

## **CWCA Board of Directors Meeting**

June 26, 2018

**Present:** Heather Fitzgerald (President); Sarah King (Vice-President); Brian Hotson (Past-President); Jordana Garbati (Treasurer); Nadine Fladd (Secretary); Mandy Penney (Communications Chair); Liv Marken (Past Conference Chair); Holly Salmon (Conference Chair); Lindsey Voisin (Member-at-Large)

**Regrets:** Nancy Johnson Squair (Member-at-Large)

### **Call to Order**

The meeting is called to order at 12:02pm EST.

#### **1. Approval of agenda (Heather):**

Approved as amended

#### **2. Approval of minutes (Heather):**

April 27, 2018 – Approved

#### **3. Introduction of new Board members (Heather):**

- Heather introduced Lindsey Voisin (new Member-at-Large) from Nipissing. Lindsey said she has been attending the CWCA conference for the past few years, has found it motivating, and is looking forward to working with the Board.
- Heather introduced Mandy Penney (new Communications Chair) from Huron University College. Mandy has worked with several Board members before on the Communications Committee.
- Heather introduced Holly Salmon ( Co-conference Chair/Local Host) from Douglas College. Holly works with Nancy and says she has always gotten a lot out of participating in CWCA.

#### **4. Conference 2018 debrief (Liv and Sarah):**

- Liv mentioned that one of her conference assistants still has three more hours that he can contribute to wrapping up the conference. The Board tentatively agreed to have him write up the feedback from the post-conference survey.
- Sarah summarized the feedback from conference participants:
  - 40 out of approximately 60 participants completed the survey
  - Most feedback was extremely positive.
  - Most positive feedback focused on the food, the friendly people, the keynotes and plenaries, the opportunities for networking, and the research panels and workshops
  - Some respondents commented that the round tables were too noisy and it was difficult to hear

- Some respondents commented that the first day of the conference was too long, and that they would prefer a longer conference with longer breaks
- Respondents commented that they liked the idea of the “state of writing centres” panel, but that its execution didn’t quite work this time. They suggested adding a reading, a clearer direction to the panel, or a narrower focus
- Round tables too noisy
- Conference Program: 80% of respondents would like a print program; 50% would like a PDF; and 20% would like to use a conference app
- 60% of respondents said they plan to attend the conference in Vancouver; 32% said maybe
- Conference cost: participants would be willing to pay up to \$175.00. Some respondents suggested using a sliding scale for conference fees for students, underemployed participants, etc.

Sarah’s suggestions based on the survey feedback:

- We should consider pre-conference workshops. These could take place in the morning of day 1. The first day of the conference could then be a half day in the afternoon, and the full day of the conference could take place on day 2.
- Keynotes and plenaries should bookend the conference. They gather everyone together at the beginning of the conference and give everyone a chance to say goodbye at the end
- At least one of the plenaries should be given by someone local to the Vancouver area
- AGM: could take place over breakfast on day 2

#### 5. **Conference 2019 planning (Sarah and Heather):**

- Discussion of poster presentations and round tables: we need a low-stakes option for participants to take part in the conference, but we didn’t have very many poster presentations and the round-tables were a partial success.
- Posters:
  - Do we want to reserve poster presentations to conferences in metro areas because presenters are unlikely to travel to present a poster?
  - Do we want to encourage students to submit posters?
  - If we do poster presentations again, we might consider a fund to cover printing costs
  - We could leave posters up for the entire conference near the book fair
- Round-tables:
  - Should we offer lightning talks as a low-stakes option?
  - If we do round-tables again, we need to give more guidance to “presenters” about the interactive structure of the format, and think more about the connections between round-tables: three round-tables that share the same theme in a room?
- State of Writing Centres panel:
  - Brian suggested that the panelists need to have time to gather together beforehand

- Nadine suggested asking a consistent set of questions to each panelist to make things more discussion-based
- Liv suggested we flip the structure and have discussion among conference participants at their tables before the open discussion?
- Heather suggested we use the listserve to identify “hot topics” of the year and have each panelist speak to those issues

**6. Update from the Treasurer (Jordana):**

- We currently have \$11,000.00 and all conference expenses have been paid
- 3 people haven’t paid for the bus to Regina: in the future we should secure a deposit
- Projected budget: Jordana estimates that the Vancouver conference will be \$15,000.00
- Revenue minus expenses for fiscal year = carry-over of \$2,000.00
- If we offer a sliding scale for conference attendance, how granular can we get re: budget projections? Our base fee needs to cover the cost of food at the very least
- Future discussion: what are our standard rates for keynote speakers?
  - Our usual practice has been \$1000.00 for keynote and up to \$1000.00 for travel and accommodation. Is this too high?
  - We can use a sliding scale – ask the presenter what they charge and then state what we can offer

**7. Update from the Secretary**

- Google drive folder(s): Nadine will send out an email about access to Google Drive folders and will extend access to Holly Salmon
- Nadine will send out a Doodle Poll to determine meeting dates for July and August, and a consistent monthly date for the fall

**New Business:**

**8. Position Statements (Heather):**

- Brian will take the the lead on this project: Discussion pushed to next meeting

**9. President’s Report (Heather):**

- Heather has completed Industry Canada filing

Adjournment

Meeting adjourned at 1:44 pm EST

Next meeting:

July 24, 2018 12:00pm to 1:30pm

Aug 28, 2018 12:00pm to 1:30pm