

New England Archivists Executive Board Meeting  
October 21, 2016  
10 a.m. – 4 p.m.  
Countway Library of Medicine  
Boston, MA

Between October 21, 2016 and January 19, 2017, the Board discussed and voted on the following:

- Voted to approve the July 8, 2016 quarterly Board meeting minutes as submitted. The motion passed with a vote of 8-0-0.
- Voted to disband the Conferencing and Education Platforms Task Force. The motion passed with a vote of 8-0-0.
- Voted to appoint to the NEA Newsletter Elizabeth Coup as Session Reports editor and Sally Blanchard-O'Brien as Inside NEA editor. The motion passed with a vote of 8-0-0.
- Voted to appoint Heather Mumford and Pam Hopkins as Mentoring Program administrators for a term of one year (November 2016 - November 2017); Micha Broadnax, Irene Gates, and Matthew Gorham to the Membership Committee in the role of Mentoring Liaison for a term of two years (November 2016 - November 2018); and Jeannette Bastian as the Simmons College Mentoring Liaison (no term). The motion passed with a vote of 9-0-0.
- Voted to approve the Spring 2017 meeting budget. The motion passed with a vote of 7-0-2.
- Voted to appoint the following individuals to the 2017 Distinguished Service Award and Archival Advocacy Award Committees: Colin Lukens (Chair), Erik Bauer, Tom Blake, Michelle Chiles, David Reed, Sarah Shoemaker, Elizabeth Slomba, and Eliot Wilczek. The motion passed with a vote of 5-0-4.
- Voted to approve the final version of the FY2017 NEA budget. The motion passed with a vote of 8-0-1.
- Voted to approve as members of the Meeting and Travel Assistance Scholarship Committee: Abigail Cramer (chair), Prudence Doherty, Liz Francis, Silvia Mejía, Heather Mumford, Elizabeth Russell, and Jessica Sedgwick; and to approve as members of the Susan Von Salis Student Meeting and Travel Assistance Scholarship Committee: Abigail Cramer (chair), Liz Francis, Pamela Hopkins, Michael Lotstein, Silvia Mejía, Jessica Sedgwick, and Michelle Sigiel. The motion passed with a vote of 7-0-2.

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| 10:00 - 10:15 a.m. | Welcome, Introductions   |
| 10:15 - 10:20 a.m. | Approve minutes from July 8 Meeting - 5 min.   |
| 10:20 - 10:50 a.m. | Fall 2016 Program Committee (Annie calling in)   |
| 10:50 - 11:00 a.m. | Break  |
| 11:00 - 11:30 a.m. | Spring 2017 Program Committee  |
| 11:30 - 11:50 a.m. | Vice President's Report  |
| 11:50 - 1:00 p.m.  | Lunch  |
| 1:00 - 2:00 p.m.   | Discussion Items:<br>Roundtable Funding (20 minutes)<br>Status of RAAC Mentoring Model (5 minutes)<br>Advocacy Protocol - Jessica Sedgewick (15 minutes)<br>Conferencing and Education Platforms Task Force (15 minutes) |
| 2:00 – 2:30 p.m.   | Treasurer's Report   |
| 2:30 - 2:50 p.m.   | Communications Committee<br>Thank Kelli Bogan, Web Administrator, and her colleagues on the Comm Comm<br>for a well-received and significantly improved NEA website!<br>Outgoing Report (Jessica Tanny)                  |
| 2:50 - 3:00 p.m.   | Break  |
| 3:05 - 3:15 p.m.   | Strategic Plan - updates, roadblocks   |
| 3:15 - 3:40 p.m.   | Committee Vacancies <ul style="list-style-type: none"><li>● IDC</li><li>● Comm Comm</li></ul>  |

3:45 p.m. Adjourn Board Meeting, with the exception of the Board executive officers

3:45 - 4:00 p.m. Election Slate

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**In attendance:** Emily Atkins, Caitlin Birch, Anna Clutterbuck-Cook, Abigail Cramer, Ellen Doon, Krista Ferrante, Carolyn Hayes, Jennifer Gunter King, Juliana Kuipers, Colin Lukens, Silvia Mejía, Heather Mumford, Jessica Sedgwick, Jessica Tanny, Jane Ward

### **Welcome, Introductions**

At 10 a.m., Jennifer Gunter King called the meeting to order, followed by attendee introductions.

