

CWCA Board of Directors Meeting

December 14, 2018

Present: Heather Fitzgerald (President); 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); Mandy Penney (Communications Chair)

Regrets: Jordana Garbati (Treasurer);

1. Call to order

The meeting is called to order at 12:04pm EDT.

2. Approval of agenda (Heather):

Approved

3. Approval of minutes (Heather):

November 29, 2018 – Approved.

4. President's report (Heather):

Heather circulated the positions description google doc for Board members' input. Based on the feedback members have already provided, we may want to amend some by-laws re: position descriptions or create more detailed position descriptions outside of the by-laws. There was a brief discussion about how the Board should be using the Member-at-Large position – potentially by assigning consistent tasks such as travel grants, or representing unrepresented regions, to these roles.

Heather has also tentatively organized a February event for BC writing centre folks. Douglas College is likely to host.

Action items:

- **Heather:** Consider what to do with the Board member position description before January meeting
- **Heather:** Return to the Board Retreat documents to review long-term projects. The Past-President, President, and Vice-President should work together on these to keep some consistency and gain traction on bigger, long-term projects
- **Heather:** Email Nancy and Linnet about the Member-at-Large position description
- **Everyone:** Review online descriptions of positions similar to yours at other organizations to see what is possible

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

- **Conference program**

Action items:

- **Sarah:** Add updates to the conference planning spreadsheet; keynotes have been confirmed and can be added to program now
- **Mandy:** begin promoting a high-level program on the website

- **Proposal reviewers**

Action items:

- **Sarah:** Send out a message to the listserv to recruit volunteer to review proposals. Volunteers must be IWCA paid members
- **Conference logistics**
- Holly has made some accommodations arrangements. See the spreadsheet for options and information about a block of rooms reserved for participants at a nearby hotel
- Holly and Heather raised concerns about accessibility of Emily Carr by bus. Most busses are a 10-15-minute walk to campus, but the 84 bus on the Millennium Sky Train line does drop passengers off right at campus.
- There is also a bike share service with a docking station right on campus
- Liv and Heather are meeting on Monday to talk about conference volunteers; Holly and Heather don't have many students around during the summer so they might reach out to other universities and colleges nearby. We need 8-10 volunteers this year; we will need more wayfinding guides than last year because the room bookings are further away from one another
- Heather pointed out that we need to start thinking about soliciting sponsorships and sending emails to publishers. There is a template for these letters in the 2018 conference folder
 - Brian pointed out that Oxford UP is publishing a writing centre book in January – a potential sponsor?
 - Brian also pointed out that Sage has a writing center book coming out as well – written by Jordana and Boba
 - At IWCA, the MLA bought a table and used it showed off the MLA blog
 - APA has sponsored other associations' previous conferences
 - Last year we had sponsorships from Macmillan and University of Chicago – Pearson always says no
 - We're looking to raise something in the range of \$1500-\$2000 from sponsorships

Action items:

- **Heather:** Confirm the catering budget and cost out the conference budget (including feeding volunteers) so that you can talk with Jordana to determine the conference fees by our next meeting in January
- **Mandy:** Post a notice on the website clarifying Emily Carr's location
- **Brian and Liv:** Start soliciting sponsorships for the conference. **Heather** will clean up and collect the appropriate documents in the Google drive.
- **Nancy:** Get t-shirts printed for volunteers

- **Conference communications**

- Mandy has created a new, more detailed spreadsheet for conference communications with list serv information, website tasks, other promotion tasks
- The website's "travel and transit" section included information about getting to Vancouver, getting around town, and getting to Emily Carr. Mandy will add the new transit information discussed in the meeting to the website
- Brian created a digital handbill to send in emails and include in posts
- Mandy and her team have done a first sweep of conference promotions. A second sweep of social media is in progress now. The team will conduct a third sweep right before the deadline for submitting proposals and then a fourth sweep promoting registration

Action items:

- **Mandy:** Post the travel and accommodation information from the google drive onto the website and update the "travel and transit" section with the transit information discussed in the meeting

- **Everyone:** Activate your own networks – promote the cfp and the conference in your own circles
- **Heather:** Review the conference planning guide and replace any site-specific information with general instructions (e.g. “identify regional associations to promote conference”)
- **Everyone:** Review the website and let Brian know about any missing information

6. Treasurer’s report (Jordana – in absentia):

1. Conference registration form

The form is in progress. As soon as there are more conference details, I can update it. Here’s the form (based on last year’s) that I will work with:

<https://events.eply.com/CanadianWritingCentresAssociationAssociationcanadiennedescentresder%c3%a9d2765314> .

Note fees:

Regular registration - \$125 (early bird), \$140 regular

Student registration - \$75 (early bird), \$90 regular

Early bird deadline last year was April 13th. Is this appropriate in 2019?

Last year, we had a bunch of people who registered but didn’t pay before the April 13th deadline, and then they paid the early bird deadline at some later point. This was annoying. I had to follow up with some people, and then some of the registrations and fees didn’t match because they may have registered at the early bird rate, but paid at the conference, so I charged them the regular fee.

Can I put in a sentence like “Payment must be made at the time of registration to benefit from the early bird rate.”?

2. Bank balance update

Current BMO bank balance: \$9,636.19 CAD

Current PayPal balance: \$285.83 CAD

Balance owing – Eply - \$0 CAD (last cheque payment was recorded by ePly this week, but it hasn’t yet been taken out of the BMO account)

3. Treasurer job description

I have added details organized by month. If anyone has any questions, let me know.

7. Separating conference registration from CWCA membership (Jordana and Heather):

Discussion postponed until January meeting

8. Scheduling winter term meetings (Nadine):

The Board has opted to hold winter term meetings on Fridays from 11:30am to 1:00pm (Toronto time).

Board meetings in the winter term will take place on the following dates:

- January 18th
- February 15th
- March 15th
- April 12th
- May 17th

9. Report from CASDW representative (TBA):

- We do not yet have a representative from CASDW attending CWCA meetings
- **Sarah:** keep in mind that Dana Landry is building the CASDW conference program if you need to coordinate arrangements

10. New business: Regional CWCA groups

This was a wide-ranging discussion that began with a quick overview of the Southwestern Ontario regional gathering that took place at York University. Stephanie Bell (the organizer of the event) asked how a regional group becomes an official regional affiliate. Since BC also has a regional gathering, the Board discussed the possibility of promoting and supporting smaller, regional organizations.

Brian suggested a password-protected section of the CWCA website might be a useful space for regional affiliates to post their documents. It might also be a useful place for CWCA to offer useful materials – a “writing centre in a box.” Heather also discussed offering consultations about their writing centres to institutions and formal mentorship programs for members as part of CWCA’s contribution to the field. These are priorities she will work on as Past-President after the conference.

This discussion led into a discussion about elections at the AGM and potential candidates for various Board roles.

Action items:

- **Heather:** Pull up the draft of what you’ve already written re: the process of becoming a regional affiliate for discussion at the January meeting.
- **Nadine:** Add “Regional Affiliate process” to January’s meeting agenda
- **Brian:** Create a password-protected section on our website and add your existing “writing centre in a box” materials to it
- **Nadine:** Check in with Jordana re: Treasurer role next year and Clare as potential VP candidate; suss out election interest generally
- **Nadine:** Look into how else we might store finished CWCA documents other than on the Google drive
- **Heather:** Send a note on the list serv to congratulate Clare on defending

11. Adjournment

Meeting adjourned at 1:18 pm EDT

Next meeting:

January 14, 2018 11:30am-1:00pm

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