



FCA Board Meeting Minutes

Respectfully submitted by Bradley Carter, Alpha Tau Omega

May 15, 2013

FCA Board Meeting (Annual Conference Meeting in St. Louis)

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

Also In Attendance:

Mary Ellen Hardies, Delta Gamma (arrived later in the day)
Tracy Lyons, Omicron Delta Kappa
Andrew Talevich, Lambda Chi Alpha

Call to Order

President Siler called to order at 9:01 a.m. Eastern Time.

Opening Remarks:

- Tracy Lyons reports that the office is in Gateway 5 and registration opens at 1:00 p.m. Review of daily schedule with Board.
- *Latour*: "Great work with the programs. These are great!"
- Tracy introduces the interns to the Board
- Second year of the intern program welcomes four interns. "Congratulations."

Business:

Board Responsibilities, *Siler*

- *Siler*: "I want to make sure there is Board representation at everything this week."
- Special attention to be paid to the Associate Members for their donations and attendance
- Reports that there should be about 20 new members this year—some have been to Midyear, but this is their first Annual Conference
- Only 11 "mentors" volunteering to help this year, which works because not all new member requested a "mentor"

Awards Banquet, Weghorst

- Weghorst will not be able to attend the banquet; Umstadter to lead/emcee
- All board members will present awards at the banquet in accordance with scripting by Weghorst
- Created keynote with image slides and “winners sheet” for post-banquet
- Still working on script
- Will explain the judging process to the membership before departure
- Review of the number of winners and individual organizations as well as submissions—all exceeding last year’s tally
- Latour to give the banquet Invocation
- *Latour: “Is that scripted?” Weghorst: “No, buddy. That’s up to you ...”*

Board Responsibilities (cont.), Siler

- Gives assignments for New and Association Member Breakfasts
- During Committee Luncheon, please sit with the committee(s) you manage
- Review of current open and filled committee positions given by Harter; reminder to be looking for fill-ins during the conference
- President’s Reception to be held in Siler’s suite
- Special notes for the business meetings:
 - *Siler: “The Board was criticized last year for ‘not acting professional.’”*
 - First (opening) business meeting on Thursday (one hour long)
 - Opening business begins with the Call to Order and Roll Call
 - Introduction of the Board and Conference Interns
 - State of the Association address to be given by Siler
 - Financial Report to be given by Clarkson
 - Committee Reports have been printed for all attendees, Harter and Martin to give brief highlights
 - Recognition of committee chairmen
 - Unfinished Business
 - New Business: nominations committee report and floor nominations for open Board positions
 - Closing business meeting
 - Call to Order and Roll Call
 - Associate Member certificates to be presented by Lyons
 - Recognition of Past Presidents
 - Accolades program review
 - Presentation of the 2013-14 officer slate and member vote
 - Installation of the new Board
 - Passing of the gavel
 - Adjournment by new president

Nomination Committee, Latour

- Four applications accepted by deadline and one additional application post-deadline
- Only the four on-time application were interviewed
- Outgoing Board members: Frazier, Haskett, Harter, Latour
- Review of continuing Board members and slated officers
- Report that Tracy Lyons is interested in running from the floor
- “Slating” established for Friday morning at 8:30 a.m.
- Review of slating meeting rules and procedures
- Meeting to be held in Grand Suite 3 (office)

Strategic Plan, Siler

- *Siler*: "I updated the Strategic Plan based on previous discussions."
- Copy of Strategic Plan provided by Siler
- Break out as small groups to discuss changes, Siler to make document changes to online document later

Break out at 10:06 a.m. Return at 10:40 a.m.

