

CWCA/ACCR Board of Directors Meeting

Jan. 17, 12-1:30pm ET

Video conference

Present: *Marci Prescott-Brown, Christin Wright-Taylor, Clare Bermingham, Mark Blaauw-Hara, Jenna Goddard, Julia Lane, Sarah Gibbons, Jessica Lowry, Liam Monaghan, Gillian Saunders*

Regrets: *n/a*

1. Call to order (Prescott-Brown)

- Land Acknowledgement: Jenna Goddard
- The meeting begins at 12:11pm ET.
- Meeting Engagement Facilitator: Mark Blaauw-Hara (thanks, Mark!)
- Meeting Ogre: Jenna Goddard
- Approval of Agenda (approved)
- Approval of December Minutes (approved)

ACTION: *volunteer to give land acknowledgement at our next meeting?*

New Business

2. Conference planning

- Call for Proposals went out
- We are collecting submissions right now.
- Seeking approval for Assistant Chair of Conference job description
 - Job Title: Assistant Conference Chair
 - Location: Remote
 - Position Type: Part-time, Contract
 - Compensation: \$3,000
 - About Us: The Canadian Writing Centre Association (CWCA) is dedicated to supporting writing centres across Canada through professional development, networking, and advocacy. As the Writing Centre Director and Vice President of the CWCA, we are seeking a motivated and organized individual to join the CWCA board as the Assistant Conference Chair. The position runs from January - June 30, 2025. This role is crucial in ensuring the success of our annual conference, which brings together writing centre professionals from across the country.
 - Job Summary: The Assistant Conference Chair will work closely with the Conference Chair and the CWCA executive team to plan, organize, and execute the annual conference. This position requires excellent organizational skills, attention to detail, and the ability to work

collaboratively with various stakeholders.

- Key Responsibilities:
 - Assist in the development and implementation of the conference agenda and schedule.
 - Coordinate with speakers, presenters, and panelists to ensure timely submission of materials and adherence to deadlines.
 - Manage conference registration, including processing registrations, sending confirmations, and handling inquiries.
 - Assist in the creation and distribution of promotional materials and communications related to the conference.
 - Support the Conference Chair in managing the conference budget and tracking expenses.
 - Organize and participate in regular planning meetings with the Conference Chair.
 - Provide synchronous support during the conference, including registration desk management and troubleshooting any issues that arise.
 - Collect and analyze feedback from conference attendees to inform future planning.
- Qualifications:
 - Bachelor's degree in a relevant field (e.g., Communications, Event Management, Education) or equivalent experience.
 - Previous experience in event planning or conference coordination is highly desirable.
 - Strong organizational and time management skills.
 - Excellent written and verbal communication skills.
 - Ability to work independently and as part of a team.
 - Proficiency in Microsoft Office Suite and familiarity with event management software.
- How to Apply: Interested candidates are invited to submit their resume and a cover letter outlining their qualifications and experience to chtaylor@wlu.ca by [application deadline]. Please include "Assistant Conference Chair Application" in the subject line.
- Application Deadline: [Insert Date]
- Contact Information: Dr. Christin Wright-Taylor, Writing Centre Director & Vice President, CWCA chtaylor@wlu.ca
- We look forward to receiving your application and thank all applicants for their interest. Only those selected for an interview will be contacted.
- **Board approves draft for posting/sending to membership.**
- Next steps: collecting submissions; need to have Conference Assistant Chair in

place to review submissions.

- *Board discusses.*

ACTION:

Repost CFP in the next couple weeks as a reminder to members.

Sarah G. to post Conference Chair application to website; Christin will send to membership (along with reminder of CFP and call for proposal reviewers).

Christin will let folks know if she needs support for hiring (will submit proposal to board).

Gibbons to send Christin the information added to the Conference Chair posting last year.