### **Fall 2016 Program Committee**

Annalisa Moretti joined the meeting via conference call and reported on the Fall 2016 Meeting, which was held Oct. 14, 2016, at the Yiddish Book Center in Amherst, MA. The meeting went well, and was well-attended. (Survey results with attendee feedback were expected to be available Oct. 24, 2016.) Emily Atkins reported a 93 percent attendance rate among registered individuals, and Annalisa said the pre-meeting tours were mostly full. Based on the attendance level at this meeting, Friday does seem to be a viable option for future Fall Meetings. Presenters were enthusiastic. On the downside, the schedule might have been too busy/ambitious. There was a large break built in after the plenary, but there wasn't enough of a break after the panel. Some attendees seemed to experience parking issues due to construction in one of the parking lots. Colin Lukens thanked the Program Committee and said that he saw many new faces at this meeting, which was a good thing. The new Fall Meeting model seems to be serving as a nice entry into NEA for individuals new to the organization.

Jennifer Gunter King said that there was a diversity in programming that worked well, and applauded the Program Committee for that. Future meetings might include more programming that encourages true networking. There's a tendency to treat breaks as an opportunity to talk to familiar faces rather than new/unknown ones, and the Board should think about how to achieve the latter. Annalisa said that the Program Committee discussed having a post-meeting gathering for networking, but did not ultimately include it. The Roundtable for Early Professionals and Students (REPS) was going to have a post-meeting get-together, but they ended up calling it off. The Records Management Roundtable may also have been planning a get-together. Colin said REPS has successfully held post-meeting social events in the past and the Board should encourage more of that.

Emily said that this meeting had a higher percentage of attendees from Connecticut, perhaps because the location was more convenient for them. Locations in western Massachusetts seems to work for NEA meetings, although the bus the Board offered to transport attendees from Boston to Amherst was canceled after it failed to fill. Anna Clutterbuck-Cook noted that the bus was aimed at students, and cost may have been a factor for them. Annalisa said that students don't seem to be as aware of NEA as they are of on-campus organizations like the Student Chapter of the Society of American Archivists (SCoSAA)

at Simmons College. Juliana Kuipers said that even though the bus was not successful this time, members expressed appreciation that it was offered and hope that the Board will offer it again in the future. Juliana and Emily have discussed adding a checkbox to the meeting registration form for registrants to express interest in shared transit, whether a bus or van or something else. Jennifer asked whether providing such transportation is an insurance liability for NEA, and suggested that the Board consult Kyle Courtney. Jane Ward asked whether there was a deadline for attendees to reserve a seat on the bus. She didn't see a deadline when the bus was advertised. Emily said that originally, there was not a deadline because one was not imposed by the bus company, and the only thing the Board needed to consider was that in the event of cancellation, enough notice was given to those who had reserved bus seats so that they could arrange alternate transportation. Emily said that it was problematic to have the bus and meeting registration bundled and the Board might want to separate these if transportation is offered in the future. **Annalisa will add the transportation discussion to the Fall Meeting report.**

Jessica Tanny said that presenters from the meeting will be able to include links to their slides on the NEA website, but Kelli Bogan has said that the Communications Committee cannot be responsible for the maintenance of the links. As an alternative to links, PDFs are encouraged.

Colin said that the Board now has four years of data on different programming and locations for the Fall Meeting, and can compare and contrast to see what has been most successful. Juliana suggested that the meeting guide that's still in revision would be a good place to include the Board's conclusions. Jennifer thanked Annalisa, Blake Spitz, and the Program Committee for all their work on the Fall Meeting.

