

## CWCA Board of Directors Meeting

January 18, 2019

**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); Nadine Fladd (Secretary); Jordana Garbati (Treasurer)

**Regrets:** Lindsey Voisin (Member-at-Large); Brian Hotson (Past-President)

### 1. Call to order

The meeting is called to order at 11:35am EDT.

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

Approved as amended

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

December 14 2018 – Approved.

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

Heather thanked Board members for filling in the descriptions of their positions based on their own experiences. Heather added some additional items to the Member-at-Large position to make the description more comprehensive.

Heather noted a discrepancy in these position descriptions: In some cases the CWCA by-laws describe the position, but not the duties, and other position descriptions do describe the duties. This led to a discussion about whether we ought to include descriptions of the duties in the by-laws, or keep those descriptions separate to allow for flexibility.

As a compromise, the by-laws will include only high-level descriptions of duties. A more detailed description of the duties associated with each role will exist on the CWCA website on an "about the Board" page. This will require the revision of the Vice-President and Member-at-Large role descriptions in the by-laws to be more comprehensive.

When Jordana described her role as Treasurer, she created a detailed, month-by-month description that almost serves as a guide to the role. The Board identified a need for documents like these for a few central roles to make transitions easier.

Heather also reviewed the priorities the Board set at the Board 2018 Board Retreat, and pointed out that we are already making progress on some of these items:

Priority	Current Status
Developing a closer relationship with CASDW	We have invited CASDW to send a representative to CWCA Board meetings
Clearer documentation of processes	We have created an AGM planning guide, are working on a conference planning guide; key members will write month-by-month descriptions of their roles (see above); and Mandy and Nadine will take responsibility for re-organizing the Google drive

Building membership benefits and separating membership from conference registration	The Board does not have the will or energy to tackle this issue right now. We will set it aside for a year until we have something beyond the conference to offer members
Advocacy work, such as position statements	Brian was going to take some of this one; Nadine is going to write an analysis of the CASDW position statement on the staffing of writing centres

Sarah asked about the relationship between the membership list and the CWCA listserv. The listserv is managed at Athabasca University, and does not necessarily reflect the membership of CWCA. When we send out AGM information we currently send it through the listserv, but we ought to be sending it to an email list of members. Jordana is able to do this through ePly.

#### Action Items:

**Nadine and Mandy:** organize the Google drive and permissions centrally, through the [cwca@gmail.com](mailto:cwca@gmail.com) address (Jordana has the password)

**Heather:** Bring changes to the by-laws re: role descriptions forward at a future meeting, and add role description details to the website

**Mandy:** Coordinate setting up an "About the Board" page on the website for Heather to populate

**Nadine, Sarah, Heather, Liv:** Following Jordana's lead, write a granular, month-by-month description of your duties

**All:** Keep track of the work you do so that you can write a "how-to" guide for your role.

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

##### Conference Speakers

Heather has asked our keynote speakers for the titles of their talks, abstracts, and bios by January 7<sup>th</sup>. She will send reminders so that we can get these materials by the end of January to add them to the website and help with promotion

##### Update on proposal submission and review

We received 49 proposals for the conference, with good representation across a range of topics and presentation types. Sarah will be sending out review assignments to proposal reviewers through the IWCA system soon. The deadline to let presenters know if their proposal has been accepted is March 1<sup>st</sup>. Sarah hopes to come back to the Feb. 15<sup>th</sup> meeting with a roughed out program.

Sarah has a colleague who does creativity coaching who has offered to do a creativity breakout breakfast on the morning of the second day of the conference.

##### Conference logistics

- Heather will reach out to find volunteers using writing centre lists and will pay a volunteer coordinator for the conference to arrange schedules etc.
- Heather's part-time program assistant has design skills, so Heather will have her help design the conference program and wayfinding signage.
- Holly asked Douglas College about their ability to offer some funding, and the answer is yes, but she needs to make a formal request. Holly will write a letter (based on Liv's template from last year), and both Heather and Holly will sign it. Options for "sponsorship" include the keynote (\$500) and traditional welcome (\$250) or refreshments for the ideas exchange.
- Nancy looked into getting t-shirts printed for volunteers. Pricing depends on the number of volunteers and number of colours in the printing. Our aim is to recruit 10-12 volunteers, but Liv recommended ordering an extra three or so t-shirts to include in gift bag, etc. Nancy is also free for on-site help in April.

##### Conference communications

Mandy and her team have built as much of website as possible until they have more information about the program and keynotes.

**Action Items:**

**Sarah:** Build out rough program for the conference

**Heather:** Follow up with keynotes to get titles and abstracts for their talks

Heather: Find volunteers

**Mandy:** Post information about keynotes on the website when it's available

**Liv:** Send copy of letter to U Sask. To Holly as a template

**Holly and Heather:** Send formal written request to Douglas College

**6. Treasurer's report:**

Jordana had no new updates since her last report. Liv and Brian are working on recruiting sponsors and have divided their tasks. The Board determined pricing for the conference, based on food costs of \$60 per person for the two days:

Early bird cost: \$125

Regular cost: \$150

Student costs: \$75 (early bird) and \$100

**Action Items:**

**Jordana:** Set up and open registration by mid-February. Payment must be received by the early bird deadline to receive the early bird rate

**Jordana:** Email old budget to Heather to include in the conference planning guide

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

All memberships begin/end from conference to conference. There is no urgency to separate membership from conference fees right now.

**8. Regional Affiliate Process:**

Sarah asked how we could promote the opportunity to become a regional affiliate, and suggestions included adding regional breakout sessions to the program, mentioning the option in the program, and talking about the option at the AGM.

**Action Items:**

**All:** If you have feedback or suggestions about the document with the process for becoming a regional affiliate that Heather sent out last year, email her by January 25<sup>th</sup>.

**Heather:** Make a note to talk about regional affiliates in President's Report at AGM.

**9. CWCA Conference 2020:**

Mandy has received approval from Huron University College to host CWCA's 2020 conference when Congress is at Western.

**Action Items:**

**Mandy:** Reach out to Michelle Hartley at King's to co-organize

**Heather/Sarah:** Add the location for 2020 to the program

**Mandy:** Email Heather to get her to send room booking information

#### **10. Report from CASDW representative (TBA):**

We do not yet have a representative from CASDW.

#### **Action Items:**

**Sarah:** Reach out to CASDW again

**Heather:** Officially add outreach to other organizations to the VP role in the by-laws

#### **11. Adjournment**

Meeting adjourned at 12:56 pm EDT

#### Next meeting:

February 15<sup>th</sup> (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*