

CWCA Executive Meeting

August 25, 2016

Present: Heather Fitzgerald (Chair), Lucie Moussu (Past Chair), Nancy Squair (Vice-Chair), Jordana Garbati (Treasurer), Linnet Humble (Member-at-Large, East), Kathy Block (Communications Chair), Clare Bermingham (Secretary)

Regrets: Olivia Faucher (Secrétaire Française), Sylvia Sgaramella (Member-at-Large, West)

1. Call to Order

The meeting was called to order at 1:34 PM EST

2. Approval of agenda (Heather)

Approved; no objections.

3. Approval of minutes (Heather)

Approved; no objections.

4. Travel funds accounting (SSHRC and U.Alberta funds) (Heather)

- Lucie reported that she's waiting on final paperwork from applicants to the travel grants. Although the paperwork is not complete, SSHRC monies are gone, but she should have the final numbers by the end of August / start of September
- Heather asked Jordana to speak to differentiating between CWCA funds and grants given to the University of Alberta on the final accounts from the conference. Because the funds were allocated to Lucie and University of Alberta, it was agreed that those grants should be removed from the final report
- The executive agreed that, in the future, CWCA should apply for funds as an organization so as to avoid any confusion.
- Heather suggested that we look for potential sources for travel grants, including sponsorships from publishers etc.

5. Organizing 2017 CWCA Conference (Heather)

- Heather has drafted an email to thirteen people who have offered to join the organizing committee.
- Based on the document discussed at the last Executive meeting, which divided and described conference organizing activities, Heather is seeking to assign volunteers to recruit specific areas and establish sub-committees. She suggested that there be an executive member on each sub-committee.
- Jordana noted that the student travel grant for 2015/16 was not given because the student it was awarded to never came to the conference. Linnet will review the registrations and select another recipient.
- Heather shared the future Congress locations: Toronto 2017, Regina 2018, Vancouver 2019. The locations for the years following 2017 could be announced in order to recruit hosting institutions for CWCA the next two years. Jordana suggested putting this information on the website. Kathy and Heather will work on that web copy.
- The theme for Congress in 2017 is "The next 150." CWCA's options are to work with this theme or play on the location (OCAD). Last year the theme arose from the selection of the keynote speaker.
- Suggested keynote is Margaret Procter, retired from the University of Toronto. Heather will contact her.

- Heather/Linnet will put together an annual calendar which lists all of the dates by which the operations of the organization, including conference activities, are typically completed.

6. Update from the Treasurer (Jordana Garbati)

- The projected budget document distributed with the agenda uses data from the last two years to help project for the upcoming year and assist with conference planning for 2017. There are some unknowns, such as whether there will be a cost for conference venues at OCAD.
- Jordana asked whether we are pursuing a one-day or two-day conference, which affects cost. Heather noted that the global café was very successful and people really liked it. It didn't affect people's travel plans too much because people arrived the same morning. Generally there was consensus that the extra half-day did not require too much additional work or cost.
- Lucie asked whether we want to continue to have a separate conference website because the renewal is due in three weeks, with an associated cost of about \$70 annually. Kathy asked that the matter be taken back to the Communications committee and agreed to reply to Lucie in about two weeks.

7. Update from the Communications Committee (Kathy Block)

- The committee met last week and discussed two items.
 1. CWCA logo:
 - o The committee was tasked with coming up with options and cost estimates. Their preferred option is to create a design contest with a purse of \$500-600. Brian and Margie have offered to take the lead.
 - o Heather raised concerns about contest fatigue and a perception that student designers end up underpaid for their work. Lucie stated that she was the recipient of criticism from a Designers' Association for a similar idea, albeit with a much lower prize purse.
 - o Clare suggested that CWCA issues a Request for Proposals, including a request for portfolios so as to see the style of work typical of a designer, and information about budget parameters. Target both students (semi-professionals) and professionals.
 - o On behalf of the Communications Committee, Kathy asked about monies paid to the designer last year. Lucie summarized that it covered design of logos not accepted, and posters / program design.
 2. Communications Committee role in advocacy
 - o The Communications Committee felt that, in the event that a member requested advocacy or the executive thought it might be warranted, the CWCA executive should form a group to investigate and determine whether to advocate for said member. Should they decide to advocate, then the communications committee could advise on communications. It was felt that communications should be generic rather than specific to the situation / institution, emphasizing the importance of writing centres, writing support, etc.

8. Adjournment

The meeting was adjourned at 2:34pm EST

Next meeting: October 4 at 1:30pm EST

(Please note that the September meeting is cancelled.)