

## **CWCA Executive Meeting**

November 1, 2016

**Present:** Heather Fitzgerald (Chair), Lucie Moussu (Past Chair), Nancy Squair (Vice-Chair), Clare Bermingham (Secretary), Sylvia Sgaramella (Member-at-Large, West)

**Regrets:** Jordana Garbati (Treasurer), Olivia Faucher (Secrtaire Francais), Linnet Humble (Member-at-Large, East) Kathy Block (Communications Chair)

### **1. Call to Order**

The meeting was called to order at 12:55PM EST

### **2. Approval of agenda (Heather)**

Approved; no objections.

### **3. Approval of minutes (Heather)**

Approved; no objections.

### **4. Conference Planning Update (Heather)**

- a. Call for Proposals: Heather thanked everyone for reading and amending the call for proposals and asked for final feedback. Discussion focused on whether some of the language is overly academic and therefore restrictive, so Heather will try to re-work some of the questions and asked others to do the same. The CFP will be circulated to membership pending these final revisions.
- b. Proposal submission: We can use e-ply without additional charges for these submissions because they overlap with registrations. Heather suggested we use form fields for submissions rather than attached PDFs, which will make the review process easier.
- c. Travel Grants: Linnet has offered to develop a form for these applications.
- d. Conference planning spreadsheet: Heather reviewed what has been created to this point. Heather suggested separating the proposal review from the schedule and program in terms of leadership responsibility.

Recommended leadership assignments:

- Lucie, Sylvia, Olivia: program
  - Kathy: publicity
  - Jordana/Clare: site visit to OCAD – meet with KerryAnn
  - Linnet: travel grants
  - Nancy: proposal reviews with three volunteers (Heather to support/mentor)
  - Heather: food with two Toronto-based volunteers to help
  - Clare/Jordana: accommodation with Tyler (from University of Toronto)
- e. Sponsorship/books:
    - WOnline.ca - \$500 USD for a table
    - Book table: Frankie Condon, keynote, is connected with Utah State U.P. Heather contacted them, and while they don't have money for sponsorship, they will help coordinate a book table
    - \$250 USD from IWCA
    - Heather has a list of book publishers to ask to participate with book tables. Shanti Bruce had suggested that if individuals / institutions have existing

relationships with publishers, they might leverage that relationship into a sponsorship.

- f. CFP distribution: Lucie suggested that we try and send it to other schools / student centres / learning centres who may not be connected with an association or listserv.
- g. Lucie is contacting a colleague at Ryerson to organize a tour of Ryerson Student Centre for conference attendees.

#### **5. Future Planning (Heather)**

- At IWCA, Heather and Lucie attended the regional writing centre meeting. Many of these regional associations are much larger than CWCA, with larger executive committees. Some have state representatives with specific responsibilities, including organizing a provincial meeting of members and keeping in touch with institutions.
- For other regions, conferences are revenue-generators to help stabilize them over several years. Their process is that they work out costs, then think about how many attendees, and then set fees. Because this ties into longer-term financial planning and sustainability, Heather will loop Jordana into the conversation.
- For other regions, longer executive terms helped with organizational knowledge retention and conference planning.
- Heather asked about reviewing the structure of CWCA to help introduce greater retention and stability. Because this is a discussion about structural change, we need to initiate a constitutional review group. Interested membership is Heather, Clare, Lucie, and Brian. Assigned to Clare to organize, who report back to executive at next meeting.

#### **6. Treasurer's Update (Presented by Heather on behalf of Jordana)**

- Memberships: One or two membership registrations have come in over the last couple of months.
- Current bank balance: \$9,061.67
- Budget: Jordana's proposed budget for 2016-2017 is attached to these minutes. If anyone has spent/plans to spend any money, let her know. If anyone has estimates for charges (rentals, food, travel, supplies, etc.), let her know so that I can update the proposed budget.
- Proposal submission fees: Eply (our registration platform company) has agreed to allow us to use Eply for our proposal submissions. We will not be charged for these submissions as I told them that many of the submissions would then turn into conference registrations, and we're likely only dealing with about 50 proposal submissions.
- Proposal submission form creation: Heather sent me some tentative form fields, but I haven't had time to create a draft submission form in Eply. When I do, I will send the form to everyone for a preview/feedback. I recommend that all text be inserted into the text boxes/form fields (rather than attaching PDFs to the submission form). Exporting the info into an Excel spreadsheet post-submission deadline will be more straightforward with this option.

#### **7. Other business (Heather)**

- Heather received a suggestion from a member to start a peer-reviewed journal. Discussion about this suggestion covered whether we can support a large initiative like this with our current executive and membership? Then consensus was that we channel energies this year

into constitutional review and changing the organization to expand capacity and create sustainability.

- Lucie reported that the IWCA Summer institute will be in Vancouver in 2017. Next IWCA conference November 10-14 in Chicago. CCC has a full-day Writing Centre portion. There is a new affiliate member of IWCA, an online writing centre.

#### **8. Adjournment**

The meeting was adjourned at 2:12pm EST

**Next meeting: December 6, 12:30 PM EST.**