

Wednesday, March 1, 2023

[Recording](#)

[Chat](#)

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Attendees

Voting: Brad Morrison, Martin Kunc, Jenson Goh, Diana Fisher, Saras Chung, Jennifer Johnson, Sara Metcalf, Thomas Wittig, Timothy Clancy, Kawika Pierson, Allysone Beall King, David Keith, Brad Morrison, Lees Stuntz, Bob Eberlein, Asmeret Naugle, Eliot Rich, Hyunjung Kim, Krys Stave, Paul Newton, Shayne Gary,

Non-voting: Willem Auping, Billy Schoenberg, Jorge Andrick Parra Valencia, Fernando Redivo, Raquel Buzogany, Rebecca Niles

Agenda

0:05 Welcome and Agenda (Brad)

0:20 VP Membership - Free student membership (Asmeret)

0:20 VP Marketing & Communications - Logo (Thomas)

0:05 VP Publications - Wiley contract (Krys)

0:05 Dashboard

0:05 Motions

0:05 Executive Director Update

0:10 End of Year Reports (Brad)

0:15 Get to know each other (Jenson)

Adjournment

Minutes

President Brad Morrison brought the meeting to order and introduced the agenda.

VP Membership, Asmeret Naugle, proposed a pilot of 1 year free membership for university students so as to increase Society membership uptake. Discussion revolved around retention (students getting memberships from the university sponsorship have not been renewing), lack of membership benefits/value for students, the scope and goals of the pilot and potential survey questions, long and short term revenue impacts (including to the conference), how to identify eligible courses and comparing the outcome for standalone vs full program courses, input from the Student Chapter Revenue ramifications regarding conference, no input from student chapter. Further fine-tuning of the pilot will be done by the Membership Committee and others are welcome to share their thoughts with Asmeret.

VP Marketing & Communications, Thomas Wittig, enforced the need for the Society to update its logo and begin a new cycle. Fernando went over the process followed to develop the new logo and additional materials. Thomas highlighted the need to modernize the look and feel of the logo, aligning it with the Society purposes, and improving the association of Chapters and SIGs. Discussion ensued on obligatory use of logo by Chapters and SIGs, registration of the logo, focus on structure or dynamics. Thomas moved

to transition from our current logo to the presented option, including the implementation of the branding material (visuals, fonts, and overall identity). Bob seconded. To allow for non-present members to vote, it was decided that the formal vote will occur online. A non-official poll showed a positive response to the motion.

VP Publications, Krys Stave, presented updated information on the Wiley contract clauses regarding print-on-demand and estimated costs for full volume. It was agreed that there was no need for a new vote on this matter. The implementation of the new clauses shall be made transparent to members in communication and website.

Raquel Buzogany presented the new version of the PC Dashboard highlighting the potential from SIG and Chapter affiliates that are not Society members, numbers on people reached through the mailing list and social media channels, the tracking of conference submissions, newly implemented databases for schools using SD/ST, and the status of new successful applications submitted. Rebecca Niles shared credit card scores and ratings.

Secretary, Lees Stuntz, moved to approve the January 2023 PC meeting minutes. Diana Fisher seconded. Motion passed.

Monique Ann Tiongco presented an update on the social media reach evolution from 2021 highlighting shared audience and engagement on the different social media platforms, and top posts.

Brad Morrison quickly mentioned the summary of VP OKR updates urging PC members to take a closer look at the 2022 reflection and the 2023 plan. He also asked VPs to fill out the 2023 scheduling form with their preferences for presentation.