### **Minutes**

Caitlin Birch moved to approve the July 8, 2016 quarterly Board meeting minutes as submitted. Jessica Sedgwick seconded. No discussion. No abstentions. **All members voted in favor (8-0-0).**

### **Spring 2017 Program Committee**

Krista Ferrante presented the Spring 2017 Program Committee report. Michael Lesy (Hampshire College) and K.J. Rawson (College of the Holy Cross) have been confirmed as the plenary speakers. The Program Committee hasn't confirmed the schedule for their talks yet. **Jessica Tanny suggested that the Communications Committee should promote the plenary speakers as they begin promoting the meeting in general, taking advantage of the fact that the speakers are confirmed earlier than usual. Krista will prepare brief write-ups on the speakers by Nov. 15 for the Communications Committee to use.**

Krista said hotel rooms are now available for booking. The cancellation policy allows attendees to cancel up to two weeks in advance and receive a full refund, less \$15. This should be communicated to the membership. Krista, Erica Boudreau, and Jane Ward are touring the meeting site Monday. Colin Lukens said that parking is ample and free at the site, which is not always the case, so that might be an aspect of the meeting to promote to the membership.

The call for proposals is open and the deadline is Nov. 1.

Krista presented the developing meeting budget. Registration projections are very similar to the Spring 2016 budget. Three education workshops will be offered in conjunction with the meeting, and Stephanie Call wrote about them in the Education Committee report. Audiovisual technology is more expensive at this meeting than in the past. The full catering menu for the meeting is available on PBworks. The Program Committee is working to ensure catering options for attendees with dietary restrictions. The budget for the reception is being maintained at a modest level for now, although the reception could be an opportunity for sponsorship, which would allow for increased expenditure. The projected cost of catering is \$15,600 total right now, which meets the \$15,000 mandatory minimum. **Jessica Tanny noted that the budget for the printing of the program doesn't include all of the printing line items right now, and some of them will carry a cost. She'll send the details to Krista, just to make sure they won't require an increase to the \$800 currently allocated for the program.** Krista said the projected cost of honoraria may be slightly adjusted. Jane asked if there is any flexibility to the projected number of attendees at the Friday morning breakfast, so that if it appears that there will be fewer than projected as the meeting approaches, the Program Committee can adjust the catering with the hotel. Krista said yes, and that all of the numbers are projections and can be adjusted as needed. Juliana Kuipers said she has helped Program Committees with similar adjustments in the past. Several suggestions were made to learn more about how the hotel will handle water stations in the meeting rooms, and whether there will be a charge associated. Juliana said that the Board should keep the overall NEA budget in mind as the meeting budget is discussed, especially since the overall budget includes a projected deficit of about \$4,000. She proposes that this year's meeting registration be increased by \$5/member (bringing the standard rate to \$110, with the other rates adjusted formulaically), and that in Spring 2018, the rate increases another \$5 or \$10 given that New Haven is going to be a more expensive location. Jessica Tanny said that one item missing from the budget is signage (room signs, table signs, registration signs, outdoor wayfinding signs), which will cost \$50-\$100. Colin said the hotel may be tough to navigate, so signage will be important. **Krista will take notes on where signage might be helpful when she does the site visit.** Emily Atkins said that signage elevates the meeting and received positive feedback from attendees last year. It's now the expectation. Juliana said that she will not ask the Board to vote on the budget as planned today, because today's conversation has necessitated adjustments. A vote will occur in the next couple of weeks.

Colin suggested that the Program Committee determine whether a train from Boston to Hyannis will be running at the time of the meeting. If it is, it would be good to promote that to the membership. Jane said that there is also bus transit. Anna Clutterbuck-Cook said that the Board might consider organizing a bus specifically for the meeting. Jennifer Gunter King said that if public transit is available, it would be best to encourage attendees to use it rather than arranging a separate solution. The Board agreed. Jessica Tanny said that once the Program Committee secures more information on transit options, it can be added to the NEA website. She also said that the Board should avoid promoting this meeting as a "family fun" event despite the vacation-like location, and instead present it in the usual professional light. Juliana asked why it couldn't be both a professional event and a family event. Jennifer suggested

that the meeting be promoted as a professional event but also a getaway. Jessica Tanny suggested that Krista make notes during her site visit of fun aspects to promote.