**Latour taking complete note of document changes*

Education, Harter/Frazier

- End Statement 1
 - Priority 1 (P1): going well, need to determine interest in branching out (brown bags) to other regions; commence talk about ideas
 - P2: Identify existing [online] resources
 - P3: "Not sure why this is under our section ... ?"; suggested move to Marketing
- End Statement 2
 - P3: Rewriting entire statement
 - P4: Move entire section to Networking
 - P5: Remove section
- End Statement 3
 - P2: Remove section, already assessed needs through survey (redundancies in other sections)

Recognition, Martin/Umstadter

- End Statement 4
 - P1: Update time expectations and content creation restrictions, removal of third bullet
 - P2: Trademarking complete by Jan 2014
 - P4: Update to two advertisers per issue of *Briefings*
 - P5: Update "communications" to "marketing," add bullet - board/committee members will send all social media requests to marketing committee on a "rolling basis"; social media calendar developed by Aug 30; *Siler*: "I've already got that."
 - P6: Completed
- End Statement 5
 - P1: Update measurements
 - P4: Change "constituent award", update language and measurements
 - P5: "Recognition Banquet" + update measurement

Membership, Carter/Lyons

- End Statement 6
 - P1: Mostly complete, update measurement for competency and protocol
 - P2: Ongoing annually, update measurement
 - P3: Mostly complete, final bullet remaining; update measurement
 - P4: Complete
 - P5: Everything complete except final bullet, update
 - P6: Incomplete, update measurement
- End Statement 7
 - P1: Update measurement
 - P2: Clarification on "official partner logo", completed to-dos, update measurement

Organization, Clarkson/Siler

- End Statement 8
 - P1: Update measurement
 - P2: Remove/change bullets, update measurement

Organization, Latour/Talevich

- End Statement 9
 - P1: Review of bullets, complete/incomplete, update measurement; job board addition? Discussion, leading to bullet revision
 - P2: Update all bullets, establish measurements

**Dropbox immediately updated by Latour with two documents—“UPDATE 5-20-13 word doc and PDF*

Break for Lunch. Return at 1:12 p.m. (Hardies arrival)

Policies and Legislation, Latour

- Officer Installation Ceremony Proposal
 - Desire to add more education and “ceremony” to the installation process
 - Latour introduces new proposed ceremony
 - Discussion. Minor adjustments proposed by Lyons and Umstadter. Adjustments accepted.
 - Motion to adopt Officer Installation Ceremony Proposal by Latour, seconded by Martin. No discussion. Motion passed.
- Association Budget Responsibilities Proposal
 - Statement and review of current budget issues and policies
 - Strike responsibility from the Director of Finance and give to the President; new language read verbatim, including an explanation
 - Discussion. Question from Lyons. Establishment of a “Net30” draft date and “Net45” completion date post-Annual Conference.
 - Motion to adopt proposed Association Budget Responsibilities Proposal by Latour, seconded by Lyons. No discussion. Motion passed.
- Award Nomenclature Proposal
 - *Latour*: “Some of our award names and titles don’t disclose the actual meaning of the award, which can be confusing to both members and non-members.”
 - Expressed need to “re-title” Varner and Ford Awards
 - Discussion. *Umstadter*: “Can we get a back history of each award, and why these changes have taken so long to be implemented?” *Latour* reply. Further discussion and explanation of need to be more explicit with award titles.
 - Motion to re-title the Varner Award as “Evan C. Varner, Jr. Fraternal Communication Award of Distinction” by *Latour*, second by *Umstadter*. No discussion. Motion passed.
 - Motion to re-title the Ford Award as “Marilyn Simpson Ford Distinguished Service Award” by *Latour*, seconded by *Harter*. No discussion. Motion passed.
 - Yoder Award discussion. Backstory of Fred F. Yoder given by *Latour*.
 - Motion to re-title the Yoder Award as “Fred F. Yoder Award for Overall Publication Excellence” by *Latour*, second by *Frazier*. No discussion. Motion passed.
 - Total Communication Award history and explanation given by *Latour*.
 - *Latour*: “Who should this be named after?” Board discussed history and notable names. Lengthy discussion. Consensus drawn for William C. Levere, Sigma Alpha Epsilon and founder of FCA.
 - Motion to re-title the Total Communication Award as “William C. Levere Award for Total Communication” by *Latour*, second by *Umstadter*. No discussion. Motion passed.

