

CWCA Executive Meeting

December 6, 2016

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

Regrets: Jordana Garbati (Treasurer), Olivia Faucher (Secretaire Francais), Sylvia Sgaramella (Member-at-Large, West)

1. Call to Order

The meeting was called to order at 12:35PM EST

2. Approval of agenda (Heather)

Approved; no objections.

3. Approval of minutes (Heather)

Approved; no objections.

4. Conference Planning Update (Heather)

Update from the Chair:

- a. CFP and distribution: CFP has been circulated. Sent to CASDW, WPA, WAC, IWCA, CWCA. Kathy will send to the LSAC, Lucie will send to TESOL. Please send reminders to respective listservs on or around December 15th and then again in early January.
- b. Publicity: Members mentioned various Facebook groups to add CFP to. Muriel Harris asked if Heather would do an interview for the non-U.S. WLN blog. If people send it out to various listservs, please update the conference planning document on Google Drive.
- c. OCAD update: Heather and Kerryann have scheduled a phone meeting for tomorrow. OCAD is interested in helping with signage and program cover design.
- d. Sponsorship update: Sent out emails to publishers. Heard from University of Toronto Press, but there's no money. Lucie suggested that we offer a table in exchange for door prizes. Nancy has contacted local rep for McMillan (Bedford St. Martins), and will follow up. Kathy contacted Oxford today, and will let us know if she hears back.
 - i. Ideas for scholarship include travel grants, sponsoring a meal, etc.
 - ii. Heather asked for other ideas for sponsorship, for example, reduced or free visit to AGO etc.
 - iii. Etutor Alberta and WriteAway (B.C.) were mentioned as potential sponsorship sources.
- e. Ryerson contacts (tour): Lucie contacted Ryerson (Christopher Brierley <cbrierle@ryerson.ca>), and they are happy to coordinate a tour for conference participants.
- f. Site volunteers: Heather asked what volunteers have been provided because OCAD prefers to pay student staff – conference registration, gift card, program thank you, etc. Other volunteer options include tutors at other Toronto schools and volunteer centre at OCAD.
- g. Accommodation: Heather will follow up with Tyler at U of T

- h. Catering: Heather has a list from a couple of people about catering. Clare, with Linnet, will take the lead on this.
- i. Draft budget was circulated with last meeting's minutes. Heather and Jordana will discuss and refine in advance of conference registration fee setting. Fee is about \$100/person. There's some room to increase it, if necessary. Heather suggested using 60 members as our baseline.
- j. Program Schedule: Linnet will help with organizing and managing the program schedule – along with Lucie and Sylvia

5. Communications Committee (Kathy)

- a. Website has been set up with conference information. Information needs to be populated under the various sections. Lucie suggested a static menu that carries over on all pages.
- b. Draft CFP circulated to executive with three questions. Biggest question relates to process: instead of requesting design examples, should we move directly to a competition? Heather responded that getting designers to do work on spec is problematic, so asking people to submit a portfolio is ideal.
- c. Pre-work on the part of the executive is to create a design brief. There's a spreadsheet on Google drive that was used last year. Kathy will try to find and circulate.
- d. Payment and conditions: Offering \$500 CAD. Should there be a Canadian resident condition?
- e. Old website (www.cwca-accr.ca) is still available, and should be removed. Kathy will contact Brian.
- f. There is currently no central contact email for CWCA. Submitted forms go to individual members. Discussion resolved around whether it would be better to have a central contact email, which would be added to someone's duties, or better to keep things as they stand. Suggested that this might be a larger conversation about the website hosting service etc. Kathy will earmark it for future research. Heather mentioned that 26llc has a membership management system that we can investigate.

6. Constitutional Review (Clare)

- a. Meeting set up for December 15th with the Constitutional Review Group.
- b. 30-days notice required for constitutional changes.

7. Other business (Heather)

- Heather and Nancy attended the re-launch of the CASDW journal. Looking for new opportunities and submissions. Event had a heavy writing centre presence, and editors expressed interest in putting together a conference proceedings issue for CWCA.
- Question raised about what that might look like. Would there be a guest editor? Would there be a required number of publications.

8. Adjournment

The meeting was adjourned at 2:00pm EST

Next meeting: January 10, 12:30 PM EST.