved for a substitute motion: To support in theory what Ed is doing, but to not supply funding of any kind. June suggested a change in wording that might satisfy both motions: The Ex-Com supports Ed's efforts, and authorizes supporters to raise money in the name of the Party, but the Party will not make any commitment to raise any money for this project. Cullene said she would accept June's wording in place of her wording. June re-stated her motion: **We commit to the project in principle, and sanction the use of the Libertarian Party's name to raise money to cover any necessary expenses in support of the project. However, the Party will not make any specific financial commitments at this time.** Brian's main motion failed on a hands-up vote. June's substitute motion passed on a hands-up vote without dissent.

REPRESENTATIVE TO THE NATIONAL PLATFORM COMMITTEE

Cullene nominated Bill Evers to be our Platform Representative on the National Committee. There were no other nominations. On a hands-up vote, Bill was elected. There was one dissenting vote, and one vote for none of the above.

REPRESENTATIVE TO THE NATIONAL CREDENTIALS COMMITTEE

Kim announced that nominations for representatives to the Credentials Committee of the National Convention were open. Jon nominated Ed Moss. There were no other nominations. Ed was elected without dissent.

Kim announced that as State Chair, he had appointed Sharon Ayers as National Committee Second Alternate.

NATIONAL CONVENTION ALTERNATE DELEGATES

A question was asked as to how one could become an alternate delegate to the National Convention at Salt Lake City. Ray said that all of the delegates had been chosen at the State Convention in February. All individuals wishing to attend the National Convention who were not elected as delegates, were classified as Alternate delegates. Anyone whose name is not on the list of delegates and alternate delegates can still go to convention and still be classified as an alternate. June disagreed, and said that it was now too late, and no more alternates can be created. Gail disagreed with June, saying at the last National Convention, it was acceptable for the California delegates to caucus and designate alternate status. The State Chair then informs the Convention Chair. June said she did not approve of such procedures, and would work with National to prevent such actions this year. Ed Moss said that as the newly elected Credentials Chair, it was his intention to work under a strict interpretation of National's rules. Ray, as the State Secretary has the official list of Delegates and Alternates. If there is a need for additional Alternates, Ed expects that they must have the approval of the State Chair. Ray said that the official list of Delegates and Alternates has already been forwarded to National. June said that she does not believe that either the State By-Laws or the National By-Laws empower the State Chair to appoint Alternates.

SAN DIEGO MEMBERSHIP FORM

Gail said the the San Diego Region is using a membership application form that does not require Pledge signature. Kim said that under the San Diego by-laws, individuals who do not sign the Pledge are only given associate membership status, and will remain associate members until they sign. Gail said that the San Diego form does not explain that not signing also only gives you associate membership in the National Party. June motioned that the Chair point out this discrepancy to the San Diego Chair. George said that if the form is processed by With-Ease, National does not consider it as a membership, but rather as a newsletter subscription. Thea said that With-Ease is now sending non-pledge signers a letter asking them to sign, or to agree to become an associate member. June said that she was willing to withdraw her motion if Kim would causally mention the National status to San Diego. Kim agreed.

SAN DIEGO MEMBERSHIP IN THE EX-COM

Gail introduced a motion, **that whereas our By-Laws state that any member of the Ex-Com who misses three meetings in a row, can be dismissed from the Ex-Com. Since the San Diego represent has now missed three meetings, San Diego should be denied representation on the Ex-Com, and that its place be offered to the sixth largest Region, Region 62, West Los Angeles. Also, that the Secretary inform both Regions.** Cullene asked Ray if he had informed San Diego that their position was in jeopardy. Ray said that he had. Kim said that he had also spoke to Paul King and Pat Wright. Wayne asked what are the provisions for San Diego to re-gain its seat. The feeling seemed to be that San Diego would be out until the next election of representatives at the February Convention. **On a hands-up vote, the motion to deny San Diego carried with 9 Aye votes, and 1 Nay vote.**

NEXT MEETING

Cullene moved that the next meeting of the Ex-Com be held in the offices of Region 66 in Long Beach. After much discussion, it was decided that the date would be on Sunday September 19th, 9 am.