- Committee Member of the Year Award Proposal
 - Latour expresses possibility of adding a Committee Member of the Year Award. Discussion. Comments by Lyons and Umstadter. *Martin*: “We’d need to name it ... Doesn’t make sense to have the “member of the year award” (Ford Award) named, but not the Committee Member of the Year Award. Lengthy discussion.
 - Suggestion to table. Proposal rescinded by Latour.
- *Siler*: “Just a reminder that all of these discussion are to be kept among Board members only.”

Reports:

Vice President of Operations, *Haskett*

- Absent. No report.

Director of Finance, *Clarkson*

- Preparing documents for financial report during the Thursday business meeting
- Exchanged emails with Haskett about goals for the year. review.
- Good job of breaking down the budget, suggestion of breaking things down even further to be more specific
- Haven’t paid much attention to the investment accounts, don’t really know a lot about it; additional discussion required; background given by *Siler*: “We need to put more emphasis on getting money back from the Celect incident and aligning the budget with something that is actually true and that we can function with ... put investments and grants on the back-burner for a while.”
- All IRS issues have been resolved
- Not sure what we can do to be more “aggressive” with spending
- Increase visibility has been accomplished
- *Clarkson*: “What is most important to share in the business meeting?” *Siler*: “Summarize the audit report and the amount of money in the bank with explanations.” *Martin*: “The IRS thing also needs to be addressed if mentioned last year.”

Director of Information, *Carter*

- Finished the Member Recruitment and Retention Plan; copies provided by Carter
- Worked with Lisa Thibault and Membership Committee to complete plan; sent to FCA President and VP for adjustments; final copy produced
- Database entry complete, just need to fill in and finalize any updates coming from a possible member “survey” requesting new info? *Martin*: “Roll the member survey into the post-annual conference survey.” *Latour*: “I’ll sit down with the incoming Director of Information to transition all information and protocol for the Patriot database.”
- Motion to approve the Member Recruitment and Retention Plan by Carter, seconded by Lyons. Discussion. Adjust the recruitment to “retention.” No further discussion. Motion passed.

Director of Marketing, *Martin*

- Proposed 2013-2014 Communications Plan presented
- Met with Laura and her committee to develop this updated plan
- Includes all media and social media initiatives
- Both the marketing and social media chairmen will work from this plan
- Met all goals for *Briefings* and produced the production schedule for next year
- Got signed contracts from associate members for briefings: printer 1/yr; designer 2/yr
- Review of the email tracking information and production calendar for eNews
- Surpassed last year’s goals for Facebook and twitter

- Renewed focus on LinkedIn this upcoming year
- Motion to approve 2013-2014 Communications Plan by Martin, seconded by Frazier. No discussion. Motion passed.
- Transition materials made for *Briefings* and eNews, possibly one for the website
- Live-tweeting the conference; please use the hashtag!

Vice President of Programming, Harter

- On-target with goals
- Transition reports are super helpful

Director of Education, Frazier

- Working on the conference survey; sending out next week
- Discussing location for 2015 conference; background provided by Frazier
- Current options are Cincinnati, Louisville, Milwaukee
- Louisville: Brown Hotel; complimentary internet in meeting rooms (cut down on costs), close to the room rate
- Cincinnati: Netherland Plaza; award-winning staff
- Milwaukee: Hyatt; great location and accommodations
- Review document provided by Frazier for more details
- Discussion of potential locations; hand vote: Louisville v. Cincinnati
 - Louisville: 5
 - Cincinnati: 2

Director of Recognition, Umstadter

- Provides proposed Recognition Plan to Board members
- Copied text from the handbook and updated
- Added key dates and deadlines
- Looked through the transition report from last year and compiled a calendar
- Weghorst and Latour signed off on deadlines
- Motion to approve Recognition Plan by Umstadter, seconded by Harter. No discussion. Motion passed.
- *Harter*: "This report is awesome! Really helpful, Robert."

