

Sigma Tau Delta Board of Directors
MINUTES of the 90th MEETING
September 7-8, 2018
St. Louis, MO

VOTING MEMBERS PRESENT: President **Glen Brewster**; President Elect **Diane Steinberg**; Immediate Past President **Carrie Fitzpatrick**; Officer at Large **Terry Phelps**; Secretary/Treasurer **Shannin Schroeder**; Eastern Regent **Felicia Steele**; Far Western Regent **AmiJo Comeford**; High Plains Regent **Lexey Bartlett**; Midwestern Regent **Tim Helwig**; Southern Regent **Leigh Dillard**; Southwestern Regent **Kaine Ezell**; Student Advisor **DeAndra Miller**; Student Advisor **Kaitlyn Sass**

NON-VOTING MEMBERS PRESENT: Executive Director **William C. Johnson**; Director of Society Operations **Natasha McPartlin**; Director of Marketing and Technology **Elfi Gabriel**; NEHS Director **Dave Wendelin**; Managing Editor **Dan Colson**; Director of Social Media Strategies **Katie Mudd**; Eastern Student Representative **Abigail Shipley**; Far Western Student Representative **Louis Jameson**; High Plains Student Representative **Tristan Wilson**; Southern Student Representative **Brittany Barron**; Southwestern Student Representative **Kameron King**; Alumni Representative **Jessica Heller**

NON-VOTING MEMBERS ABSENT: Midwestern Student Representative **Mary Arnold**

Friday, September 7

President **Brewster** calls meeting to order at 1:35 p.m.

- **Brewster** begins with introductions.
- **Brewster** asks for recommendations for schools in our regions without NEHS and/or Sigma Tau Delta chapters. The Central Office or NEHS will collect the information; **Wendelin** confirms that if we have individual connections, Board members might make those contacts ourselves.

Old Business

- **Comeford moves, Fitzpatrick seconds, to accept the minutes.** **Brewster** asks for any additional corrections beyond editorial corrections. **Motion carries.**
- **Brewster** assigns as Parliamentarian **Steinberg**, who shares an abbreviated version of Robert's Rules of Orders. **Brewster** notes the number of times Board members may speak, as well as time limitations. **Heller** and **Sass** agree to keep time.
- **Brewster** comments on the agenda, including a reminder that taskforces should send minutes to the appropriate committees. He notes the Board contract was sent to everyone; **McPartlin** will print contracts, which should be signed before the end of the meeting.
- **Fitzpatrick** gives the recent history of and passes on the President's Gavel.

New Business

Executive Director's Report—**Johnson** (written report submitted)

- **Johnson** says we are doing "better than well" and that, of the 68 societies belonging to the National Council of Honors College, more are looking at us—to see what we are doing—than are offering ideas for us to follow.
- He draws our attention to his comments about the growth of our organization in his report, highlighting the expanding sense of what "English-related" means.
- Convention is our flagship event. Site selection gets more complicated each semester. The 2020 Convention will be in Las Vegas. The Fall 2019 Board meeting will be September 19-21, with Convention taking place March 24-28.
- Tomorrow, **Johnson, Gabriel, and Wendelin** will be talking to a representative regarding a new way of selling merchandise.

- Josh in the CO will not be returning; a job offer is out to the first choice to replace him.
- Our centennial is nearly upon us. **Johnson** asks the Board members to remain committed in our work with the organization.

Director of Society Operations Report—McPartlin (written report submitted)

- **McPartlin** reminds us of the scope of her position, including her role as liaison with the hotel.
- She has been following up with leads for new chapters; she will alert Regents if they have new chapters in their Regions. Her other work includes letters to chapters at risk of becoming inactive.
- Her efforts going forward will include work with chapter reports and upcoming 2019 Convention scheduling.