NEWSLETTER

June asked for a suspension of the rules to consider a motion to cap the amount of money the Party can spend on each newsletter issue, beginning with the August issue. A majority agreed with the suspension. June proposed a cap of \$1,150 plus postage and label costs for the July issue, and for subsequent issues on the new bi-monthly, \$850 per month, plus postage and labels. Jon said that Mike has already been paid \$1,600 for the July issue, which includes postage. June revised her motion to say, **the Party shall pay no more than \$850 per month plus postage and labels for each newsletter issue after the July issue. The motion passed on a hands-up vote without dissent.**

Gail motioned that we become a committee of the whole, and toss all the ideas for saving money on the table, and then discuss them. Mark said that we first need to review our income items, and thereby determine how much money we have. June suggested that the Treasurer review the income items with us at this time. Jon asked us to note that our income items are under budget, the two major items of under-run are membership dues, and fundraising. On the expense side, one budget item is membership recruitment. Thea said that With-Ease has just eliminated handling the National inquiries. But Lysander's will now be handling these inquiries. The costs of responding to inquiries, and the 800 contract itself, are items that we may wish to cut or eliminate. The phone line is \$150 per month. Responses to inquiries are budgeted at \$7,200.

Jon said that the Newsletter is a major expense item, but we have already discussed that and taken action. Data processing is a large expense item we may wish to cut. The remaining expense items are not large items, and cutting them would not have a dramatic effect on the overall budget. Postage, printing and supplies are budgeted at \$7,000, but those items we agreed will be spread to the function that caused them.

BUDGET ADJUSTMENTS

Cullene motioned **that we change the income portion of our budget by the following:**

Member Dues: change current	\$30,000	to	\$20,000
National Dues	\$12,000	to	\$ 4,000
Fundraising	\$20,000	to	\$10,000
Pledges	\$15,000	to	\$16,000
1993 Convention Income	\$ 0	to	\$ 1,200
Membership Donations	\$ 8,000	to	\$ 3,000
Other Donations	\$ 1,200	to	\$ 1,200 no change
Donations from State Tax	\$ 3,000	to	\$ 3,000 no change
Convention Fundraising	\$ 4,000	to	\$ 4,000 no change
Interest Earned	\$ 100	to	\$ 300
Execuline Income	\$ 1,275	to	\$ 2,000
	=====		=====
	\$101,125	to	\$66,700

The total anticipated income for 1993 would then be \$34,425 less than the previous budget view. **On a hands-up vote, the motion carried with 10 Ayes, and no dissent.**

Cullene motioned **that we change the expense portion of our budget by ceasing to process inquiries to the 800 number.** Gail said she was opposed to discontinuing the number, but suggested that we cease mailing out packets to the inquirers, but continue to forward the names to the local Regions. Kim asked if there was an identifiable "cost per incoming call". June said that the costs vary depending on where the call comes from, and how long the call takes to complete. Brian spoke against disconnecting the 800 number, saying that that was how he found the Party, and that it gives the Party visibility. Mark said that it might be possible to use the National's 800 number. Ed said that though we can disconnect the number and save the usage charges, we must continue to pay the publication charges for a full 12 months. If we do not reconnect the number, we stand the chance of losing it if someone else wants it. We can keep the number in reserve, but we must pay for that. George spoke against the motion, saying that the message that this would send would be that we are shutting down the Party. Gail and June said that since this is not an election year, the volume of calls is low, and likely to remain so for the rest of the year; the budget item for processing inquires is probably too high, and can be reduced to match anticipated calls. Cullene asked to **withdraw the main motion, and substitute it with a motion to reduce the budget item to match anticipated calls.** At this point, the conversation turned to the processing of National inquires, and because of several conversations going on at the same time, became difficult to comprehend. June motioned to **have the Contract Services Committee come up with a modification to the 800 number contract, just signed with Lysander's, to substitute the per packet cost for National inquires, with a fixed rate fee for monthly processing of those in some other way, further, and that the Op-Com be authorized to implement that plan if it results in a net cost savings over the current procedure.** A motion to call the question, and end debate passed with 9 Aye votes. The main motion passed on a hands-up vote with 9 Aye votes, and no dissent. June volunteered to work with George to develop the modification.

