



FCA Board Meeting Minutes

Respectfully submitted by Bradley Carter, Alpha Tau Omega

January 16, 2014

FCA Board Meeting (Conference Call)

In Attendance:

Bradley Carter, Alpha Tau Omega: Director of Information

Nathaniel Clarkson, Sigma Nu: Director of Finances

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:

Mary Ellen Hardies, Delta Gamma: Director of Recognition

Call to Order

President Martin called to order at 3:04 p.m. Eastern Time.

Opening Remarks:

- None.

Reports:

Vice President of Operations, *Jesse Lyons*

- Met/spoke with Matt Arnold today—database pieces are moving along
- Goal is to have everything for the Database up and running by the end of the month
- Hoping for a week earlier, but slightly behind
- Plans to blast out a “join” email to get everyone logged into the system
- Looking to work with Talevich to develop sending materials for sign up and joining

Director of Finance, *Clarkson*

- Routine updates
- Received new membership submissions for invoicing; getting them plugging into Greekbill for when invoices go out later this month
- Getting ready for the Annual Conference (preparing budget materials for committee chairmen)

Director of Information, *Carter*

- Working with J. Lyons on implementing Database and preparing for launch
- In conversation with Lisa Thibault to prepare for member renewals and joining

- Please forward your information and any Committee Chair contact information that might need admin access to Memberplanet

Director of Networking, Sloan

- Already have many Associate Members signed on for 2014
- Still have more potential Associate Members waiting for the online form to join
- Compiled a list of 75 companies (from AFA, FEA, etc.) for potential new Associate Members
- Working with current Associate Members on testimonials and collaborating with Talevich to develop materials to pass along to potential Associate Members
- Working on the details of the opening reception for the Annual Conference

Vice President of Programming, Umstadter

- Preparing to tackle the audit in February; working on timelines

Director of Recognition, Hardies

- Absent. Report given by Umstadter.
- Working with Weghorst on the awards app, which is now live
- Communicating that members can now apply for awards

Director of Education, Tracy Lyons

- Working with Castino to nail down the next series of Brown Bags
- Renaissance has already reached out about the Midyear Conference post-2014
- Beginning process of exploring alternate locations (possibly in downtown Indianapolis)
- *Martin*: "I like the idea of trying to move downtown. It's a nicer draw to get people to come downtown and stay the night."
- *J. Lyons*: "I'd like to take a look at that area as well. Even somewhere nearby IUPUI where the Risk Management College is held."
- *Umstadter*: "Love the idea and it would definitely help cut down travel costs for those flying."
- Annual Conference: great attendance at the most recent committee call ("I think there was 100% attendance!")
- Scheduled a tour of the World Headquarters of CNN for the outing
- Working on interns right now
- Continuing work on the website to get all the information online
- Additional details about the hotel spaces and speaker updates via Isaacson and Latour, respectively
- Hoping to have all of the speakers chosen and spots filled by March
- Planning to offer speaking slots to Associate Members
- Do we want everyone to individually register instead of a single registration form for each organization? *J. Lyons*: Memberplanet has rolled out a new events feature, and I think it's for individual members. I'll double check that and let you know.

Director of Marketing, Talevich

- Updating the website and working on getting all of the awards up in public space
- eNews and *Briefings* deadlines coming up quickly
- Please send any last-minute news updates for the eNews as soon as you can
- Reaching out to potential designers for future issues of *Briefings*
- Preparing to phase out MyEmma to establish Memberplanet for eNews format
- *Sloan*: "Have we thought about exploring banner advertising on the website?" *Talevich*: "Great idea ... Definitely something to think about." *Umstadter*: "Also, it might be a good idea to offer social media plugs with their Associate Membership."

- Additional discussion about Associate Member advertisements on the website and FCA social media accounts

Past President, Siler

- Finishing the search for people interested in being on the Nominating Committee
- Deadline to apply for the Board will be March 1
- Reminder: If you're up for re-election, you must fill out the form and enter the nominations process again.

President, Martin

- Working on database pieces and the upcoming renewals
- Spoke with Susan from FEA this morning about FCA's participation in their Annual Conference
- FEA looking for us to host three 60-minute sessions
- If you have ideas for sessions, please get them to me (specifically mentioned things like Crisis Communication and the importance of Branding)

Old Business:

- None.

New Business:

- Motion to approve December minutes made by Siler, seconded by Sloan. No discussion. Motion passed.

Comments for the Good of the Order:

- *Martin:* "Thanks to everyone for your help with the database and for shifting the meeting to this week."

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

Meeting adjourned at 3:44 p.m. Eastern Time.