Director of Marketing & Technology Report—Gabriel (written report submitted)

- **Gabriel** follows up on **Johnson's** mention of merchandise. Our logos and use of the Greek letters are now becoming trademarked. Licensing is still on the table, as well as new ways to provide merchandise.
- The internship process for the journal has worked well, but the effort in laying out the publication has been a challenge. **Gabriel** developed a new layout, as well as training materials for getting interns prepared to work on the journal. We are combining the journal into one publication.
- Improved self-enrollment through WriteAway! is in the works.
- Bringing blogs and e-news together will improve our ability to communicate with members. English Expressions is the new name of the blog. Mailing will be streamlined and traceable, allowing for automated marketing.
- Ten years into NEHS, the CO is looking at how we engage with new chapters.
- **Gabriel** continues to work on convention and application processes.

Director of Social Media Strategies—Mudd (written report submitted)

- **Mudd** works with all things related to our social media presence. Facebook has been our best performing platform, with increased engagement, while Twitter engagement decreasing significantly. Instagram's algorithms have changed, hurting the reach of our posts. LinkedIn is revamping (detrimentally) our use of groups under Northern Illinois University. The YouTube readout series of the Common Reader is doing good things for our YouTube channel.
- The transition for our new newsletter has taken considerable time recently.

National English Honor Society (NEHS) Director's Report & Constitutional Revisions—Wendelin (written report submitted)

- **Wendelin** says that, while numbers are impressive, **Gabriel's** and **Mudd's** efforts have really improved NEHS's ability to get the word out.
- This is year thirteen for NEHS; the records about the organization generate considerable pride for those involved.
- **Wendelin** has a goal to reach 150 new chapters within a year.
- **Gabriel** has pushed **Wendelin** to think about how we connect with chapters, engaging them in conversation with more frequent contact.
- NEHS has stepped into the middle school realm, carefully, capitalizing on the goal of interesting students at that level in reading and writing. This new focus on a broader definition of secondary schools will not involve additional scholarships or awards.

Brewster calls attention to the invaluable efforts of the CO staff.

Committee Reports and Updates

Student Advisors (SA), Student Leadership (SL) Committee Reports

- **D. Miller** is working on guidelines for incoming Student Advisors.

- Frontloading the working of the Student Leadership in the summer has allowed the SLs to get a jump on planning for the Convention, with revamped requirements for SLs.
- SLs are working with Benetek this year and are reaching out to chapters, with little pressure on chapters to donate.
- **Sass** shares that funds go directly to Book Share, where Benetek provides ebooks to people with disabilities. The idea is literacy for all.

Brewster is aware of the great work SAs do.

Alumni Representative—Heller

- **Heller** says the alumni journal is currently at a standstill.
- She is working with Regents to learn how alumni can help in Regions, including getting alumni to Regional events. Alumni can get involved in a “membership development initiative”—getting new or reactivated chapters at universities.
- Lambda Iota Tau (LIT) has been absorbed into STD. Some of the old LIT members have been reaching out to **Heller**.

Eastern Regent—Steele

- **Steele** has been in touch with two perspective chapters and has been in touch with chapters, including an introduction to herself.
- Interest in reactivating *Mind Murals*, the Regional student literary journal, persists. **Steele** created an advisory board.
- A Regional conference in Maryland is working to drive additional participants to attend the national Convention.

Eastern Student Representative [SR]—Shipley

- **Shipley** has been working on bylaws for the journal.
- She plans on attending a local conference.

Far Western Regent—Comeford

- **Comeford** says a number of their chapters are on the quarter session, meaning that they are just getting back to things.
- Taking turns on social media will allow them to be more visible as a Region.

Far Western SR—Jameson

- **Jameson’s** goal is to reach out to as many members as possible using social media.

High Plains Regent—Bartlett

- **Bartlett** says that an upcoming conference in Utah will be billed as a “tri-Regional” conference.
- A live-viewing *Young Frankenstein* party is in the works; social media allows for a live discussion. Discussion ensues. This year is the two-hundredth-year anniversary of the publication of *Frankenstein*. **Comeford** asks for an update on how the event goes.

High Plains SR—Wilson

- The Regional conference is coming up in October; **Wilson** will be discussing the Frankenstein event with other members at that event.

