CWCA Board of Directors Meeting

April 12, 2019

> **Present:** Sarah King (Vice-President); (Secretary); Liv Marken (Past Conference Chair); Nancy Johnson Squair (Member-at-Large); Lindsey Voisin (Member-at-Large); Brian Hotson (Past-President); Nadine Fladd (Secretary); Heather Fitzgerald (President)

> **Regrets:** Mandy Penney (Communications Chair); Jordana Garbati (Treasurer); Andrea Williams (CASDW Representative)

1. **Call to order**

   The meeting is called to order at 11:36am EDT.

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

   Approved

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

   Approved

4. **President's report (Heather):**

   Heather had nothing to report as President. All of her updates were related to conference or AGM planning.

5. **Conference 2019 planning (Heather, Sarah, Mandy, Holly):**

Conference program
- Sarah was hoping to have a draft program ready for the meeting but presenters have withdrawn, forcing her to make some changes. She will have it ready by April 15th instead
- Four concurrent sessions will take place most of the time
- Day 1 includes a campus tour at 10:00am, an official 10:30 start with Deanna Reder's talk, and concludes at 5:00pm
- The traditional welcome for Day 1 has been confirmed
- Day 2 begins at 9:00 am, and includes Steven Marshall's talk as well as concurrent sessions (with a mix of workshops and research panels).
- The AGM will take place over lunch on day 2 for 1.5 hours
- Day 2 will conclude at 3:45 with the ideas exchange, thank yous, and closing remarks
- Sarah commented that presentations will cover a wide range of topics: digital literacy, tutor training, strategic administration, and "multiverse"–themed topics
- Brian suggested that next year we invite editors of relevant journals to give tips and advice about publishing in their journals

Conference logistics

<u>Conference Dinner</u>
Holly is having trouble scheduling the pre-conference dinner. Most places she has contacted require a deposit and a minimum spend of $60.00/person. Heather confirmed that CWCA can place a credit-card deposit to reserve a space. The Board agreed to make a booking based on the current number of registrants who have indicated that they would like to attend the dinner and then cap attendance based on the size of the venue.

Conference Facilities
- Since the classrooms are studios with no podium, Heather is arranging laptops and dongles for each classroom
- She also received a question about insurance for the conference from Emily Carr's Secretary. Heather has asked Emily Carr to cover this cost. Brian mentioned that the same question of insurance came up re: the 2013 conference at University of Victoria

Volunteers
- Holly and Heather are looking for volunteers for the conference and will send out a call for volunteers next week
- ECUAD gave money to the conference based on the agreement that we will pay for a student volunteer coordinator position. Heather will draft a description for that position and will post it next week. T-shirts – Nancy needs numbers, sizes, budget, colour, artwork

T-shirts and Lanyards
- Heather asked Nancy to find out prices and lead time information for printing t-shirts for a range of options: re: black and white vs. colour, quality of t-shirts, etc.
- Nancy has the bag of green lanyards from last year's conference, but we may not have enough for this year. Heather will purchase blue lanyards (to match our new logo) to add to the green ones
- The discussion reminded Heather that we will also need to print name badges for the lanyards

Travel grants
No one was assigned to administer the travel grant application process. Lindsey volunteered to take this on, sending responses to applicants by April 13th. Sarah has access to (and presumably editing permissions for) the application form, and will send the necessary information to Lindsey. The administration of travel grants needs to officially be added to the member-at-large role description in the CWCA constitution and by-laws.

Sponsorships
- Holly reached out to local institutions for sponsorships: SFU gave $500, Douglas College gave $500, ECUAD gave $600, and WriteAway gave $500. This means we have made up almost all of the money we usually receive in sponsorships form publishers
- Nancy has reached out to Macmillan, and the local representative is working on the request
- WC Online has not confirmed sponsorship. These institutional rather than publisher/vendor sponsorships mean that we will need fewer exhibitor tables this year

Conference communications
- The website's general conference schedule is no longer accurate. It will need to be updated when Sarah sends out the new program
- Brian will send login information to the website to Nadine so that she can post this year's board meeting minutes, and last year's (pending) AGM minutes for membership to access

Action items:
Sarah: complete the conference program and send to the Board
Heather: contact Dublin Gates and Havana re: hosting the pre-conference dinner
Holly: finalize catering for the rest of the conference
Heather and Holly: send out posting for conference volunteers
Heather: draft and post job description for volunteer coordinator
Liv: review the logistics document and let Heather know if it looks like anything has been overlooked
Heather: order blue lanyards
Heather and Holly: print name badges
Nancy: solicit information about t-shirt printing and send to Heather for a decision
Sarah: send travel grant application information to Lindsey
Lindsey: administer travel grant applications
Brian: send website login information to Nadine