Cullene motioned to change the following expense budget items:

Newsletter:	change current \$19,200	to	\$13,000	
Discretionary Funds				
Chair's Fund	\$ 1,200	to	\$ 600	
No Vice Chair	\$ 600	to	\$ 0	
So Vice Chair	\$ 600	to	\$ 0	
Miscellaneous	\$ 2,600	to	\$ 1,200	
Reserve	\$ 5,525	to	\$ 0	
Repayment of debt	\$26,000	to	\$22,000	
Candidate Recruitment	\$ 2,000	to	\$ 500	
Inquiry Responses	\$ 7,200	to	\$ 3,000	
800 Number	\$ 1,800	to	\$ 1,800	no change
Media Promotion	\$ 600	to	\$ 100	
Ex-Com Travel	\$ 0	to	\$ 300	already spent
Accounting	\$ 1,200	to	\$ 1,200	no change
Bank & Credit Cards	\$ 1,200	to	\$ 1,200	no change
Date Processing	\$12,000	to	\$12,000	no change
Postage, Printing	\$ 7,000	to	\$ 3,000	
Telephones	\$ 800	to	\$ 800	no change
Advertising	\$ 0	to	\$ 1,000	
Campaign 94	\$ 0	to	\$ 0	no change
	=====		=====	
	\$70,325	to	\$51,300	

Mark said that we had made a reduction of \$34,425 in income, and have made a reduction of \$27,625 in expenses. We are therefore unbalanced by \$6,800, expenses over income. (Secretary's totals may not be correct, as there may be other budget items that are not included on the above income or expense lists.) Cullene suggested that the Treasurer, with his next mailing to the Regions, tell the Regions how much they are owed. Also, that we acknowledge that our budget is not balanced, but that that we are working on various fundraising projects, and that possibly by our next Ex-Com meeting, we can have a balanced budget. June said she felt that this implied we would not pay back the Regions. Cullene then suggested that we create a new budget item called "Carry Over Debt" which would balance this years budget, and acknowledge that portion of our debt that we would not be able to pay back this year. June said that this was still too open ended. She wants to see a specific plan of action to re-pay the debt. Jon said that all the debt before July 1992 has been re-paid. As sufficient monies become available to re-pay August 1992, he will re-pay August. All 1993 obligations to the Regions are up to date.

Cullene motioned that we create a new budget item called "Carry Over Debt" which would be that portion of our debt to the Regions that we will not be able to pay back this year. Mark offered a friendly amendment that our first obligation with surplus funds would be to re-pay our debt. It was accepted as friendly. George offered a friendly amendment that we pay interest on our debt. Jon suggested that if a Region voluntarily agreed to defer the acceptance of a payment, that they be paid interest. These were not accepted as friendly. Gail said that everyone on the Ex-Com has been asked to become a monthly pledger to the Party, yet only a few members of the Ex-Com are pledgers. June said she does not intend to pledge. Gail said of all the monthly pledgers, she only recognizes 8 names. That means that most of the activists that we know, are not financially supporting the Party. June said that not

all activists are financially able to give, that is why she gives so much of her time.

At this point it was brought to our attention that we had not voted on whether to accept the changes in the expense portion of the budget. **On a hands-up vote, the motion to accept the changes in the expense portion of the budget passed with one dissenting vote.**

Jon motioned that the budget item "Fundraising", currently showing \$10,000, be increased sufficiently to balance the budget. Cullene offered a substitute motion to create an expense item called "Carry Over Debt", containing an amount sufficient to balance the budget. Jon said that it would be possible to re-pay the debt if fundraising was motivated. This motion would give the Fundraising Committee a good target. Cullene said that she did not believe Fundraising would be able to raise a sufficient amount of money, and that creating this new budget item acknowledges our debt. Jon said that as a member of the Fundraising Committee, he felt that it was possible to raise the needed money this year. **On a vote on which motion to accept, Jon's motion received 4 Aye votes, Cullene's motion received 7 Aye votes. Kim then asked for a vote on approval of the entire budget. On a hand-up vote, there were 9 Aye votes and 2 Nay votes. There was no vote on Cullene's motion.**

The meeting was adjourned at 7:45 p.m.



