

Wednesday, June 22, 2022

[Recording](#)

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Attendees

Voting: Shayne Gary, Diana Fisher, Lees Stuntz, Sara Metcalf, Scott Rockart, Brad Morrison, Will Glass, Stefano Armenia, Eiot Rich, Bob Eberlein, Hyunjung Kim, Juan Pablo Torres, Asmeret Naugle, Thomas Wittig, Krys Stave, Paul Newton, Tom Fiddaman

Non-voting: Billy Schoenberg, Kelechi Odoemena, Christine Tang, Raquel Buzogany, Rebecca Niles

Agenda

0:05 Welcome (Shayne Gary)

0:05 Motions

0:05 Executive Director Check-In (Rebecca Niles)

0:20 VP Check-ins on OKRs + Q&A

0:30 Conference sites 2024 and 2025 (Sara Metcalf)

0:10 Finance Committee Annual Report (Eliot Rich)

Adjournment

Minutes

President Shayne Gary brought the meeting to order, highlighted the next meetings, and introduced the agenda.

Secretary, Lees Stuntz, moved to approve the May 2022 PC meeting minutes. Will Glass seconded. Approved unanimously.

Executive Director Rebecca Niles presented the OKR update on referrals. The effort to attract referrals has been minimal to get a growing number of referrals yet it's hard to fill the demand on the usual tight time frame. A challenge is to build a strong base of trusted talent. Discussion followed on how to further publicize the Beer Game, how the context now would be beneficial to use Beer Game to advance the fields, how this could be a great revenue resource for the Society. Participants supported the idea to increase the staff's engagement in facilitating Beer Game games at paying organizations.

VP Chapters & SIGs Stefano Armenia shared the effort in 1) automatizing the reporting process under development, 2) increasing the percentage of chapters with “full” and “local” PC, 3) rekindling the bi-monthly Chapter/SIG meetings.

VP Finance Eliot Rich shared that the annual operating surplus and reserves key results are on track. The committee is interested in making it easier to the various committees and VP’s to spend money on what needs to be done thus decentralizing authority.

VP Marketing & Communications Thomas Wittig gave an update about the objective of growing the reach and website traffic and increase conversion into members. He shared metrics that are showing the progress and also the SIG Dashboard (WIP).

VP Meetings Sara Metcalf shared the future conference plans for 2024 to 2027 including locations, program chairs, and conference teams. She then moved to approve Birgit Kopainsky as organizing chair for the 2024 conference in Bergen, Norway. Diana seconded. Motion passed. Sara shared the net conference revenue before overhead for 2003 - 2021 pointing out the volatility and conference revenue related goals. She questioned how to increase the conference revenue/profit outlining strategy aspects and options. Discussion ensued including how to control uncertainty, budget, tradeoffs, Society priorities, and dependence on conference revenue.

VP Finance Eliot Rich posted the 2021 financial report on the webportal. The 2021 net surplus was \$45,313.00, reserves decreased 10% since the start of the year which is much less than the market. The audit process went smooth and there is no further concern.

Brad went over the agenda of the July PC meeting. He asked Sara if VP Meetings would like to continue the conversation at the July meeting. Sara announced the official 2023 conference theme: “adapting in the face of change”.

Brad Morrison asked who would like to adjourn the meeting. Eliot moved. Stefano seconded. Motion passed.