

CWCA Board of Directors Meeting

September 28, 2018

Present: Heather Fitzgerald (President); Sarah King (Vice-President); Brian Hotson (Past-President); Nadine Fladd (Secretary); Liv Marken (Past Conference Chair); Holly Salmon (Conference Chair); Nancy Johnson Squair (Member-at-Large); Mandy Penney (Communications Chair);

Regrets: Jordana Garbati (Treasurer); Lindsey Voisin (Member-at-Large); Liv Marken (Past Conference Chair); Holly Salmon (Conference Chair)

Call to Order

1. Call to order

The meeting is called to order at 12:01pm EDT.

2. Approval of agenda (Heather):

Approved as amended

3. Approval of minutes (Heather):

August 30, 2018 – Approved.

Note: future minutes will continue to highlight **action items** for each Board Member

4. President's report (Heather):

At the last meeting the Board discussed a Writing Centre coordinator job posting for UPEI that is part-time, not year-round, and lists general skills as qualifications rather than writing centre or writing-pedagogy specific skills. Heather drafted a letter to UPEI regarding the position, and Brian gave feedback on it. The Board discussed who to send the letter to: VP Academic and Cc head of student services. Heather had reservations about describing the support CWCA can offer, and indicated that the letter needs more revision before it is sent out. The Board discussed that the tone of the letter should not be scolding, but instead focus on how CWCA can offer examples and models of how other WCs do things across the country.

Heather also met with Sarah the week before the meeting to discuss action items from the August 30th Board meeting, and spoke with Mandy about what the Communications Committee is doing.

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

CFP

The Board discussed the draft CFP that Heather had distributed via email, and worked to revise it together in the google doc.

Action item: Finalize the CFP by the week of October 8th (Sarah, Heather, Nadine, Mandy)

Action item: Discuss and refine the definition of "multimodal" in the CFP (Nadine and Mandy)

The Board then discussed the presentation formats they might be open to for the conference. We discussed using the round-table format again, but putting presenters in different rooms to help with the noise issues participants and presenters experienced last year. We discussed taking the poster format out of the CFP and instead offering a different

low-stakes format that would allow attendees to share handouts/resources through a writing, research and pedagogy fair. We also discussed the possibility of a resource exchange or “swag swap.” We also discussed saving at 2-3 hour block of time for an “un-conference” instead of formal panel/plenary session. We also discussed the possibility of a resource exchange or “swag swap.”

Additional conference logistics

Holly has done outreach to local hotels. The closest hotel to Emily Carr is a 15-minute walk and rates are in the \$150-160 price range; she has booked a small block of rooms there and is waiting to hear from other hotels, including downtown hotels, to offer conference attendees a range of options.

Heather has reached out to the caterer she recommended at the last Board meeting. She asked for a quote based on an estimate of 100 people for the whole conference (not including evening catering). She is expecting a quote in the range of \$35-40 per person. There are also coffee shops on campus; depending on the quote, we may want to consider having participants purchase their own breakfast and coffee.

Conference communications

Heather and Mandy discussed creating and sending out a save-the-date with preliminary conference details for the list serv and posting information to the CWCA website.

Action item: Send out save-the-date to CWCA list serv and post conference information on website (Mandy)

Plenary speakers

Heather reached out to Steve Marshall at SFU about being a plenary speaker. He is enthusiastic about the idea and happy with the \$500.00 honorarium that Heather offered.

Heather also reached out to Daniel Heath Justice, but received an automatic response that says he doesn't respond to unsolicited emails. She will try to connect with him through colleagues or his publisher. She may also send a letter by mail to reach him.

Action item: Find another way to connect with Daniel Heath Justice re: plenary speaker role (Heather)

6. Update from the Communications Committee (Mandy):

In lieu of a meeting, the Comms. Committee, made up of Mandy, Brian Hotson, Stephanie Bell, Julia Lane, and Shanaz Shahtoosi, developed a collaborative google doc for the Comms. Committee to discuss its future plans. The website will be the main focus. This will include creating an index of everything that's on the website and the google drive to sync them up; identifying different ways of drawing member interest to the website, including a collaboration space, special interest pages, etc.; and posting conference information. Heather suggested creating a page dedicated to membership benefits. In terms of Social Media, the Committee doesn't think a CWCA facebook page has worked well: they would like to provide links to other relevant facebook groups and focus on using other social media. One priority is recruiting someone specifically to manage the twitter account so that it doesn't fall on Jordana to maintain it. The Committee will be assigning leads and sub-groups to these tasks over the next few years.

Action item: Send conference information to Mandy for the website (Heather/Sarah/Holly)

Action item: Get a save-the-date out to the listserv and set up a conference page on the website (Mandy)

Action item: Find the digital files for envelopes/letterhead with the new CWCA logo or design them (Mandy)

7. Special section of CJSW/R (Nadine):

The CFP is still not posted on the CJSW/R website's announcements page. Liv and Nadine have confirmed that the online submissions system is working; we just don't have any submissions yet.

Action item: Send a reminder about the October 19th deadline to the CWCA and CASW/R list serv and recruit reviewers (Liv/Nadine)

8. Treasurer's Report (Jordana - in absentia):

- A couple of memberships have trickled in
- A couple of emails about listserv and membership registration “how to” have trickled in
- Current BMO bank balance: \$9,637.64 CAD
- Current PayPal balance: \$228.18 CAD
- Balance owing – Eply - \$4.60 CAD

The Board discussed the fact that Jordana has received a few inquiries into institutional memberships. Heather pointed out that institutional memberships would not be possible or useful until we separate membership from conference registration.

Action item: Add separating membership from conference registration to the agenda for October meeting (Jordana/Nadine)

9. IWCA 2018 in Atlanta (Sarah):

Sarah is attending. There is a Thursday night session for SIGS planned, and CWCA has a room.

Action item: Send a message out to the listserv (Sarah)

Action item: Attend IWCA Board meeting and let Sarah know how to represent CWCA (Brian)

Action item: Bring printed copies of the CFP/save-the-date to IWCA if they are ready (Sarah)

10. Collaborations with CASDW (Sarah):

Sarah met with Andrea Williams (CASDW) to discuss how the two organizations could collaborate more closely. CASDW invited CWCA to send an ex-officio member to sit on their Board, and Sarah suggested that we invite a CASDW member to sit as an ex-officio member of the CWCA Board. We could try this collaboration out this year and then officially change our bylaws at the next AGM.

CASDW’s first session of their conference (June 1st -- the day after our conference) will focus on how CWCA and CASDW can be allies in advocacy. The CASDW Board has discussed the position statement they wrote about the hiring of writing of writing instructors/tutors, and has agreed that it needs some revision. The June 1st session will offer a general discussion about what’s needed for CASDW/CWCA to be allies in advocacy, general possibilities for advocacy and collaboration, and working through the position statement document. Andrea Lunsford will be their keynote speaker.

Action item: Consider the prospect of having a CASDW ex-officio member join our Board and be prepared to vote on this issue at the October meeting (ALL)

Action item: Put voting on having a CASDW ex-officio board member join the CWCA Board on the agenda for October meeting (Nadine)

Adjournment

Meeting adjourned at 1:19 pm EDT

Next meetings:

October 26, 2018 12:00pm-1:30pm

November 30, 2018 12:00pm-1:30pm

December 14, 2018 12:00pm-1:30pm

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