



FCA Board Meeting Minutes

Respectfully submitted by Bradley Carter, Alpha Tau Omega

December 12, 2013

FCA Board Meeting (Conference Call)

In Attendance:

Bradley Carter, Alpha Tau Omega: Director of Information
Mary Ellen Hardies, Delta Gamma: Director of Recognition
Ashley Martin, Zeta Tau Alpha: President
Teri Forsythe Sloan, Chi Psi: Director of Networking
Jennifer Siler, Alpha Delta Pi: Past President
Andrew Talevich, Lambda Chi Alpha: Director of Marketing
Robert Umstadter, Beta Theta Pi: Vice President of Programming

Not In Attendance:

Nathaniel Clarkson, Sigma Nu: Director of Finances
Jesse Lyons, Kappa Alpha Order: Vice President of Operations
Tracy Lyons, Omicron Delta Kappa: Director of Education

Call to Order

President Martin called to order at 3:06 p.m. Eastern Time.

Opening Remarks:

- *Martin*: Jesse and Tracy not here. Tracy b-day tomorrow.
- MemberPlanet contract review to come

Reports:

Vice President of Operations, *Jesse Lyons*

- Absent. No report.

Director of Finance, *Clarkson*

- Absent. No report.

Director of Information, *Carter*

- Working on the Database RFP and Contract with Jesse and Memberplanet
- Contacted Lisa Thibault about the Membership Committee's role in the upcoming Membership Renewals
- Brief discussion of the retention/recruitment plan
- Preparing for Database implementation

Director of Networking, *Sloan*

- Associate Member and Sponsorship Forms need to be approved
- Details of updates made to the forms: “Check email for hard copy of forms”
- Listed additional sponsorship opportunities
- Looking at developing an online form
- *Martin*: Still only received Midyear Conference payments from two of our Associate Member Sponsors. *Sloan*: i’ll follow up with the other ones and see what’s up.

Vice President of Programming, Umstadter

- Sent out results/data from the annual membership survey
- Key points about conference locations: took all the specific city suggestions and added votes together (accounting for regional suggestions). Austin, Tx. and Washington D.C. both tied for the most popular vote.
- Marketing Committee: doing very well
- Newsletters, social media and *Briefings* are all rolling along well
- Website getting the worst reviews by membership (mostly indifferent)
- Quite a few people identified themselves as writers or for other services - need to follow up with those people

Director of Education, Tracy Lyons

- Absent. No report.

Director of Recognition, Hardies

- Talked to Weghorst: Awards site up and ready middle of next week (out of office until Jan 6)
- Haven’t heard back from Latour

Director of Marketing, Talevich

- eNews is coming up - finally passed the reigns over to the digital communications chairman Matt Alaio
- “If you have any content for this eNews, please send it my way or email Alaio and CC me”
- Looking at new vendors for *Briefings*, current contract ends in January
- Working on making the website more of a resource
- Worked with Latour for new webpage: educational resources
- Already added the Midyear content to the educational resources page
- Keep sending me website edits
- Working with Groot to add more admins and editors for the website
- Working with J. Lyons and Memberplanet to develop email templates to replace myEmma

Past President, Siler

- Still working on the handbook
- Gearing up for the nominations process - let me know of any potentials that you might know of
- Will get Talevich nominations content for eNews and *Briefings*

President, Martin

- Dues renewals coming up
- Working on sending out a letter to lapsed and potential new members - combining that with their holiday card
- Will send out emails and letters again when the database is set up and complete
- Looking to send out holiday cards this weekend

Old Business:

- Motion to approve September minutes made by Umstadter, seconded by Talevich. No discussion. Motion passed.

New Business:

- Motion to approve November minutes made by Umstadter, seconded by Talevich. No discussion. Motion passed.
- Motion to approve Associate Member Fees and Sponsorship Form updates as outlined by Sloan made by Siler, seconded by Umstadter. No discussion. Motion passed.
- Motion to approve and accept the Memberplanet contract as detailed by Martin made by Siler, seconded by Sloan. No discussion. Motion passed.

Comments for the Good of the Order:

- *Martin*: "Happy Holidays!" Echoed by the rest of the board.

Martin established the next director's call for Thursday, January 9, 2013.

Meeting adjourned at 3:41 p.m. Eastern Time.