

CWCA Board of Directors Meeting

March 26, 2018

Present: Sarah King (Vice-President); Brian Hotson (Past-President); Jordana Garbati (Treasurer); Kathy Block (Communications Chair); Nadine Fladd (Secretary); Nancy Squair (Member-at-Large); Liv Marken (Conference Chair); Linnet Humble (Member-at-Large)

Regrets: Heather Fitzgerald (President)

1. Call to Order

The meeting is called to order at 12:11pm EST.

2. Approval of agenda (Sarah):

Approved

3. Approval of minutes (Sarah):

February 21, 2018 – Approved as amended

4. President's Report (Sarah)

- Heather Fitzgerald (President) is away, but submitted a written report (copied below)

I. AGM Planning

- Not all BOD members have access to the AGM planning and conference planning documents in the Google Drive folder. Nadine will adjust the permission

I. Open Positions

- The President must communicate to membership which positions are open to be filled (by April 6th)
- Positions up for Renewal:
 - Secretary
 - Treasurer
 - Member-at-Large x 2 (Linnet will not be seeking renewal; Nancy is happy to stand again)
- Positions that may be up for Renewal:
 - Communications Chair (Kathy Block may or may not resign – will inform the BOD by April 6th)
 - President (the BOD is unsure when Heather's term is up and will check minutes from last year's AGM to confirm)

II. AGM agenda approval

MOTION

BIRT that the Board will vote to approve the AGM agenda via email to ensure that it can be circulated 30 days before the AGM.

APPROVED unanimously

- **Board retreat, Wed. May 23, 2018, 12:00 - 5:00**

- Liv has booked a room for 30. It is close to Starbucks. Liv will order lunch for 12:00 confirmed

- **Ongoing Projects**
 - **Regional Affiliates – draft guidelines**
 - The Board discussed the draft guidelines and decided that these are excellent draft guidelines, possibly with the exception of #5. Jordan wondered if we actually have funding to share with regional affiliates. The discussion of the draft guidelines, will be added to the agenda for the Board retreat
 - Discussion points:
 - Remove: “The purpose of regional affiliates” and replace with “Regional affiliates encourage”
 - We don’t need to set geographical boundaries about what counts as “regional “
 - Discussion about whether CWCA should approach regional groups that already exist and ask if they want to be regional affiliates (Southwestern Ontario unofficial network, Campus Alberta Writing Network)
 - Information about becoming a regional affiliate can be shared through CWCA listserv/website
 - There is no cost at this point to become a regional affiliate

- **Membership Benefits**
- The Board discussed this section of the President’s Report and decided to defer this discussion to the Board Retreat as it concerns the future of CWCA as an organization and is part of a larger discussion
- Discussion points:
 - There is a lot being suggested re: membership benefits. Does CWCA need a membership coordinator or do these responsibilities need to be placed within the portfolio of an existing board member?
 - Discussion of whether these services/benefits fall under the purview of the communications team
 - Brian suggested focusing on mentor matching and regional affiliates instead of SIGs
 - A separate position for these responsibilities might be helpful because a members-only section – as proposed – will require someone to produce this content
 - Discussion of whether the listserv become members only, or whether there will be two listservs. Listserv members are not currently required to be members of CWCA.
 - Brian and Jordan expressed concern over this approach and suggested that listserv access should be left off the list of member benefits.
 - Discussion about who maintains the listserv and who has the ability to remove people from it: Linda McCloud-Bondoc: lbondoc@athabascau.ca
 - Discussion about a password-protected page on the CWCA website and whether or not we want to restrict access to information
 - Other member benefits to focus on: right to vote, access to travel grants, access to the community

- **Conference Planning Manual**
- **AGM planning manual**

President's Report
March 12, 2018

I have been working on a few things for CWCA over the past few weeks, so wanted to report on these even though I'll miss the next Board meeting.

1. Sponsorships and funding:

So far we have the following sponsorships/ funding sources:

- A. Macmillan publishing: \$500 USD
 - B. 26LLC/WCOnline: \$500 USD
 - C. Nova Southeastern University: \$100 USD for a full page ad
 - D. IWCA affiliate conference support: \$250 USD
- Total: \$1350 USD (for comparison, last year we received \$1900 USD)

I or other Board members have sent email queries to the following:

- A. ~~Sage Publishing (Jordana)~~
- B. ~~University of Regina Press (declined)~~
- C. Thistledown Press
- D. Broadview Press
- E. University of Chicago Press

I am prepared to seek funding to support the costs of the ASL interpreter. I thought perhaps a Saskatoon credit union (Affinity and Connexus came up in my Google search) or business. Does anyone know of any businesses that promote connection and accessibility as keywords in their branding?

2) AGM Planning Document

I took advantage of Clare's expertise in all things AGM before she left to start a document outlining the basic requirements and timelines for planning the AGM.

