

Wednesday, September 29, 2021

[Presentation](#)

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Attendees

Voting: Paulo Gonçalves, Eliot Rich, Hyunjung Kim, Sara Metcalf, Shayne Gary, Bob Eberlein, Lees Stuntz, Munaf Aamir, Will Glass-Husain, Diana Fisher, Sharon Els, Brad Morrison, Tom Fiddaman, Paul Newton, Birgit Kopainsky, Raafat Zaini

Non-voting: Christine Tang, Jorge Sousa, Peter Hovmand, Fernando Redivo, Raquel Buzogany, Rebecca Niles

Agenda

0:05 Welcome (Paulo Gonçalves)
0:30 Membership (Asmeret)
0:10 Budget discussion (Eliot Rich)
0:20 Referral Service (Rebecca Niles)
0:08 Diversity Committee (Peter Hovmand)
0:02 DEI Survey (Raquel Buzogany)
0:15 Website (Fernando Redivo)
Adjournment

Minutes

President Paulo Gonçalves brought the meeting to order, remembered members of the opportunity for PC nominations, and presented the agenda.

Eliot moved to approve the Policy Council Minutes from August 2021. Seconded by Sharon Els. Approved unanimously.

VP Membership, Asmeret Naugle, introduced discussion points: pricing (increase in line with CPI increase), membership period (from calendar to join date), renewals (renewing subscription), multi-year payments (up to 3 years with no discount), grace period (do away with grace period), and print journal (increase to cover the cost from Wiley). Rebecca: there are no big hindrances for doing refunds if needed, but there aren't many expected as there will be a lot of communication before it happens. Aamir: cheaper membership with more people or the inverse? Asmeret: we want active members and need to cover our costs. Shayne: membership retention rates would be good to look at.

The China Chapter approached the PC with a proposal for lower dues. Asmeret proposes a dues experiment, where the China Chapter receives a reduction for 1 year and the Society analyzes the membership retention afterwards. Paulo: this experiment would be supported by a marketing budget. Shayne: willingness vs ability to pay argument, it might make sense if we think that the Society has a great offering and people just need to experience them to then pay the full membership price in the following year. Brad: not put the Society at risk for having financial relationships with Chapters and SIGs. Eliot: if this is a marketing proposal with a budget cap, then this should keep the Society safe.

VP Finance, Eliot Rich, reports a draft 2022 budget breaking even. The Investment Committee Policy is open to vote. In the next meeting, we will further discuss goals for the investment committee.

Executive Director, Rebecca Niles, shares that the Society is making a beta test on a referral service that has been approved by the Executive Committee. There has been an effort to organize data and have added a 10% finder fee. A lot of referral requests have been received on Chatra and we need a more structured approach to keep up with the demand. This is intended to be a members-only service. We would like to work on this more proactively such as email marketing, social media marketing, standard offers. How to make this transparent and fair? There are already two sign up forms, for talents and requests, please give feedback. Eliot: important not to give any guarantee to clients about leads; do we support any other information for references? RN: there are options, but these must be built out. Will Glass: is liability a true issue? The Society has given beer game facilitation suggestions for years. Eliot: it wasn't an official offer. Lees: expand to other products? How to roll it out Rebecca: the intent is to expand to other products, there are several questions to cover the different products. Paul: how about retirees who don't want to get paid? Rebecca: there is a category for working pro-bono. Shayne: the initial referral is very impactful on the first contract, but a second contract would be much more impactful on the performance during the first contract, so maybe 2 years is too much. Rebecca: it's very easy to make a 1-hour contract and then make a new one, maybe 2 years is too much, but based on contracts could be a problem as well. Eliot: how to handle government grants where there isn't the possibility to give up the

Peter Hovmand, shared the Diversity Committee is seeking to revamp its activities by recruiting more members to the committee and offering some diversity training for SDS members. Sara: what about bias training? Peter: research on this is very mixed, although important to be aware.

Raquel Buzogany shared the Diversity, Equity, and Inclusion survey results. PC members who haven't answered it yet are encouraged to do so, it can help the Society to earn a Platinum rating on GuideStar, which is helpful to securing funders.

Fernando Redivo, the website homepage is strategic for the Society and we are redesigning it. We would like to have your feedback for what you most liked and what could be improved. Paulo: was there a particular concern to revamp the homepage. Fernando: we are trying to improve this page's KPIs, this is the second most important page based on Google Analytics results.

Paulo asked who would like to adjourn the meeting. Eliot moved. Sara seconded. Motion approved.