Jennifer asked what the effect on meeting profits has been since NEA switched to the one-day, more inexpensive Fall Meeting model. Juliana said that the viability of meeting profits has changed in the last four years because overall expenses have gone up from a variety of programming (roundtables, inclusion and diversity offerings, journal contributions, etc.). Jane added that vendor revenue has decreased because vendors don't find the one-day meetings in the fall to be worthwhile.

### **Vice President's Report**

Ellen Doon presented the Vice President's Report. She reported on developments in the Spring 2018 Meeting. Wireless internet will be more expensive for this meeting even after negotiated discounts. Yale's Beinecke Library will host a reception for meeting attendees and cover the cost. Jennifer Gunter King, Colin Lukens, Juliana Kuipers, and Ellen met with the leadership of The Archivists Round Table of Metropolitan New York (ART-NYC) about the possibility of making this a joint meeting between NEA and ART-NYC. Potentially, ART-NYC could cover the cost of some line items. The leaders of ART-NYC asked about profit-sharing, which would require more discussion on the Board's part. The search for a program chair has been delayed because of the ongoing conversations with ART-NYC (their potential participation could mean a joint Program Committee), but it will now move forward.

Ellen said she is looking for a Boston location for the Fall 2017 Meeting, which she suggested should be a half-day meeting held on a Friday or Saturday (current preference for Friday). Jessica Tanny said that membership surveys indicate that the membership is split down the middle on which day they typically prefer. Juliana suggested that the meeting could rotate between Friday and Saturday every other year. Ellen said that both days are options for 2017.

### **Status of RAAC Mentoring Model**

Jessica Sedgwick presented on the status of the Regional Archival Associations Consortium (RAAC) Mentoring Model proposal. RAAC was interested in launching a mentoring program specifically for the development of digital archives skills, and had proposed that NEA be a partner for a regionally focused pilot. The Board was interested, but had determined that billing it as a skill-share rather than a mentoring program would be more appropriate. In that way, RAAC's initiative wouldn't conflict with the existing NEA Mentoring Program and would better represent to NEA members the goals of the RAAC initiative. Jessica Sedgwick shared that feedback with RAAC and they preferred to adhere to the original mentoring concept. RAAC will move forward with the pilot, but not through an NEA partnership. The Board agreed to promote the program and encourage NEA members to participate. Jessica Tanny said that information on the program can be placed under the "Resources" section of the NEA website.

**Jessica Sedgwick will prepare a write-up when the RAAC pilot is ready to launch, and will send it to the Communications Committee.**

### **Roundtable Funding**

The Board discussed the Records Management (RM) Roundtable's request for up to \$300 to reimburse the travel costs of a speaker they'd like to invite to their roundtable meeting during the Spring 2017 Meeting. Juliana Kuipers asked whether this request conflicts with NEA's honoraria policy, which stipulates that only the plenary speakers and NEA registrar receive funds to attend NEA meetings. Jessica Sedgwick said that aside from the potential policy conflict, there is also an issue of space. Since their creation, roundtables have shared a common space for their meetings during the Spring Meeting, and it would be difficult for the RM Roundtable to host a speaker in a shared space. Emily Atkins said that competition is another concern, since the proposed RM Roundtable speaker seems to represent programming that would run parallel to the Spring Meeting without being a true part of the Spring Meeting. Anna Clutterbuck-Cook said that all roundtables are allowed to request up to \$300 per year for roundtable activities, and the RM Roundtable made a legitimate request through that policy. The Board should encourage roundtables to schedule programming at the times that it has the greatest potential to reach NEA members, and the Spring Meeting is one of those times. Colin Lukens said that the Board should be as hands-off with the roundtables as possible in order to let them develop on their own, and asked whether there is an argument for simply giving each roundtable its allotted \$300 per year and not stipulating how it should be spent.

