

CWCA Board of Directors Meeting

January 25, 2018

Present: Heather Fitzgerald (President); Clare Bermingham (Secretary); Kathy Block (Communications Chair); Brian Hotson (Past-President); Nancy Squair (Member-at-Large); Liv Marken (Conference Chair); Sarah King (Vice-President); Linnet Humble (Member-at-Large, East)

Regrets: Jordana Garbati (Treasurer),

Regrets:

1. Call to Order

The meeting is called to order at 12:03pm.

2. Approval of agenda (Heather):

Approved as amended

3. Approval of minutes (Heather):

October 6, 2017 – Approved as amended

November 24, 2017 – Approved as amended

4. Operational items (Heather Fitzgerald)

a. Report from Board Exec meeting, Dec. 20, 2017

- Discussed a membership management system, which shifted to a conversation about CWCA's long term growth. We decided to review membership – who has fallen away, who are we missing, etc. – and also to consider sending a survey to membership about what they would like to see from CWCA.
 - Brian suggested that perhaps this work could turn into formation of an outreach committee. He has been approached by a couple of high schools interested in starting writing centres, and these are possible future members.
 - Clare asked about the history of individual / institutional membership. Would the latter produce more consistency?
 - Brian and Heather agreed that we need to work out what the benefits of membership are beyond the conference, and they discussed the possibility of a members' only section with access to those benefits, even if just the listserv at this point. Some of this could be done now by drafting an email that gets automatically sent to new members.
- Discussed our banking agreement and decision to stay with Bank of Montreal
- Discussed conference call system and the issue with it living with members who may shift in and out of the executive. Sarah King is investigating other options for conference calling.
- Discussed re-designing the budget to move away from a conference-specific budget
- Discussed Sarah King's decision to conduct proposal reviews manually instead of using an electronic system which can be unwieldy for a small conference.
- Shared that we have our first program ad for the conference program.

b. Budget Proposal for 2018-19

- See amended sample CWCA budget.
- Heather emailed IWCA affiliates/regionals and asked to see their budget. Most use their conference as a revenue-generating tool to fund their other activities. They have a goal amount, and they work to meet that budgetary goal.

○ Included:

- Awards and grants: Heather focused on travel grants for members and grants to send members to other conferences.
- Costs for AGM and potential board retreat
- Regional support to help regions develop meetings or to support existing meetings
- Possible blog with fees for contributors and production
- Financial cushion to protect in case a conference fails and loses money

○ Discussion:

- The Board articulated support for this budget model generally. Brian suggested that this opens up the possibility of institutional support, particularly from large institutions. Linnet asked if there's a threshold to how much we can carry forward year over year as per Industry Canada. Heather will ensure we check into this.

c. Board retreat, Wed. May 23, 2018

- Brian had proposed that CWCA runs a Board retreat one day ahead of conference. Heather unofficially surveyed the group to see if there's interest and ability to attend. Based on results, she will proceed with planning with Liv.

d. Ongoing Projects:

Membership: no update

Conference planning manual: no update

AGM planning manual: no update

6. Conference 2018 (Liv Markem / Sarah King)

a. Update from Conference Planning Committee (Liv)

- Funding: U of Saskatchewan conference fund has provided \$1500. Has discussed with Sarah and Heather about possibly using it to pay someone to help with organizing. Honorarium for an Elder will cost about \$150 – \$200.
- Space booking: has spoken with the Library about using space and they are supportive.
- Asked about the potential number of attendees. Estimate is 80 people.
- Roundtables: asked about the number required. Sarah can provide this information
- Has been in contact with Greg Younging who is publishing *Elements of Indigenous Style: A Guide for Writing By and About Indigenous Peoples*, a book about writing in Indigenous Studies, perhaps to do a book signing or some other activity. Has suggested to publisher that an ad in the program would be of benefit. Heather suggested offering a table for the publisher.
- Tech support will be provided by the Library
- Bus to Regina – cost will be about \$1000 and seats 56 people.

- b. Proposal review process (Sarah sent a written update; read by Heather)
 - 40 proposals received. 13 reviewers received 9-10 proposals based on their interest. Reviews due back by Feb 5. Aiming to send acceptances by Feb 16.
- c. Registration (Jordana)
 - Jordana sent a link to the registration page. Heather suggested we try to go live with registration by **February 5**, along with a rough schedule for the conference. Should be included with acceptances to presenters.
 - Jordana also included the proposed fee breakdown:
\$125 (\$75 students) early bird / \$140 (\$90 students) after April 13. She will update the fees to reflect the early/late bird distinction on April 14th. This fee structure should definitely be on the website. Asked Kathy to add this to the Registration page.
- d. Website info (Kathy) – already discussed
- e. Sponsorships (Heather):
 - Has followed up with those who had tables last year and is waiting to hear back. If anyone has contacts or suggestions, please email Heather. IWCA provides \$400. WCAonline purchased a table last year. Brian suggested local banks interested in providing student loans.
- f. Travel grants (Linnet):
 - Would like to have information about travel grants, including application form, prepared for accepted presenters with acceptances. Ideally, we would know the number and value of the grants by this point. If we keep it the same as last year, it would be 5 x \$400. Heather suggested that we provide information about previous years' grants as a guideline.
 - Linnet noted that we had previously discussed prioritizing grants from members of populations traditionally underrepresented. If we want to do this, what language would we use? Heather suggested that we prioritize first-time presenters at CWCA, and suggested looking at CCCCs travel grants. Also suggested asking if applicant has previously received a travel grant from CWCA.
 - Submission of forms: provide three weeks to submit. Respond to applicants by March 9th.
- g. Conference Program (Heather / Sarah)
 - Last year, we had an illustration for the cover. Would we like to go ahead again? Heather has an illustration student who could do that. Nancy suggested we wait until we have a sense of how we'd like to unveil the new logo. Heather agreed.
- h. Guidebook app (Brian)
 - Will pull schedule from website. Can be launched whenever we need to.

5. Update from the Treasurer

\$13,000 balance in the bank. Memberships end at AGM.

6. Update from the Communications Committee (Kathy Block):

a. Logo Designs

- The group is evenly split between the chair and text logos. Will take the discussion back to the Communications Committee for the final decision

7. Update on CJSBW/R Special Section (Kathy Block):

No update at this time.

8. IWCA Board Retreat and Conference Report (Brian Hotson):

No update at this time

9. New Business

a. Secretary Resignation and Transition

- Nadine Fladd of University of Waterloo will join the Board meeting next month in an unofficial capacity.
- Clare's resignation is effective February 28

10. Adjournment

Meeting adjourned at 2:00PM.

Next meetings:

To be determined.