Director of Networking, Lyons

- Submitted my transition report via Dropbox
- Saved correspondence
- Working through the Associate Member Recruitment and Retention Plan, but not prepared to be finalized yet
- Will send one final email introducing new Director of Networking to associate members
- Review of the Associate Member Recruitment and Retention Plan
- All requests made by the Board based on last year have been met by associate members
- *Lyons*: "We need to continue to ask, and ask for more."
- Discussion of maintaining involvement with more FCA associate members and making better use of their relationships (specifically Midyear Conference)
- *Lyons*: "Please spend time with our associate members this week."
- Exploring more networking and funding options
- *Latour*: "Having been around a while, this is the most comprehensive and organized associate member program this association has ever had. Great work!"

Past President, Latour

- Passing out memo for the slating process tomorrow
- *Siler*: "That meeting (slating) will be in this room (Grand Suite 3) on Friday morning. The Board meeting on Saturday morning is in Manchester at 9:00 a.m."
- Brown bag stuff transitioned to Haley

President, Siler

- FEA programming is done
 - Weghorst - publicity
 - Latour - social media
 - Gin Systems - 365 technology
- Update on the NIF: merger with the NICF, talking with NIF representative; request for the "grant" is in the merger documents, still no reply but they claim the check is in the mail
- Explanation of the archives task force, consisting of one person
- Presenting documents to the board, also on Dropbox
- Discussion about the University of Illinois archive department
- Please complete your transition reports and prepare your notebooks

Old Business:

- Siler presents information and background for the social media and programming chair positions
- *Martin*: "Social media is big responsibility and would be better recognized with a chairman title."
- Motion to add Social Media and Programming Committee Chairman positions by Umstadter, seconded by Harter. Discussion. *Umstadter*: "Would this go in effect for the committee chair lunch?" *Martin*: "Individuals will be responsible, but there are no real 'committee members' so they meet with the Marketing Committee." No further discussion. Motion passed.
- Review of all committee chairs and vacancies
- Harter provides slate for committee openings
- *Siler*: "Is it necessary to keep the Investments and Grants Committee?" *Lyons*: "This is something that should be handled by the Board." *Latour*: "Until there's a real need, disband this committee."
- Motion to disband the Grants Committee until further need arises by Latour, seconded by Frazier. No discussion. Motion passed.
- New Programming Chair discussion: Harter suggests Latour. Latour accepts.
- Social Media Chair discussion: Umstadter suggests new Beta Theta Pi hire; Martin suggests seeking current members from the marketing committee
- Motion to approve current committee chair slate as provided by Harter made by Umstadter, seconded by Martin. Discussion. Amended by Umstadter to include "executive committee" approval of vacant positions, seconded by Frazier. No further discussion. Motion passed.
- Trademark explanation by Umstadter. View agenda for details. Discussion.
- Motion to proceed with both trademarks by Umstadter, seconded by Martin. Discussion. *Lyons*: "Shouldn't this wait until after Annual Conference costs have cleared?" Motion amended by Umstadter to wait until after Annual Conference expenses have cleared, seconded by Martin. No further discussion. Motion passed.

New Business:

- Approval of April minutes postponed until June conference call due to "technical difficulties" with Dropbox.
- *Latour*: "We need to define Board roles as interfraternal partners (CSCF - Past President, U of Illinois Archives - Director of Information, FEA - President, AFA - VP of Programming, NIC -

Director of Finance, NPC - Education, NICF - VP of Operations, AFLV - Director of Marketing); would go into effect on Friday, after the new slate is approved; Discussion

- *Umstadter*: "I'd like more information about the expectations of this 'liaison' role before voting on this." Discussion tabled.

Comments for the Good of the Order

- *Siler*: "There's not much I can say or do to thank you enough ... Best wishes to those of you going off the board, and I hope the next board will have inspired decisions in the next year."
- *Umstadter*: "Thank you [Jennifer] for inspiring us as FCA President." Comments reciprocated by the rest of the Board.
- *Latour*: "There is no way I could have done what I've done in this Association without you, Jennifer. I'm proud of you ... Thank you. It's been an exciting experience ... When I am President of the United States, we will have the [FCA] banquet in the White House!"
- *Clarkson*: "Thank you for considering me when the opportunity [for Director of Finance] opened up, and for being patient with me while I learned the role."

Siler established the next meeting for Saturday, May 18, 2013.

Meeting adjourned at 4:27 p.m. Eastern Time.