Juliana suggested that the discussion of the RM Roundtable's request should include discussion of the Moving Image and Recorded Sound (MIRS) Roundtable's request, too. MIRS has proposed a programming series (not in conjunction with the Spring Meeting) that would include a presenter from the Northeast Document Conservation Center (NEDCC) who would require a travel honorarium, as well as a film event that would utilize a paid planning assistant. They're requesting a total of \$300.

Jennifer Gunter King said that it's a conflict to pay roundtable speakers an honorarium when the Board as a policy does not pay presenters an honorarium. Jessica Sedgwick said that roundtables have the opportunity to sponsor a session at the Spring Meeting using NEA funding, so there's already an existing path for them to host a speaker with financial support. Colin said that while that's true, the Program Committee could theoretically reject the proposed session. Juliana suggested a compromise: The Board could agree to fund travel reimbursement for roundtable speakers but put a cap on the amount. Jennifer said that exclusivity is a concern if roundtables begin coordinating their programming with NEA meetings, since attending NEA meetings carries a cost and members who might not be able to afford that cost would then be excluded from roundtable programming as well. Also, the Board should be careful in deciding whether to follow the Society of American Archivists (SAA) model (special interest sections hosting scheduled sessions during the annual SAA meeting and featuring section programming at those sessions) because the main rationale behind the SAA model is to provide an alternative avenue to presenting for attendees who proposed regular sessions and were not accepted. Juliana asked what the implications would be if a roundtable were inviting a paid speaker who was already a member of NEA. Abigail Cramer asked whether the speaker would be required to register for the meeting. Anna asked whether the Board has clarified the purpose of the required annual roundtable meetings. Are they meant to be business meetings, programming, or both? Ellen Doon asked how the Board intended for the roundtable budgets to be used when they were established. Juliana said that the Board hadn't clarified that. In the past, roundtables have used the funds for catering and supplies. Perhaps the Board

should establish some basic guidelines for roundtable budget requests. Caitlin Birch suggested that the planning assistant that MIRS wants to fund is in conflict with NEA's status as a volunteer organization. Emily said that there are existing avenues for both the RM Roundtable and MIRS to achieve their proposed programming. The RM Roundtable could propose a sponsored session for the Spring Meeting, and MIRS could partner with the Education Committee to host their workshop. Juliana agreed that the RM Roundtable should propose a session. Anna asked whether, assuming the RM Roundtable went the route of a sponsored session, they'd be permitted to apply their \$300 budget as a travel stipend for the speaker, in the same way that the session sponsored by the Inclusion and Diversity Coordinator (IDC) provides a travel stipend. Jennifer said that the concern would be an unequal situation, where funding that isn't available to other speakers is made available to the roundtable's speaker. Juliana said that the IDC-sponsored session is in the pilot phase, making it an exception to usual policy. Anna said that the Board needs to provide the roundtables with alternatives and explanations if funding requests are going to be denied. Caitlin suggested that more guidance around budgeting and funds needs to be provided to the roundtables. Ellen said that the Board needs to clarify that roundtable requests are governed by NEA's existing policies for the larger organization. Jennifer said that as an immediate action, the Board should write to the roundtables and inform them of the issues these funding requests have raised and let them know that a discussion is ongoing. The Board should encourage the roundtables to consider bringing their programming forward through existing channels, as part of the Spring Meeting. The Board should also inform the roundtables that budget guidelines are in development and will be available to guide their funding requests in the future. Juliana will work on the guidelines. Caitlin asked if the Board could invite the roundtable chairs to the spring Board meeting and provide space on the agenda for a check-in and discussion. This hasn't been done since the roundtables were founded.

