Membership: 261 (as of 12/13/04)

Present: Connie Burkhart, Santiago Fernández-Giménez, Deb McKinley, Jessica Mooney, Alan Olson, Lani Payette, Nicole Pilman, Jennifer Schulz, Donna Weispfenning

Minutes
Jessica made a motion to approve the minutes, which was seconded by Deb. The minutes were approved as submitted.

Treasurer’s Report
Nicole distributed copies of the November budget report. “We still have money,” she reports. There was nothing unusual to note. The board held another brief discussion regarding spending down our balance, such as hiring a student to help the awards committee. Donna looked into hiring a student and learned that we might be able to hire a work-study student and only pay 30% of their pay. The federal government would pay the rest.

Action & Discussion Items

Marketing and Promotions chair: Adam Pagel resigned his position as chair. We need someone who has PR or marketing skills. Committee members (and former co-chairs) Pam Stenhjem and Stephanie Bettermann have volunteered to help with the events. Deb suggested Becky Ewert of AHC. Jessica will talk to Becky. If she isn’t interested, we’ll send an email to the listserv. The role of the committee was left vague when the board created it. There might need to be further discussion about the committee’s role.

Marketing on home page: Deb presented a sample from the Society for Technical Communication home page. “STC offers resources for every stage of your career—entry-level, experienced, expert...” We could also sort benefits by field (editor, graphic designer, etc.).

Resources added to web: Two new resources (developed by members) have been added to the website—professional email guidelines and “before you give copy to a designer” tips.

New member: We had three new members from University Relations and two from Duluth. Jennifer noted that the UDS gift certificates expire on January 13th, so use them up!

Committee Reports

Awards:
The newly formed committee met for the first time on Dec. 7. We discussed the role of the committee and an overview of the awards program. A number of ideas and suggestions were made:
• Moving the contest entry date to March 1 (from April 1)
• Rethinking the current five categories.
• Increasing the number of entries.
• Reducing the number of judges.
• Having a members-only policy.
Conference, cont.:
- Offering a reduced membership fee to new members who enter.
- Moving the awards ceremony to the opening session of the conference.
- Announcing how to vote for the People’s Choice Award in the closing general session.

We will decide the program’s framework and plan the steps to take in the next four months at our upcoming meeting on Jan. 4.

Conference:
- meeting on Dec. 13th
- considering applying levels/tracks to conference (entry-level/expert or editor/designer)
- firming up date and location
- tossing around conference ideas
- discussing format change (more workshop/seminar oriented)

Programs:
- January: Nuts and bolts of incorporating the University’s communication priorities into your message with Amy Anderson, U Relations. This will be a joint program with the Marketing and Promotions Committee (a replacement for the Member Appreciation Event).
- February: Newsletter writing workshop. Could be a normal program or potentially expanding to a longer format if we bring in Steven Wilbur or someone else from the outside.
- March: Maroon and Gold program or work-flow management, process mapping, and innovations to increase workplace efficiency
- April: Ethics of marketing in higher ed
- May: Conference, no program
- June: membership appreciation event with Marketing and Promotions Committee

Next Meeting:
Tuesday, January 11, 2004
3-4:30 p.m.
3-166 Carlson School (Nicole)

Respectfully submitted by Jennifer Schulz, recorder

Follow-Up Tasks
☐ Send content for newsletter to Pam Stenhjem
☐ Contact new members
☐ Ross/Technology Committee Members create framework for new online publications directory
☐ Jessica contact Becky Ewert about M&P Committee chair
☐ Help recruit new members for Conference and Technology committees