Midwestern Regent—Helwig

- **Helwig** says that the SR and ASR are going to have a workshop at the Regional conference at his institution.
- He has reached out to another school that offers a Regional conference.

Midwestern SR—Mary Arnold was unable to attend

Southern Regent—Dillard

- **Dillard** appreciates the CO's and Board's management of recent SR issues. **Barron** has stepped in as SR, with a newly-designated ASR.
- Regional events include an October conference at their school, a small event that is growing.
- **Dillard** is thinking about how to assist new chapters in getting off the ground.

Southern SR—Barron

- **Barron** has nothing additional to add.

Southwestern Regent—Ezell

- **Ezell** got in touch with a new chapter to get them off the ground; in his first year, he is working on some sort of journal for the Region, as well as keeping an established contact with enthusiastic chapters and building on that enthusiasm.
- The Southwestern Region has a Regional conference coming next year.

Southwestern SR—King

- **King** describes reaching out to everyone in the Region via social media. The Region is trying to organize a service project for students still affected by Hurricane Harvey.

Johnson suggests getting in touch with chapters on the way to Convention. Can we have local hosts?

Brewster calls for a break at 3:13 and reconvenes at 3:34 with reminders about the Board contract.

Taskforce Updates

Virtual Chapters—Heller

- **Heller** says we are still in the process of understanding the value of a virtual chapter for a member. She talks about the three virtual chapters we have at present. A survey of current virtual chapter members and advisors is forthcoming.
- The taskforce is doing research from the honor society and virtual points of view. The academic integrity of the virtual universities is of considerable interest to the taskforce.
- Discussion includes the value to student members, including scholarships.

Video-Based Library of Speakers—Helwig

- **Helwig** says one honor society has several videos related to their centennial anniversary.
- One alternative for us is to conduct smaller interviews with speakers. We would have to rewrite contracts to get such permission from speakers.
- Expanding the library would mean including interviews of alumni on the topic of how they have used English in their careers. We already waive our rights to be videotaped when we register for Convention. Discussion includes the serious issues of quality control and cost of hiring a professional videographer, as well as other potential costs, privacy issues, access to speakers, and the benefit of the investment.
- **Helwig** says the taskforce has expanded the original parameters of the idea itself.

Constitution/By-Law/Policies/Procedures and Revisions—Steinberg

- **Steinberg** mentions the work that this taskforce has already accomplished over several years. The documents are now ready to be uploaded.
- The taskforce has begun looking at outdated policies. The old policies are available on the web under Board materials. **Steinberg** summarizes the policy revisions for voting.
- Anticipating a motion out of the taskforce, **Brewster** notes who can officially vote and offer motions.
- **Steinberg** moves to replace the old election policy with the new policy that reflects what we actually do. **Comeford** seconds. Motion carries.

- The changes to our policy on our finances are mostly editorial. **Steinberg** adds that none of the new policies will be uploaded until all changes are made. **Steinberg moves to replace the old financial policy with the new policy that reflects our actual financial goals and practices. Steele second. Motion carries.**
- **Brewster** explains some of the previous work this taskforce has undertaken.

Convention Chair and Committee Processes—Bartlett

- **Bartlett** notes that those who met have previously served as chairs. After considerable conversation, the taskforce agreed that **Bartlett** will make a Table of Contents that can be shared with the other members. Board members will volunteer to take on sections that are of interest, to “collect wisdom,” and to inform future chairs about the processes, “flavor” of Convention, and what activities require approval.
- **Brewster** thanks **Bartlett** for the work and ideas of this taskforce.

Retention and Recruitment—Miller

- Research has already been done regarding people in the major.
- This taskforce will make recommendations to the Communications Committee, so that information can be passed along to students.
- An online book club, after conversations about safety and accessibility, will move forward with a trial run through Bookhub, which allows closed groups. The goal is to deepen the relationship between NEHS and Sigma Tau Delta. Students will have to agree to terms and conditions.
- **Brewster** reminds the Board we need to get information to this taskforce from Bob Crafton, a former Board member, and his chapter.