3. Formal process for funding requests

- Proposal for CWCA/ACCR Membership
- Short term proposal, for implementation conference 2025
 - Separate out conference fee and membership fee in conference registration. For example:
 - Regular Annual Membership - \$35
 - Conference Registration for members - \$100
 - Conference Registration for non-members (who do not wish to become members - \$150
 - Student Annual Membership - \$5
 - Student Member registration for conference - \$20
 - Conference Registration students who are not members and do not wish to become members - \$25
- Option to still have free conference registration categories, but maybe this does NOT grant membership (?)
- Or do we want free memberships? If so, I still suggest that it is worth having people intentionally indicate that they want to attend the conference AND they want to become members (and not have one defacto result in the other).
- As we sort out the membership fee question, we can also take these actions:
 - Membership will include automatic subscription to groups.io listserv (members can unsubscribe at any time). We don't need to remove those who are not members from the list, unless we want the listserv to become an "exclusive" member benefit.
 - We can also create an organizational LinkedIn page to replace some of the function that Twitter was playing before it became "X".

- Develop a process through which members can make formal requests of the org, ex. Requests for donations, requests for sponsorship/affiliation, requests for use of CWCA/ACCR assets (ex. Zoom Events license).
- Longer term proposal
- Once we've had a chance to try out this separated membership model:
 - Determine if there is a benefit to creating institutional membership options (and what these can look like)
 - Make a more concerted effort to understand what members want/need from the org
 - Determine how we want to use the listserv and whether there is a desire/need to create any specific "member benefits" or if the conference (and voting at the AGM) is sufficient for our members
 - If there is interest, see about building out benefits from groups.io membership (ex. file sharing for resource swapping, sub-group mailists, photo sharing, member directory)
 - Determine membership's interest/need re. A Canadian writing tutoring certification process
- Link to slides from members with benefits session at the conference: CWCA Conference Members with Benefits.pptx
- **Idea: replace individual membership fee with institutional membership Idea:**
- Set amount per institution: \$35.00 (based on Julia's number)
- Add a staff member:
 - 1 only: No additional fee
 - Up to 10: \$20.00 each
 - After 10: \$10.00 each
 - Add a student: \$5.00
- * This model alleviates the issue with some institution memberships which offer packages with a limited number of staff that you have to fit to (e.g \$300 for 10 staff, \$400 for 15 staff)
- *Board discusses.*

ACTION: Goddard to start planning for AGM (ensure last year's minutes were posted!).

Gibbons to ensure that the form states you need to be a member to apply to be Assistant Chair.

Taylor to post next week; review, and have someone in place by Feb. 14 to start reviewing.

Goddard to create a Google doc (and set a two-week reminder to add to it) for next month's meeting/discussion.

Business Arising

4. President's Report (Prescott-Brown)

- n/a

ACTION: continue being awesome!

5. Treasurer's Report (Blaauw-Hara)

- As of Jan. 9, we have \$21,551.38. We had no transactions last month.
- We remain on very stable financial footing.
- Blaauw-Hara: I think it's important that people know that we re-distribute funds for proposals, activities etc. This would be a nice benefit for members!

ACTION: continue being awesome!

6. Report from Membership Chair (Lane)

- (see proposal for CWCA/ACCR Membership)

ACTION: continue being awesome!

7. Digital Media Chair's Report (Gibbons)

- Last month, I created a page for the conference CFP on the website and added our new board members to the About page.
- Need to get paypal so we don't use board members' credit cards.
- On January 18, we'll be charged \$26 for our annual domain registration fee.

ACTION: **Goddard** to send out message to membership re: new board members. Sarah, continue being awesome!

Meeting ends at 1:16pm ET

Next meeting: Feb. 21, 12–1:30pm ET

Distribution: Marci Prescott-Brown, Clare Bermingham, Christin Wright-Taylor, Mark Blaauw-Hara, Jenna Goddard, Sarah Gibbons, Julia Lane, Jessica Lowry, Liam Monaghan, Gillian Saunders