Could everyone please take a look at this document and note or correct any omissions or mistakes?

https://docs.google.com/spreadsheets/d/1wd9YiYyoOz-0dupE_izbJCB4Q1G7A8tk730AaYAURHM/edit#gid=1575786560

Important AGM timelines:

Could those whose terms are coming to an end or who are stepping down from their role please identify themselves at the March meeting? I will need that information when I send out a request for agenda items/ nominations to the membership, which I will try to do by or before Apr. 6

We need to send out the draft agenda for the AGM by or before April 25, which is before our April meeting on Apr. 27. Are we okay approving the AGM agenda via email?

3) Regional Affiliates Guidelines

After a meeting of BC Writing Centre people last month (our fourth in the past few years), the group decided that they would like to become an official regional affiliate of CWCA. I promised to look into processes, but it appears CWCA currently has none. So I took the liberty of drafting some (see below).

Guidelines for Regional Affiliates of CWCA

The purpose of regional affiliates of CWCA is to enable and foster connections between writing centre professionals outside of our annual conference. By creating opportunities for smaller group gatherings within particular geographical regions, we also hope to make involvement possible for those without large travel budgets who cannot regularly attend our national conference.

Regional affiliates

1. maintain an active membership list
2. provide content for a dedicated page on the CWCA website
3. commit to organizing a minimum of one regional event per calendar year
4. provide CWCA with updates about regional events and news, as required
5. are eligible for funding to support regional events

To apply for regional affiliate status, regional groups need to demonstrate:

- 1) that they have developed and maintain a list of regional participants;
- 2) that they communicate with this list regularly;
- 3) that they have organized at least one gathering of participants within the last twelve months;
- 4) that they have identified a point person who will be responsible for communications with CWCA

Applications can be made via email to the current CWCA President

<https://cwcaaccr.com/about/>. Regional affiliate status is conferred by the CWCA Board.

4) membership benefits

Brian and I started a brainstorming document in January about the benefits of membership that we could use to promote membership across wider communities (i.e., separating membership from conference attendance). I have gone back into this and separated those “benefits” that we could highlight now, and those that we may want to develop in future.

If you approve this document, in theory, I am happy to work with Kathy to build up our membership page and create a members’ only page on the website.

CWCA Member Benefits: Proposed Mar. 2018

Short term benefits (could be implemented and advertised now)

As a member of CWCA, you will receive:

- Access to important resources and information for new writing centre professionals
- Reduced conference fees to the annual Canadian Writing Centre Association conference

- Access to travel grants for the CWCA conference
- support from CWCA for members undergoing restructuring, downsizing or significant institutional changes
- Information about relevant CWCA regional associations
- Access to a members-only section of the CWCA website
- A right to vote in annual general meetings and elections

Information and resources to include on a password-protected web page with helpful information for members; this information could also be sent in an email through ePly when new members register

- Info about joining the CWCA listserve
- Info about joining the wcenter listserve
- Link to IWCA
- Links to and information about key Writing Centre publications:
 - WLN Blog
 - WLN Journal
 - Writing Center Journal on JSTOR
 - Praxis: A Writing Centre Journal
 - PeerCentred
 - Dangling Modifier
- Information about regional associations (if we set these up) and key contacts, ways to join
- Information about SIGs if we decide to keep them
- Our CoP page if we decide to keep and update this

Long-term projects that we could develop in future years

Newsletter or blog (quarterly)

Mentor matching: opportunity to be paired with an experienced writing centre professional for a period of time (one year)

Advocacy documents: position statements; letters of support; advice and mentorship for members facing restructuring or threats of closure.

Members-only events: online or f2f writing retreats; research and publication bootcamps;

On-site visits for planning and developing writing centres (Writing Centre in a Box Program)

Best practices documents?

5. Conference 2018

1. Update from Conference Planning Committee (Liv)

- Greg Younging accepted our invitation to present at the conference – hopefully during the cocktail hour of the poster presentation session. The timing has not been confirmed

- Another potential time: after the AGM – before people get on the bus
- Younging is also the opening keynote for Editors' association of Canada before CWCA
- Live was approached by English Department who might be interested in attending – Liv will extend invitations to interested parties/units on campus
- The presentation/talk should be 30 minutes to 1 hour
- The Board agreed that Liv would purchase gifts (\$75.00 max per person) for Younging and the keynotes (x2). Jordana has budgeted \$400 in total for gifts

b) Registration (Jordana)

- 29 people registered right now; Early Bird registration deadline is still April 13th
- Sarah asked presenters to register by March 31st
- Brian pointed out that some people are waiting for the new fiscal year to register; the Board will keep this in mind when setting registration deadlines for next year

c) Sponsorships (Sarah--from Heather)

- Chicago UP – potential sponsorship – Heather will close that
- Discussion of whether or not there will be a printed program to acknowledge sponsors

d) Travel grants (Linnet)

