



## **FCA Board Meeting Minutes**

Respectfully submitted by Bradley Carter, Alpha Tau Omega

September 5, 2013

FCA Board Midyear Meeting

### **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

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

### **Call to Order**

President Martin called to order at 1:03 p.m. Eastern Time.

### **Opening Remarks:**

- Welcome to Louisville!
- Great to connect again - really nice being able to combine board meeting with site visit for potential Annual Conference locations

### **Goal Setting:**

### **Leadership Exercises/Ice Breaker**

#### **Budget, *Martin/Clarkson***

- Working on streamlining the process
- Presentation of projected budget (provided by Martin)
- Budget lines aren't matching up = things weren't put in the correct lines
- Review of Martin's budget
- Discussion of individual budget lines

#### **Database, *J. Lyons/Carter***

- J. Lyons opens discussion about the upcoming database update
- Dropbox document - must compile a list of database needs in order to develop RFP
- Discussion of current list of database needs, notes taken by J. Lyons
- Explanation of database update plan currently implemented by J. Lyons

**Break at 4:30 p.m.**

**Return** at 4:48 p.m.

**Handbook/Constitution, Siler**

- Reviews updates for the handbook/constitution - document provided by Siler via email
- Most concern rests with board descriptions
- Review and explanation of Siler comments
- Additional discussion of diction
- Detailed review of updates by Siler, accompanied by sporadic discussion and input from the board
- Will revisit board descriptions and committee/chairman descriptions - updates due from board members by October 1
- Strategic plan removed from the handbook/constitution appendix
- More updates to appendix content (noted by Siler in updated document)

**Reports:**

**Director of Information, Carter**

- Discussion of the database and process of collecting data/placing into a single document for re-upload into Patriot
- Membership recruitment and retention program review and discussion
- Membership renewal plan development - talk about reinforcing the benefits of FCA for every renewal to make sure members are aware of the perks to take full advantage of the membership

**Director of Marketing, Talevich**

- Update on marketing plan
- Specific attention to the eNews frequency and statistics (open rate and click-through, etc...)
- Handout provided by Talevich
- *T. Lyons*: "How do people get added to that list-serv?" *Response*: Should be the database. For now it's all manual.
- Update on upcoming issue of *Briefings*
- Handout provided by Talevich
- Discussion about myEmma and other event/survey tools
- Website updates
- *Sloan*: "Can we get an 'official associate member' logo available for download on the website so our associate members can add it to their website?" *Response*: Sure! *Umstadter*: "Are we sure we want to make that openly available?" *Response*: Doesn't need to be on the website necessarily ... we'll just make it available to associate members.
- Update on social media - Good to have a single individual posting consistently
- Working with the marketing committee to create more dynamic plans across the board
- *Umstadter*: "How are the rest of the members of marketing committee doing?" *Response*: "We're working on addressing some issues with members and the completion of tasks."  
*Umstadter*: "Let's work on a timeline for moving forward with this committee so we can find a replacement if necessary."
- Additional discussion about ideals for the marketing committee chairman. possible expansion of committee assignments to break-up the responsibilities of the "marketing committee chairman" = eNews chair, website chair, etc.
- Consensus for committee split leaning towards affirmative: tabled until new business
- Suggestions for new committee chairs offered by board, as well as process for determining best method of choosing

### **Past President, Siler**

- Reminder to think about whether or not you will be continuing your term on the board - let me know at the board meeting in November
- If you know people that would be good fits for the board, please talk to them now and let me know

**Break** at 6:34 p.m. for dinner.

**Resume** at 8:36 a.m. on Friday, September 6.

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

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

### **Reports: (cont.)**

#### **Director of Education, Tracy Lyons**

- Update on Midyear - meeting with the hotel - trying to increase the number of breakouts
- Planning the education next week
- Atlanta InterContinental - Annual Conference 2014
- Proposed schedule document provided by Tracy (handout)
- Possibility of cutting out a general session to attend Phi Mu Headquarters. Discussion. *Martin*: "We're taking two hours away and spending \$1500 that we could spend on something else." General board agreement. Discussion of alternatives. Consensus: Too much time/value could be lost. T. Lyons will check with Jackie and Phi Mu Exec about the possibility of removing the site visit.
- Hotel has moved our space - it's nicer, but no room for associate members. Trying to figure out a fix.
- 2015 meeting in Louisville - site visits yesterday: a lot of looking around. Great locations, rates, rooms, exhibit space, etc. Still working with hotels to see what can be discounted.
- Final site visit today. "Should we make a decision on this during the next call?" *Siler*: "Let's do it as soon as we can because they're holding space for us."
- Discussion about venues and details
- *Martin*: "Let's wait to vote so everyone can be familiar with the details." *Siler*: "What we've done in the is wait until we get the final contracts with all the details, then we vote so everyone has seen a copy of the details." *Umstadter*: "Do we at least want to narrow it down to two?"
- Hotel vote tabled until new business
- Should we extend the Accolades program to the Midyear? *Response*: Not worth the effort because there just isn't enough time to push it AT the conference.
- "We've been using Carol(?) for our hotel/event RFP process for a while now. Do we want to change that?" Discussion.
- One more year in the Renaissance hotel in Indy for the midyear
- File in dropbox: (BOD Education) draft of 2013-14 Education Assessment Plan

- Explanation of file and discussion
- “Please take some time to review this plan and assessment”
- Two proposed additional tracks at the Midyear: “event planning” and “foundation”
- Latour still working on finalizing proposal
- Idea of adding a specialty track each year with a new focus to invite and target other aspects of communication: foundation, event planning, IT, etc.
- Concerns about people “missing out” on certain aspects of networking and conferencing
- Additional concerns about the budgetary implications of adding tracks = adding speakers = adding rooms = adding cost
- “What about these brown bags? How should we continue handling these?” *Response:* It makes sense to remain under education and continue the protocol as is. It works. People take it and run with it.
- Discussion of new ideas and “planning” topics - issue: topics change constantly based on relevancy

#### **Director of Networking, Sloan**

- Networking Plan distributed by Sloan
- Explanation and description of planning process
- “If we want to build the tier program out more, we’re going to have to build up the value of the Midyear Conference.”
- Talk about current tier program and ways to improve
- *Siler:* “Are we going to spread the program out so we have more time to spend with associate members?”
- “Does anyone have any potential associate members? Please send me any others you might think of.”

