KENTUCKY BOARD OF VETERINARY EXAMINERS
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Education and Outreach (E&O) Committee Meeting Minutes

September 29, 2026, 2:00 PM EDT

Meeting Location: Virtual via Zoom

E&O COMMITTEE MEETING

(V) = Video / (A) = Audio

Attendees:

- Jennifer K. Quammen, DVM, KBVE Board Member, E&O Committee Chair (V)
- Tim Gardner, DVM, KBVE Board Member, E&O Committee Member (A)
- Amy Staton, EdD, LVT KBVE Board Member, E&O Committee Member (V)
- Michelle M. Shane, KBVE Executive Director (V)

Absent Committee Members:

- n/a

Guest Attendees:

- n/a

PROCEEDINGS

Committee Chair Dr. Quammen called the meeting to order at 2:02 pm EDT.

Director Shane noted all Members of the Committee were present.

The last meeting of the Committee was August 24, and those Minutes were approved in the consent agenda at the full Board Meeting on September 10, 2026.

Members of the Committee reviewed marketing statistics from the last newsletter(s).

- **Marketing Statistics**
  - **August Newsletter – sent August 28, 2026**
    - Sent – 5,868 individual emails
    - Open rate – 64% to date
    - Unsubscribes – 3 individual emails

Dir. Shane has notes from the last meeting in August regarding the September newsletter

Members of the Committee reviewed and discussed the ideas and topics for the October newsletter.

- **Ideas for Future Survey**
  The questions for a survey on the mid-level practitioner are still pending from last year's proposal, but work still needs done on these. No new surveys were planned for at this time.

- **Ideas for October 2026 Newsletter**
  - Chair Dr. Quammen discussed asking Board Members to submit or submit an updated bio, picture, and a topic of interest. Some questions they might answer:
    - What have they learned about working on the Board?
    - What's your biggest take back since you've been working on the Board?

    The goal will be to include a Board-Member feature in future newsletters.
  - Perhaps providing a Board statistics summary of licensee renewals.
    - # renewed
    - # outstanding
  - Reminder to keep CE for four (4) years.
  - Highlight Chair of the Board – Veterinarian of the Year (best in September newsletter since is more immediate news).
  - Other KVMA awards should be saved for announcement by KVMA.
  - Highlight that KBVE was at the KVMA Conference for licensees.
  - Another area to spotlight would be interesting news about licensees in Kentucky. Telling their stories will help connect the community and also tell good-news stories about the profession.

Other Items of Discussion

- **Committee Recommendations to the Board**
  Dir. Share asked the Committee to consider recommendations for guest speakers in 2027.

- **E&O Mailing Flyer approved by Board March 26**
  Work on this still pending.

- **Other topics**
  - Can the Board pull data from the database on facilities to show areas of service and density of practices? Yes, this can be done eventually, but the database is not yet ready. Goal is to produce this type of reporting in summer 2027.

2026 Committee meeting schedule:

- October 26 @ 2:00 pm EDT – at this meeting, plan for 2027 Committee schedule.
- November 30 @ 2:00 pm EST

ADJOURNMENT

Chair Dr. Quammen adjourned the meeting at 2:20 pm.

These meeting minutes were approved by the Committee on October 26, 2026.

_/s/_ Jennifer K. Quammen, DVM Jennifer K Quammen

Jennifer K. Quammen, DVM, KBVE Vice Chair and E&O Committee Chair

PRESIDING OFFICER: Jennifer K. Quammen, DVM, KBVE Vice Chair and E&O Committee Chair

Minutes Recorded by: Michelle M. Shane, KBVE Executive Director