- Received 10 applications for travel grants: 1 not from a presenter (disqualified) , 1 a week late (disqualified)
- 8 applications were considered
- 5 travel grants were awarded
- Applications were ranked first by financial need, with one exception: one applicant with high financial need had attended before and received a grant before, so preference was given to first-time CWCA attendees
- Travel Grant Recipient Demographics:
 - 2 students; 1 full-time staff/faculty, 1 part-time staff/faculty; 1 other (independent researcher, probably)
 - 3/5 identify as belonging to an underprivileged, underrepresented disadvantaged group
 - All first-time attendees
 - Travelling from: 1 from UofT, 1 from Ryerson, 1 from UManitoba, 1 from the country of Georgia, 1 from U Illinois at Chicago
 - Recipients indicated financial shortfalls of \$450-\$2250
- Travel grant notifications were sent out March 22; 4 out of 5 recipients have confirmed so far
- Potential discussion for board retreat: funding criteria for future conferences -- do we need to revisit the first-time attendee criteria? What if applicants are part of team-presented research? Should those applicants receive less consideration than applicants who are the sole presenters of their work?
- Travel grant recipients receive their cheque at the conference
- Recipients are acknowledged in the program but there is no public announcement/ceremony

e) Conference Program (Sarah)

f) Guidebook app (Brian)

- The mobile app allows session attendees to rate the session, take notes on the session
- A decision about whether or not to use Guidebook for the conference will be deferred to the April Board meeting
- Presenters can provide contact information and organizers can send push notifications if the schedule changes last minute
- The app included a Networking tool, campus maps, weather reports
- There used to be a free version of Guidebook (up to 150 downloads). Now it's \$5.00 a download
- Anticipated downloads: 95 people = \$475.00 USD or \$620.00 CAD
- Media channels coordinator Rebecca will do the work of setting this up if the Board decides to use Guidebook for the conference
- Jordana suggested including questions about whether conference participants would prefer a paper or digital program as part of this year's end-of-conference survey
- Rating: do we do feedback at the end of the session? Sarah is hesitant to spend the money for our small conference and considering we have already spent the money on the ASL interpreter
- Jordana: end of conference survey – ask them if they would prefer a paper program or online program – survey attitudes to online guides

g) ASL interpretation (Jordana)

- CWCA received a request from a conference registrant from the U.S. who needs an ASL interpreter for almost the entire conference
- The cost of live transcription and an ASL interpreter are almost the same
- Liv pointed out that we need to allocate money in the budget for this kind of thing in the future
- Jordana will make a note that we need to include accommodation request money in next year's budget

MOTION

BIRT the Board approve approx. \$2000.00 for an ASL interpreter for a conference participant

APPROVED unanimously

6. Update from the Treasurer (Jordana):

Jordana's notes:

- I have attached the CWCA budget info I prepared last June. We haven't spent any money yet. Usually all the invoices roll in post-conference. I haven't received an updated quote for the ASL interpreter, and food costs aren't finalized until we have final numbers.
- ASL Interpreter quote was for \$2000. We haven't received an updated quote based on the attendee's needs.
- We have received a sponsor cheque from 26Design/WCOnline for \$500USD. I believe this was mentioned at a previous meeting.
- Heather has been in touch with IWCA about a sponsor cheque. We have not yet received it.

- Heather has been in touch with MacMillan about a sponsor cheque. We have not yet received it.
- I issued a cheque for \$500 CAD to Malcolm Sutton (the CWCA logo designer) on March 2, 2018.
- I issued a cheque for \$126.18 CAD to Lucie Moussu (for website domain renewal) on January 25th. I believe we discussed this at a previous meeting.
- Student bursary revenue (via this year's conference registrations): \$120 CAD. I think we should decide how to spend this money (either for this year or next year). We keep collecting it, but I don't remember if we've ever issued student bursaries. As of May 3rd, 2017, we had \$495 CAD collected, so we now have \$615 CAD allocated for student bursaries.
- Current BMO balance: \$14,380.39 CAD
- Current PayPal balance: \$415.91 CAD
- Current outstanding debt - ePly: \$36.80 CAD 12. At the end of this month, I will start preparing CWCA's yearly financial statement which I will present at the CWCA AGM. (CWCA's fiscal year is April 1st to March 31st.)

Discussion:

- Lucie Moussu's information is still attached to website domain renewal – we need to fix this registration information– action item for communications committee (action item for Communications Committee)
- Agenda item for the Board retreat: decide how to disburse bursary revenue

7. Update from the Communications Committee (Kathy)

- The communications Committee is working on conference website
- Liv asked about the green space list idea – has an intern who is putting information about green spaces near the conference site together to list on website
- Last year the PDF of the conference program didn't appear on the website; the Communications Committee will post it this year
- The new CWCA logo is ready and the Communications Committee is free to start using it; the Board will draw attention to this new logo at the conference

8. Update on CJSDW Special Section (Kathy)

- Clare, Jordana and Kathy are working on the introduction to the special section
- Four articles have been sent to the copy-editor
- In the previous meeting the Board agreed that Kathy will approach CJSDW about another special issue for next year

9. Update from IWCA rep (Brian)

- IWCA's position statement on singular use of "they" is in progress
- CWCA should acknowledge this when it comes out – put on next month's agenda
- OWL at Purdue was criticized on FOX news for being "anti-men":
<http://video.foxnews.com/v/5739547803001/?#sp=show-clips>

10. Other Business (Sarah/Brian)

- CASDW/CWCA Position statement: Deferred to next meeting

11. Adjournment

Meeting adjourned at 1:36pm EST

Next meeting:

April 27, 2018 12pm – 1:30pm EST