Libertarian Party of Los Angeles County

~~H1500 W. Olympic Boulevard - Suite 400 - Los Angeles, California - 90064 - (310) 312-4515~~
2001 Wilshire Blvd. Suite 600, Santa Monica, CA 90404

The following resolution was adopted by the Libertarian Party of Los Angeles County on June 28, 1993:

WHEREAS, Liberty Bell is the single most important communication tool for the Libertarian Party of California to keep party members informed, encouraged and working for the further development of the LP; and

WHEREAS, Liberty Bell is also an outreach tool to over 6,000 non-Libertarians, and is continuing to increase its circulation in more counties in the state; and

WHEREAS, the Libertarian Party of Los Angeles County has recently voted to imitate Orange County and now include its monthly newsletter in Liberty Bell,

BE IT RESOLVED, that the regions of the Libertarian Party of Los Angeles County oppose the recent state executive committee decision to reduce Liberty Bell to a bimonthly, 4,000 copy publication.

BE IT FURTHER RESOLVED, that though collectively we are owed the largest amount of back dues of any single region of the state (\$4,162 for Regions 61-65, 67), we consider the repayment of this debt to be secondary to the regular continuance of Liberty Bell.

BE IN FINALLY RESOLVED, that we call for an immediate repeal of the state executive committee's decision before it can adversely affect circulation of Liberty Bell.

Ted Brown
Chair

Board of Governors

Bernard Zimring
San Fernando Valley
Andy Rotter
Westside
Kim Goldsworthy
Foothills
Michelle Obregon
Central Los Angeles
Gail Lightfoot
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LPC Chair
Bob Weber
LPC Southern Vice-Chair

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Ted Brown
Chairman, Libertarian Party
of Los Angeles County

HOW TO MEASURE BOARD PERFORMANCE

certain: there is a direct relationship between your work as a trustee and the service your institution provides.

The Trustee Assessment of the Board is custom designed for trustee enhancement and growth. It has been field-tested. The evaluation instrument and the Trustee Assessment of the Board matrix are copyrighted. We want you to use this information as often as you want. Please feel free to copy it. We ask only that you credit it in the following manner—Source: *Boardroom Verities* by Jerold Panas.

THE FOLLOWING EVALUATION (CALLED Trustee Assessment of the Board—TAB) is designed to permit board members to take stock of the board's over-all performance and compare it to the performance of other boards. TAB allows you to measure your board against characteristics and criteria that are generally accepted to be important in rating board effectiveness.

As you will note, TAB is a fast-paced evaluation that only takes a few minutes to complete. The questions it raises may lead you to suggest procedures or approaches that can make a difference in performance or attitude.

If your organization is not performing as well as it should, chances are good that this will be reflected in board performance. Weak board, weak institution—the two almost always go together. On the other hand, the stronger the performance of the board, the greater the likelihood your institution will be serving at a peak level. One thing is

SCORING

1. Number rated *Very Good*: _____ × 5 = _____
2. Number rated *Good*: _____ × 3 = _____
3. Number rated *Fair*: _____ × 2 = _____
4. **TOTAL** _____
5. Number rated *Poor*: _____ × (minus) -1 = _____
6. Number rated *Do Not Have*: _____ × (minus) -2 = _____
7. **TOTAL** _____
 Subtract line #7 from line #4
 #4 = _____
 minus #7 = _____
8. **TOTAL NET SCORE** _____
9. **TOTAL NET SCORE** _____
10. **TOTAL NET SCORE** _____
11. Number of *Criteria and Characteristics in Grid*: 60
12. Number marked *Not Applicable or Not Certain* _____
 Subtract line #12 from line #11 _____
13. Number of items you checked for tabulation _____
 To determine average, divide line #10 by line #13
14. Total Net Score (#10) _____
15. Divide by Checked Items (#13) _____
16. **YOUR AVERAGE SCORE IS** _____

RANKING

- 4 and above
- 3 to 3.9
- 2 to 2.9
- 1.4 to 1.9
- 1.3 and lower

A Superb board. Your institution is assured of growth, development, and success. You are headed for greatness.

An Outstanding board. But take care of those few areas where you are deficient.

A Good board. Review carefully those areas that need correcting. With proper attention, you could be outstanding.

You are not functioning as well as you should. Appoint a Special Task Force to evaluate your practices and implement necessary changes.

You have problems that should be corrected. Chances are almost certain that your poor showing reflects, also, the performance of the institution. Improve your effectiveness and the institution is assured of improvement.