6. **AGM 2019 Planning (Heather and Nadine):**
   - A call for agenda items needs to go out to membership soon. It will be send to the registration list for this year's conference, the membership list, and to the listserv. Nadine will send the message to Brian to send out through MailChimp
   - By April 30th the AGM agenda needs to be send out to the same group
   - Heather has created a PDF of the by-laws. Please comment on these re: any necessary changes by April 18th
   - Please let Heather and Sarah know if you do not intend to stay in your CWCA Board position well before April 30th
   - There are three Board positions up for election:
     - 2 Members-at-large
     - Vice Chair

Action Items:

7. **Treasurer's Report** (provided by Jordana as of April 1, 2019)

1. Conference registration
a) Reminder: Conference registration form is live at https://events.eply.com/CWCAACCRconference2019. There have been no issues with registrations.
b) Early bird deadline is April 13th. Brian will log into ePly and change the fees after the deadline.
c) 52 registrations as of April 1st, 2019. Most people have paid by PayPal. A few people have paid via bank e-transfer. Registrants are coming from across Canada and USA (e.g., Rhode Island, Washington, Northeastern, Michigan).

2. Bank balance update
Current BMO bank balance: $14,871.87 CAD
Current PayPal balance: $904.89 CAD
Balance owing – ePly - $41.40 CAD (cheque has been sent)

3. Questions
a) This came in to me via email a while ago, but I have yet to respond as I said I would bring it to the board: Will CWCA consider a membership rate for retired members?

b) Someone registered for a membership, but then emailed me to ask if it was valid for only 2 months. I approved an extended membership until May 2020. I always feel bad when people register for membership so close to the end of the membership year. Should I have said no to the extension?

4. Reminders
a) Thanks to Brian for changing the ePly registration fee information on April 14th.
b) Perhaps an email/Twitter reminder could go out on/before April 13th regarding early bird registration deadline.

Jordana's questions led to a discussion about membership. The Board agreed that since we do already have a student membership rate, we could also establish a rate for retirees. Alternatively, we could establish one lower rate for students/retirees/unwaged attendees.

Brian suggested that we eliminate membership fees altogether. Heather suggested that a $5.00 fee that prompts

members to "renew" their membership would help us to keep our membership list current. We also discussed the possibility of a $10.00 lifetime membership (plus the option to donate to CWCA on the registration page). The discussion shifted to needing an easy way for members to leave CWCA if we adopt a lifetime membership model. Brian pointed out that this would be easy to do using MailChimp rather than ePly. We will discuss this issue with membership at the AGM.

MOTION

BIRT that CWCA add a membership coordinator position to the Board.

APPROVED unanimously

Action Items:
Heather and Brian: draft a role description for the membership coordinator and add to the by-laws
Nadine: Add discussion of membership fees to the AGM agenda

8. **Regional Affiliate Process (Heather):**

The Board opted to make the process of applying to become a regional affiliate simple; organizations simply need to ask the Board.

MOTION

BIRT that CWCA recognizes the British Columbia Writing Centre Association as a regional affiliate.

APPROVED unanimously

CWCA currently has two regional affiliates: BCWCA and ACWCA. Each will report to membership at the AGM.

Action items:
Brian: create a webpage for BCWCA on CWCA website
Nadine: invite BCWCA and ACWCA to report to membership at the AGM

9. **Report from CASDW Representative:**

No report.

10. **ACWCA Update (Brian):**
- 8 universities were represented at the ACWCA meeting on February 21st
- Next event: the Academic Writing English Language Learners conference. This ACWCA-sponsored event is happening in November. The CFP has gone out.

11. **Board Retreat (Sarah):**

This year's board retreat will be a breakfast for incoming and established Board members on June 1st. Sarah indicated that she will a way for members to participate remotely if they are not attending the CWCA conference preceding the meeting. She then solicited topics and activities for the retreat:
- Orientation to Google drive and Board roles
- Identifying goals and processes for CWCA
- Some writing
- Time for transition, socializing and community building

Action Items:

12. Adjournment
Meeting adjourned at 1:00 pm EDT

<u>Next meeting</u>:

May 17th (11:30am to 1:00pm Toronto time)

Distribution: Nadine Fladd, Mandy Penney, Heather Fitzgerald, Jordana Garbati, Brian Hotson, Lindsey Voisin, Sarah King, Nancy Johnson Squair, Liv Marken, Holly Salmon, Andrea Williams