**Juliana will follow up with MIRS and suggest that they work with the Education Committee on developing their workshop. She will also draft roundtable budget guidelines and circulate them to the Board. Jessica Sedgwick will ask Liz Francis to send a general reminder to the roundtables about the option they have to propose sponsored sessions for the Spring Meeting.**

### **Advocacy Protocol**

Jessica Sedgwick led a discussion of the protocol for handling advocacy requests. The Board periodically receives requests from members for advocacy action and doesn't currently have a protocol for handling these requests. A protocol is needed to establish who will take responsibility for fielding these requests and how that person will proceed once a request is made. Jessica Sedgwick suggested that the most logical person to act as the advocacy point person (APP) might be the representative-at-large/Regional Archival Associations Consortium (RAAC) representative. Colin Lukens said that it makes sense for the APP to be a representative-at-large because that's an elected position and carries more stability than an appointed position. Ellen Doon asked whether the APP would connect members directly to RAAC so that they could handle their advocacy requests there, or act as a mediator between RAAC and members with requests. **Jessica Sedgwick said that she had envisioned the APP bringing member requests to the Board, who would discuss and then respond to the member with options and resources. Contact information for RAAC would be part of those resources. She will clarify this in her proposal for the advocacy protocol. Jennifer Gunter King asked what the protocol should be if someone contacts a**

**Board member directly with an advocacy request. Does that Board member need to consult the APP? Jessica Sedgwick said that it would be helpful to alert the APP, and she will add that to the proposal.**

On the issue of whether advocacy decisions should require a Board vote, Colin suggested that a procedural vote is unnecessary, but the Board could offer a more symbolic statement of consensus. Jessica Tanny agreed that a formal vote is unnecessary, as long as the discussion of the advocacy issue is represented in Board meeting minutes. Jennifer affirmed that the Board will not vote, and also said that NEA's advocacy avenue should be open to non-members as well as members. **Jessica Sedgwick will prepare the protocol to be posted on the NEA website.**

### **Conferencing and Education Platforms Task Force**

Abigail Cramer presented the Conferencing and Education Platforms Task Force (CEPTF) report on behalf of Pam Hopkins. The CEPTF recommends a one-year trial of a single conferencing platform. Because of the fiscal deadline, the CEPTF is proposing that the Board purchase five licenses for the platform Zoom in the near future, with each license costing \$15 per month. The CEPTF is not requesting a Board vote yet, as they gather several other pieces of information. Juliana Kuipers said that the purchase won't require a Board vote because it will be folded into the overall budget vote. In the draft budget, she reduced the number of licenses to be purchased to two. Each license would be attached to one NEA email address (these could be new addresses that the Board creates solely for this purpose). The number of licenses the Board purchases should be based on how many NEA committee/task force meetings would be likely to occur simultaneously. Anna Clutterbuck-Cook asked whether Zoom limits the number of participants in each meeting. Abigail said the limit is 50 people per meeting. Colin Lukens said that if a need arises for more than two licenses at a popular time (during the Spring Meeting, for example), the Board can always purchase another license just for that month. **Caitlin Birch asked who will maintain the schedule for using the licenses. Colin said that would not be the responsibility of the CEPTF, since their work is done. It should be a representative-at-large. Abigail volunteered to take on the role.** Jennifer Gunter King said that the Board accepts the CEPTF's recommendation.

Colin moved to disband the CEPTF. Abigail seconded. No discussion. No abstentions. **All members voted in favor (8-0-0).**

### **Treasurer's Report**

Juliana Kuipers presented the treasurer's report. The projected deficit dropped from \$4,000 to \$1,400 over the course of the Board meeting.

The budget includes \$1,000 to purchase a laptop for the next treasurer. The laptop and an iPad will also be used by the registrar to handle on-site registration at NEA meetings. The next fiscal year is a good time to absorb this cost because NEA's use of Wild Apricot is still covered by the pre-paid two-year subscription, so the usual website funds can be diverted elsewhere. Colin Lukens said that the laptop and iPad shouldn't be treated as a one-time purchase because there will be maintenance costs and software needs. Emily Atkins said that she requested the technology purchases because she brings her work laptop, personal laptop, and personal iPad to NEA meetings to handle on-site registration, and it shouldn't be a requirement of the registrar position for the incumbent to provide these resources. Jane

Ward asked whether the software costs mentioned by Colin would really be ongoing expenses, or whether they would be one-time expenses rolled into the purchase of the devices. Emily said that there are ongoing costs, such as the price of renewing anti-virus software subscriptions. Carolyn Hayes asked whether the purchase of proprietary software like Microsoft Office would be necessary when there are free, cloud-based alternatives that would work on tablets. Juliana and Emily said that many of the tasks they do for NEA work best on a laptop. Juliana said that the treasurer also needs a printer/copier/scanner because the NEA records schedule requires that copies of financial transactions be kept, but she isn't making a budget request for that this year. She is requesting funding for QuickBooks Online.

