

Report of the Intensives Committee for 2010/11

Since last year we have had two successful Intensives, in New Jersey and Seattle. They were successful in being very positively reviewed and in producing revenue for the Society. They were also successful in showing two ways to lower facility costs and make hosting easier: in New Jersey we “test drove” using an off-season location; in Seattle we “test drove” using suites to do double duty, housing faculty in one room and hosting a small group in the other. Both methods may allow us to develop more sites for Intensives.

We have also accomplished several items on last year’s strategic plan. These included refining our videography instructions and adding them to the Practical Guide. The ABS videotaping equipment is a real success and has improved the reliability and effectiveness of taping as a way to teach at Intensives.

To help promote and market Intensives we are developing a database mailing list to include all primary care residency programs, AOA members, and international members. This has begun well. The unassigned task of badly needed updating is an issue this committee will help tackle.

We have also updated the Practical Guide to include: an editable Word document template for an electronic brochure; guidelines for opening local bank accounts by Intensive hosts; a template for the final letter to registrants from a host; the final reconciliation template for financial reporting between hosts and the ABS.

Here’s the Strategic Plan for next year:

- 1.) Promote and market Intensives
 - A. Contribute feedback for ongoing maintenance of the large mailing list.
 - B. Develop recommendations to improve marketing, e.g. to people who have already expressed some interest, such as conference attendees, and to those who have not, such as a host’s local psychoanalytic community.
- 2.) Update practical guide as needed.
- 3.) Review how and where Intensives data are kept.
- 4.) Provide a document discussing best practices for intensives faculty on questions that have arisen repeatedly, e.g. serving as group members during intensives, giving one to one feedback to group members outside of group, and creative ways to do video review.
- 5.) Explore posting thank you’s to our co-sponsors on our web page.

Portland is on track to host next spring’s 2012 Intensive. The committee is helping an east coast site to plan for the fall of 2012. As always we look forward to developing new sites as well as revisiting old venues.

Respectfully submitted,

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Coordinator