Membership: 260 (as of 12/8/04)

Present: Kristeen Bullwinkle, Connie Burkhart, Santiago Fernandez-Gimenez, Ross Janssen, Deb McKinley, Jessica Mooney, Alan Olson, Lani Payette, Nicole Pilman, Jennifer Schulz, Pat Snodgrass, Donna Weispfenning

Minutes
Kristeen 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 October budget report. There was nothing unusual to note. She reports that we have almost $43,000, so we need to think about ways to spend down.

Announcement
Welcome Donna Weispfenning, the new Awards Committee chair.

Action & Discussion Items

Archiving the Forum online newsletter: A non-member asked to be added to the mailing list of the newsletter. Most felt that it was one of the few “bonuses” you receive by being a member. Lani pointed out that the newsletter archives are already on the web. It was decided to keep the archives on the web, but not add non-members to the mailing list. Non-members will have to seek out the info themselves; receiving the newsletter by email is a service to members.

Technology needs of the Forum: The board discussed some technology needs that the Technology Committee could consider working on. Ross will form his committee and layout a framework for the online publications database (see below). Other items on the “wish list” will be saved for future consideration.
• The greatest enthusiasm was for an online University publications database, which would list all publications at the U, the audience, editor, deadlines, etc. There already are some existing sources of data, but we’d have to figure out how to collect it (at least at first). We’d need to determine what fields of data we want and whether it should be password protected.
• Automated online registration: for membership, conference attendance, monthly programs, listserv addresses, etc. This would save a lot of work for Lani.
• List award winners (and their winning publication/story/design) on the web
• Automatic RSVP system for programs
• Monthly program recaps
• Conference registrations (low priority because Continuing Ed is doing this for us now)
• Member expertise directory: include member areas of expertise, areas of focus, photos, link to website, years at the U, years in the Forum (suggestion to look at Portfolio or other U resource)
Committee Reports

Program:
- Committee met Nov. 1. Last program on maximizing your message was well attended (64) and well received.
- November program will be on design for non-designers on Nov. 16.
- The December program will deal with privacy and ethics. January or February will focus on writing and editing (a companion to the November program on design).
- Should we do another membership “party” type event this winter? Would we rather have an event with content vs. party? Both? Most agreed that we should have some content plus a party, similar to the event held this fall (professional development opportunities speaker with appetizers/wine/party).
- Should we do Eastcliff event again at the end of the school year? Liked idea of the event but that we shouldn’t do it again at Eastcliff right away. Perhaps one at the Campus Club.
- Suggestion to have Amy Anderson back at a future program to talk about U priorities.

Awards:
- We will send out an email to the members announcing Donna as the new awards chair and asking for members to join the committee.
- Kristeen and Donna will meet to review the history, procedures, and timetable for the awards. Kristeen has already given Donna some electronic materials. Donna hopes to hold the first meeting within three weeks.

Conference:
- Alan is worried about the small number of members on his committee. He’s considering options, just in case, such as shortening the day or having longer/fewer sessions.
- All new members on the committee--new blood!

Marketing & Promotions:
- Communicating via email so far. Five members on committee. Could also secure new members from list of interested members from membership event.
- Adam is wondering what his committee is supposed to do. The mission was not clearly defined when we formed the new committee. It was suggested to create a plan to market the Forum to create awareness, inform high-level communicators, and seek out new members.

Next Meeting:
Tuesday, December 14, 2004
3-4:30 p.m.
12 Morrill Hall (Jessica)

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
☐ Send email about Donna becoming new awards chair, soliciting new committee members (Connie?)
☐ Help recruit new members for Conference and Technology Committees