The budget proposes that the Board's contribution to the Richard L. Haas Records Management Award: be doubled from \$250 to \$500 in order to keep the award fund solvent.

The budget proposes that the Board allocates \$500 for conflict resolution training for the Inclusion and Diversity Coordinator and other NEA leaders. The Board has already discussed and agreed upon the importance of this training.

The Board has been allocating about \$300 per year for activities sponsored by the Membership Committee. The Membership Committee co-chairs requested that the number be increased to \$500. The Board agreed to maintain the \$300 allocation, with the expectation that the co-chairs will request additional funding on an as-needed basis.

The budget allocates more money to the online voting platform this year because the platform's price is based on how many members actually vote, and both the NEA membership and voter turnout have increased.

Once the NEA budget is revised and the Spring Meeting budget is finalized, the Board will vote on both.

Jane posed a question about membership dues as recorded in the budget, which led to a discussion of how dues payments are processed when they are paid by check instead of online. Juliana said that currently, checks go to the membership secretary with the membership form. The membership secretary sends the check on to the treasurer, which can sometimes produce a lag time of up to six weeks between when the check is written and when the money enters the NEA bank account. The Board might explore reversing that process so that the paperwork/payment goes to the treasurer first, who would forward the paperwork to the membership secretary once the payment was deposited. The Board could require that all members join/renew via the online form to cut down on the physical paper trail, but it was agreed that even if that policy were enacted, members should still have the option of paying by check. Colin said that the online system also has the functionality to encourage members to donate to scholarships as they pay their dues, and that is another reason to encourage online payment.

## **Communications Committee**

Jennifer Gunter King expressed the Board's gratitude to Jessica Tanny, Emily Atkins, and Kelli Bogan on their commendable redesign of the NEA website.

Jessica Tanny presented the Communications Committee report. The committee has received positive feedback on the website redesign, but there's still work to be done. They've identified a need for several new pages. Michelle Romero and Emily will be working on new content. Abigail Cramer has volunteered to help with copyediting. Michelle will conduct user testing of the new site with attendees at the Spring 2017 Meeting.

The position of website administrator will be split into two positions: a web tech administrator, who will be expert in working with Wild Apricot, and a web content manager, who will work with content creators across NEA's leadership to keep the website up-to-date.

Jessica Tanny said that when she began serving on the Communications Committee, individual groups within NEA handled their own communications to the larger organization. The Communications Committee has done a lot of work to become a resource for all NEA-related communications, and going forward, all NEA committees, task forces, roundtables, and leaders should see it as their go-to for communications needs.

Jessica Tanny is currently searching for a new chair of the Communications Committee. Graphic design responsibilities will be separated from the chair position going forward. Jessica Tanny has interviewed volunteers for the position, but it's challenging to find a professional graphic designer who's also an archivist. Juliana Kuipers suggested that the Board should hire a professional graphic designer rather than seek an internal volunteer, because Jessica Tanny has elevated NEA's branding significantly with her graphic design work and the Board wants to continue at the same level after she steps down as chair. Ellen Doon suggested that graphic design funds be built into the budget. Colin Lukens said that hiring a professional will give the Board control over the design. Juliana suggested a budgeting approach to graphic design similar to the one that the Board applies to the NEA Newsletter: a flat fee and an agreement with the designer as to what that fee will cover. Jessica Tanny agreed, and said that is the expectation for freelance designers.

