



FCA Board Meeting Minutes

Respectfully submitted by Bradley Carter, Alpha Tau Omega

January 10, 2013

FCA Board Meeting (Conference Call)

In Attendance:

Bradley Carter, Alpha Tau Omega: Director of Information
Nathaniel Clarkson, Sigma Nu: Director of Finances
Whitney Frazier, Alpha Omicron Pi: Director of Education
Jill Harter, Alpha Gamma Delta: Vice President of Programming
Steve Latour, Alpha Sigma Phi: Past President
Jesse Lyons, Kappa Alpha Order: Director of Networking
Ashley Martin, Zeta Tau Alpha: Director of Marketing
Jennifer Siler, Alpha Delta Pi: President
Robert Umstadter, Beta Theta Pi: Director of Recognition

Not In Attendance:

Will Haskett, Phi Kappa Psi: Vice President of Operations

Call to Order

President Siler called to order at 11:03 a.m. Eastern Time.

Opening Remarks:

- *Siler*: Happy New Year! Hope you had a great holiday and are ready to work hard for FCA the next five months. Looking forward to getting a lot accomplished and moving forward in the strategic plan.

Reports:

Vice President of Operations, *Haskett*

- Absent. No report.

Director of Finance, *Clarkson*

- Reports that the final hotel payment for Midyear on the way - once the final check clears, should be in good shape financially with no additional expenditures until Annual Conference
- Account balance: \$8600 (\$1100 after the final check to the Midyear hotel clears)
- Working with Haskett to move money back in the securities account
- *Siler*: What's the status on dues that we need to send out? *Response*: WePay looks to be our best option for online payment. Will work with Haskett to finalize.

Director of Information, *Carter*

- Meeting with Lisa Thibault to discuss membership plan - conference calls planned

- Continues to work on membership and recruitment plan. Hoping to have draft material/ideas generated by the membership committee by the next conference call.
- *Defers to Latour for update on the database input:* Snag across holiday break with keying/coding data in the database. Getting that info plugged in, but a few days behind. Everything should be done and finalized by the February call.

Director of Marketing, Martin

- Working on Briefings contracts
- eNews content due yesterday, please turn in what you can. Everything looking good.
- Briefings content due Jan 16. Feature stories still in the works. Checking with conference chairs for additional content. New mailing data needed by Feb 12 - Latour to work with Carter for new mailing data
- Working on finalizing web updates - still need info from Carter, Lyons and Latour

Vice President of Programming, Harter

- Audit committee is meeting Monday (Jan 14). Information to follow via email.

Director of Education, Frazier

- Tracy working hard on plans for Annual Conference
- Harter, Tracy and Frazier beginning every-other-week calls next week
- Space for the Annual Conference has not and will not change
- Checking out registration options - two demos scheduled: MemberPlanet and Groot
- Internship Program form is ready to go, applications will be due March 15
- Working on the first of two webinars, date TBD

Director of Recognition, Umstadter

- *Umstadter: "We're very busy!"*
- Reports the Awards website is live, people may submit now
- Encourages board members to submit now, helping to find kinks or functionality needs
- Mass email going to membership with instructions on how to apply for awards
- New award categories: new media awards (campaign and engagement), multi-media comprehensive changed to "general," critic's choice photo
- Weghorst working on awards updates and judging
- Varner Award application is live, closes Feb 15

Director of Networking, Lyons

- *Lyons: "Ya'll ready to make some money?"*
- New Associate Member form approved by the board. Sent along with an explanation email to three associate members for their review/feedback.
- Will send form to all associate members (past and current) for renewal, also sending to potentials
- Offers quick explanation of tiers - board should check the Dropbox for the associate forms if they have any questions
- Working on info to send Ashley for web updates
- Sent draft of Briefings contract to Doug; should hear back soon

Past President, Latour

- Urges the board to review the Excel document sent via email concerning board terms and election years. *Latour: "Let me know the mistakes so we can adequately prepare to fill vacancies."*

- Preparing info for nominations committee

President, Siler

- *Siler*: "There's a lot to do before May. Let's concentrate on those items of the strategic plan so we have evidence of progress made."

Old Business:

- Commit to using the FB page more and encouraging people to interact - trying to build a solid and steady network

New Business:

- *Siler*: Calls for approval of December minutes. Motion to approve by Lyons, seconded by Frazier. No discussion. Motion Passed.

Strategic Plan Team Reports*:

Education, Harter/Frazier

- *Harter*: brown bags
- *Frazier*: webinars are on the way
- *Harter*: another committee chairman?

Recognition, Martin/Umstadter

- *Umstadter*: additional clarification and timelines update
- Lots of updates to the document, moved things around - review tracking on Dropbox doc
- *Martin*: looks like everything is covered

Membership, Carter/Lyons

- *Lyons*: couple points (end statement 6) that I'm working on
- End Statement (ES) 7 should be pretty much complete by end of this term, most of this ES will be a priority for my committee and myself this term
- *Carter*: focusing energies on database and membership plan

Organization, Siler/Clarkson

- *Siler*: focusing primarily on end statement 8
- want to establish a training program for BOD and chair positions

Stewardship, Haskett/Latour

- First priority is our main concern - working on improving relationships with other assoc and execs

**Siler*: Make this (Strategic Plan Team Reports) a regular report for all board calls

Comments for the Good of the Order

- *Siler*: Annual conference will be here before you know it
- *Lyons*: if you have any associate members who are vendors of yours, let them know to prepare for solicitations, and be sure to say thanks!
- *Harter*: Open position on my (Alpha Gamma Delta) team and one member on maternity-leave soon. I'm filling their roles in the meantime, please be patient with me.

Siler established the next director's call for Thursday, February 14, 2013.

Meeting adjourned at 11:43 a.m. Eastern Time.