



FCA Board Meeting Minutes

Respectfully submitted by Bradley Carter, Alpha Tau Omega

February 13, 2014

FCA Board Meeting (Conference Call)

In Attendance:

Bradley Carter, Alpha Tau Omega: Director of Information

Nathaniel Clarkson, Sigma Nu: Director of Finances

Mary Ellen Hardies, Delta Gamma: Director of Recognition

Jesse Lyons, Kappa Alpha Order: Vice President of Operations

Tracy Lyons, Omicron Delta Kappa: Director of Education

Ashley Martin, Zeta Tau Alpha: President

Jennifer Siler, Alpha Delta Pi: Past President

Teri Forsythe Sloan, Chi Psi: Director of Networking

Andrew Talevich, Lambda Chi Alpha: Director of Marketing

Robert Umstadter, Beta Theta Pi: Vice President of Programming

Not In Attendance:

Call to Order

President Martin called to order at 3:05 p.m. Eastern Time.

Opening Remarks:

- None.

Reports:

Vice President of Operations, *Jesse Lyons*

- Database — “Thank you everyone for being flexible.”
- Matt Arnold of Memberplanet hosted a call with Lyons, Martin, Clarkson and Sloan to draft messages for members and associate members
- Scheduled call for the Marketing side of the house tomorrow
- Discussing conference registration soon
- Priority one is membership renewals
- Please keep sending us any additional needs that you might think of; looking for recommendations on how to best utilize the database
- Using and changing the database to best suite our operations first, then we’ll start to adjustor operations to take better advantage of other features of the database

Director of Finance, *Clarkson*

- Working with Matt Arnold of Memberplanet to get invoices sent out
- Also communicating with members of the Annual Conference committee for budget and expenses

- *J. Lyons*: "Also reviewing the letter that will go out for membership renewals."

Director of Information, Carter

- "Thank you to everyone that attended the impromptu Memberplanet demo last week with Matt Arnold. Looking forward to getting this database integrated into FCA."
- Working on database plans and updates; plugging in Lisa Thibault to help fill gaps and figure out how to best utilize the system
- Preparing to implement the Membership Recruitment and Retention plans during membership renewal phase of invoicing
- January minutes are available on Dropbox

Director of Networking, Sloan

- Arrived late. Brief report given by J. Lyons.
- *J. Lyons*: "Already secured a couple major Associate Memberships and Sponsorships for this year's Annual Conference." Additional updates on potential Associate Members and Annual Conference sponsorships.

Vice President of Programming, Umstadter

- Working on the Audit Committee; Siler and Carter to be members of the committee and looking for non-officers to also serve on the committee
- "Suggestions for committee members?" *T. Lyons*: "I've got a list that might help." Discussion of specific names and potential committee members.
- Please email names of potential Audit Committee members to me as soon as you can
- *Siler*: "We're looking to revise those particular committee rules soon." *Umstadter*: "Sounds great!"

Director of Education, Tracy Lyons

- Making great strides with the Brown Bags; really looking forward to seeing how the next couple of months pan out
- "Should we have a recap of the Annual Conference as a Brown Bag in June?" *Talevich*: "I think last year we had it at Willow, and we talked about next steps after the Annual Conference." *Martin*: "It was definitely a 'this is what we learned at the Annual Conference and this is how to use it.' It was weird for brand new people attending the Brown Bag that didn't attend the Annual Conference."
- Set with the Brown Bag schedule all the way through September
- Talevich to send reminders of Brown Bag on social media
- Re-evaluating the Midyear Conference dates to find the best timing for attendance. Feedback on having it be earlier or later? Response: Timing during the month doesn't really seem to be a factor. We just need to advertise more often and make sure to reinforce the dates.
- Midyear 2015: Helms Briscoe will be reaching out to find potential downtown locations in Indianapolis. Wondering if we should let Carol know we're switching over or how this process should work. *Umstadter*: "Common courtesy would be to let both parties know that we're bidding out for the best rates." *Siler*: "We've not used Carol to find/bid these locations in the past." *J. Lyons*: "If Carol has never bid out the Midyear before, I don't think there's any common courtesy required. We looking for what's best for the Association."
- Moving to Annual Conference updates
- Confirmed the tour of CNN; NPC to host the reception across the street from the tour
- Intern information is up and ready, waiting for distribution on website and social media
- Annual Conference information has been updated on the website
- Speaker updates - we are going to repeat sessions for people can attend all the sessions

- Magazine critiques are up and accepting magazine submissions

Director of Marketing, Talevich

- *Briefings* contracts have been lined up; current issue at print right now
- Thanks to Martin, Lyons and Umstadter for edits to *Briefings*
- If you have things to add into this month's enews, email Matt Aleio and copy me
- Annual Conference updates have been made to the website
- Moving forward with other website updates
- Adding a lot of things to our social media calendar, please let me know if we miss something from your side of the house
- Tutorial with Memberplanet tomorrow
- Working with committee members to develop a communications and marketing plan for the upcoming year

Director of Recognition, Hardies

- Using the same awards website this year
- Any problems logging in, contact Latour
- A few awards are going live soon with deadlines of April 1; working on getting those announcements out on the website and social media
- Latour working on letter that will go to executive directors concerning the awards

Past President, Siler

- Nominations Committee is in place
- Actively asking people about their interest in applying for the Board
- Application is live online and due March 1

President, Martin

- Thank you to every that submitted programming suggestions for FEA
- Working with the NICF to receive the grant for the awards program

Old Business:

- None.

New Business:

- Martin opens discussion of January minutes. T. Lyons reports suggested changes to the minutes: "Brown Bag report should reflect Haley Castino, not Latour. Need to update the Renaissance hotel note to say that we're simply in touch with the hotel. Finally, Annual Conference note about hotel space and speaker should reflect Isaacson responsible for hotel space and Latour responsible for speakers. Motion to approve January minutes made by J. Lyons, seconded by T. Lyons. No discussion. Motion passed.

Comments for the Good of the Order:

- *Martin*: "Ninety days until the Annual Conference!"

Martin established the next director's call for Thursday, March 13, 2014.

Meeting adjourned at 3:47 p.m. Eastern Time.