Jessica Tanny met with Colin to discuss identifying a volunteer to replace her as chair. One idea they discussed is to draw from the slate for the upcoming NEA election, since all candidates have already declared their commitment to intensive volunteer work, which would presumably extend beyond the specific positions for which they're running. Jennifer asked if the chair job description would be revised, as discussed at the July 2016 Board meeting. Colin said that he has written a document describing the job responsibilities for use in recruitment, and that could be repurposed for the job description revision.

Jessica Tanny said that the press release coordinator has rotated off the Communications Committee, and the social media coordinator has ended her term early due to a new job outside New England. **The Communications Committee will advertise to recruit volunteers for those positions.**

Ellen asked whether it would be possible to add a checkbox to the form that members fill out when they join, indicating that they would be interested in volunteering. Jessica Tanny said that the “Become a Volunteer” page on the NEA website has information about volunteer opportunities. Jessica Sedgwick said that the 2016-2020 Strategic Plan mandates that the Board make the volunteer process more transparent. Jessica Tanny said that the Board should move away from appointing any volunteers without first promoting the available volunteer opportunities to the entire membership. **Anna Clutterbuck-Cook said the Board needs clear, transparent, written policies about how volunteers are solicited and selected. Jennifer asked whether there was a way to formalize such policies. Jessica Tanny said that the information could be added to the volunteer page on the NEA website. Anna volunteered to work on the language.** The selection process can vary based on the position since the skills required will vary, but this room for variance needs to be written into the policy the Board adopts.

Jessica Tanny suggested the creation of an NEA letterhead that can be deployed for digital NEA correspondence, and she proposed the purchase of a typeface for it. The letterhead would be stored in a Microsoft Word document that all Board members could use on their computers. It would be dropped into the document as an image and would render in the same way on every computer regardless of which typefaces that computer does or does not have. Emily asked if the Board could have something similar for use in email messages. Jessica Tanny said yes. Jennifer suggested that official branding of this sort be added to the PBworks Visual Identity folder.

### **Strategic Plan**

**Caitlin Birch suggested that she could begin checking in with the parties responsible for actions in the Strategic Plan on a quarterly basis, several weeks prior to Jennifer Gunter King’s call for agenda items. That way, she could work with the Communications Committee to update the website version of the plan for transparency’s sake (revising timelines and marking progress), and could also bring forward any issues that responsible parties are facing for discussion as agenda items at the Board meeting. The Board agreed that this would be worthwhile.**

### **Committee Vacancies**

Anna Clutterbuck-Cook’s term as Inclusion and Diversity Coordinator will end in November 2017. She recommended that the Board identifies a volunteer for the role by the March 2017 Board meeting so that individual can attend the conflict resolution training and also overlap with Anna for onboarding. The Board agreed with this timeline, and that this should be the model for each transition at IDC since the conflict resolution training will be offered on a recurring schedule. **The IDC job description hasn’t been revised since Anna began in the role, so she will review it to see if it needs revision.** An open call should go out to the membership for volunteers to become the next IDC. The position will require some specialized skills. **Anna will share her recommendations for job description revisions with the Board. Jennifer Gunter King will be responsible for soliciting volunteers following Anna’s revisions. Volunteer recruitment will occur in January 2017.** This will be a good opportunity to test out the volunteer policy that Anna is writing, too.

Carolyn Hayes and Jessica Holden will be rotating off as NEA Newsletter editors in January 2017. They've solicited volunteers and recommended that the Board appoint Elizabeth Coup as Session Reports editor and Sally Blanchard-O'Brien as Inside NEA editor. Abigail Cramer moved to appoint to the NEA Newsletter Elizabeth Coup as Session Reports editor and Sally Blanchard-O'Brien as Inside NEA editor. Jessica Sedgwick seconded. No discussion. No abstentions. **All members voted in favor (8-0-0).**

### **Adjournment**

Prior to adjourning the meeting, Jennifer Gunter King proposed a moment of silence to honor the memory of Katherine Baker. The Board observed a moment of silence.

The meeting adjourned for the Non-Voting Board at 3:45 p.m.

The Voting Board held a closed door session to discuss the slate of candidates for the upcoming NEA election and adjourned at 4 p.m.

Respectfully submitted,  
Caitlin Birch