#### **Director of Recognition, Hardies**

- Went through the last year’s Recognition Plan
- Updated the plan - file on dropbox
- Working with Weghorst
- Priority 1: getting more judges - “Please send me names if you can, would like new people.”
- Discussion of judges and judging process
- Finally got admin access to Groot (after a lot of emailing back and forth)
- Good on membership pins
- *Umstadter:* “What’s the current judge count?” *Response:* We’ve got a list of 12 names plus whatever Jackie gave us. We’ll meet at midyear and narrow down the list and finalize.

**Break** at 9:45 a.m.

**Resume** at 10:06 a.m.

#### **Strategic Plan, Martin/Lyons/Umstadter**

- Review of Strategic plan via flip chart comments (about 45 minutes)
- Return to seats for discussion at 10:52
- Marketing/Recognition issue - should they switch sides of the house?
- Names of the plan sections should coincide with our positions or we need to do a better job at being specific about where responsibilities fall
- *Sloan:* “We should at least assign the “to-dos” to specific board roles”
- *Umstadter:* “We need more tangible goals for these things” setting deadlines discussion
- Lengthy discussion about the process of assigning roles and to-dos for the priority deadlines of the strategic plan

- Return to the conversation about Marketing/Recognition jumping sides *Umstadter*: “Would provide better synergy between the directors.”
- Discussion about the process and procedure of changing sides.
- *Martin*: “Are there any drawbacks to this?” No negative responses. “We’ll vote as a membership at Midyear, but operate with the switched roles in a beta phase beginning now.” *Siler*: Based on constitution and bylaws, decision to vote on changes as a membership at the Annual Conference.
- Martin, J. Lyons and Umstadter to take all notes from strategic plan activity and develop new updated document with deadlines and roles assigned

#### **Calendar, *Martin***

- Martin distributes hard-copy calendar for the Association: “Let me know if you see anything missing.”
- Took a few liberties with dates (mostly in January) and assigning deadlines
- “Let me know of any updates or changes as well.”
- *Sloan*: “What about having this as a Google calendar so it can be directly edited and shared?”
- *Martin*: “Have goals typed up and sent to me by next week and I’ll add them to the calendar. Please have your goals and dates added afterwards.”

#### **Old Business:**

- Motion to approve June and July minutes made by J. Lyons, seconded by Hardies. No discussion. Motion passed.
- Motion to approve order of 25 additional presidents medallions before price increases made by Umstadter, seconded by J. Lyons. No discussion. Motion passed.

#### **New Business:**

- Motion to approve August minutes made by J. Lyons, seconded by T. Lyons. No discussion. Motion passed.
- **CSCF Liaison**: Explanation by Martin: “Latour has been the liaison until now.” Need to replace with a current board member. Commitment would be a monthly conference call every second Thursday at 11 a.m. est. Volunteers? Discussion. Decision to assign role to the president. Motion to add CSCF Liaison to the Association President’s responsibilities made by T. Lyons, seconded by Umstadter. No further discussion. Motion passed.
- **Midyear Conference registration fee increase**: Explanation by Martin: Increase to \$75 for members and \$85 for non-members. Discussion. Motion to raise the Midyear Conference registration fees to \$75 for members and \$85 for non-members made by Umstadter, seconded by T. Lyons. No further discussion. Motion passed.
- Motion to adopt the Networking Plan as provided and presented by Sloan made by Umstadter, seconded by T. Lyons. “Great job!” No further discussion. Motion passed.
- Motion to move the Director of Marketing under the Vice President of Programming and the Director of Networking under the Vice President of Operations in the constitution and “beta test” until Annual Conference made by T. Lyons, seconded by J. Lyons. No discussion. Motion passed.
- Motion to narrow down hotel options to two made by T. Lyons. Discussion. *T. Lyons*: “The Brown and the Seelbach are the best options.” Motion amended to “limit hotel options for Louisville Annual Conference to the Brown and the Seelbach hotels” made by T. Lyons, seconded by Umstadter. *Siler*: “What is parking liking at both of these places?” *T. Lyons*: “Nice parking and valet, but I will find out more information.” No further discussion. Motion passed.
- Motion to dissolve the Marketing Committee into the Marketing Team made up of “Digital Communications,” “Print Communications” and “Social Media” Committees made by Umstadter,

seconded by J. Lyons. *Siler*: "We need to find people to do those and then the board has to vote to approve." No further discussion. Motion passed.

**Comments for the Good of the Order:**

- *Martin*: "No call next week" ... "No call in November with the board meeting before the Midyear."
- *J. Lyons*: "Great meeting and we're really stepping it up on the hotel stuff!"
- *Umstadter*: "Much more productive meeting. I feel better about this year."
- *Martin*: "Feel free to join us for the Galt House tour/site visit."
- See agenda for other details

Martin established the next director's call for Thursday, October 10, 2013.

Meeting adjourned at 12:00 p.m. Eastern Time.