Executive Committee—Brewster

- The Committee met a second time this morning. **Brewster** wants to summarize just a few of the ideas.
- The Executive Committee will review orienting materials **Fitzpatrick** pulled together, so that we have a more formal mentoring structure for Board members. This conversation also covered the Board contract.
- **Brewster** notes the conversation about ways of supporting and recruiting student leadership.
- During the meeting, **Johnson** gave an update on the Central Office positions, including changes to civil service status through NIU.
- The conversation covered the difficulties with finding convention sites, and Johnson announced the details of the 2020 convention.
- Budget adjustments will come at the end of the Board meeting.

President’s Report—Brewster

- **Brewster** visited the CO as new president. He was impressed with the amount of work that office does.
- He also thanks members who were willing to step into new roles on committees.

Vice President’s Report—Steinberg

- **Steinberg** describes the extensive phishing attempts coming to us through email and cautions Board members about opening suspicious messages.
- She is learning how to put together the agenda and other aspects of the president’s role. **Steinberg** has also taken over the strategic planning. Her role is also to be a listener.

Immediate Past President—Fitzpatrick

- **Fitzpatrick** notes that having the Immediate Past President and President visit the CO at the same time allowed for a smooth transition.
- She has been collecting orientation and professionalization materials from non-profit boards.

Secretary/Treasurer's Report--Schroeder

- **Schroeder** reported on the work she has done, including staying in contact with our financial advisor.

Member at Large Report—Phelps

- **Phelps'** experience here has been brief. He is impressed with the energy of the four committees he has been working on.

Communications Committee—Comeford

- **Comeford** refers the Board members back to **Mudd's** previous comments about social media. Getting more banter or doing some “sassier” social media might be to our advantage, as well as increasing the use of the hashtag #englishmatters.
- She comments on the shift with the blog and the newsletter. She addresses the continuing difficulty with information not being up-to-date in WriteAway!, a constant difficulty. Getting more people actively involved might involve a roll call of different chapters in the Region.
- Incentivizing through give-aways (gift cards? raffles?) or competitions between chapters are ways to engage chapters—she lists examples of the subjects for those competitions.
- The Committee was asked to address the required two copies of literary journals but did not come to consensus about the issue. Cons include the cost of shipping and materials, schools pressed for time, schools with digital-only copies, a lack of traffic viewing journals at conventions. She then lists the pros: what we do as a profession, that the cost is negligible, that digital copies are harder to judge side by side, and that having a physical archive has professional and historical significance. **Gabriel** addresses some of the pros and cons.

Convention Committee—Steele

- **Steele** says the Committee members talked about updates, including the app. Our Common Reader speaker will be on Saturday—more late sessions will encourage attendees to stay for the gala. Thursday morning programming was also a topic of discussion. The bookstore owner helped with topics for Thursday morning.
- The Committee encouraged **Steele** to look for ideas for inexpensive and literary contacts for the welcome.
- **Motion to extend honorary membership to Cristina Henriquez and Mary Norris, last year's Convention speakers.** Discussion includes why we offer such an honor. **Motion carries.**
- **Steele** says they also heard reports from SLs, who have planned a game night for students on Friday night, including large-format Literary Monopoly.
- She discussed inviting Sponsors to lead sponsor workshop. Other ideas included how to write letters of recommendation, roles of leadership, and how to support graduate members.
- Finally, they reviewed paper submission policies.

Brewster calls for a break at 5:00 p.m. and reconvenes at 5:17.

Scholarships and Academic Awards Committee—Schroeder

- The Committee topics included a final reassessment of moving most scholarships to the spring round, drafting questions for the 2018-19 round of applications, and helping students understand and better apply for newer scholarships and grants.
- **The Committee moves to increase the William C. Johnson Scholarship amount to \$6000, with a \$3000 runner up.** Discussion provides a friendly amendment regarding the amount for the runner up. **Motion carries.**

Service and Partnerships—Helwig

- This Committee has been looking at new partnerships, hoping for opportunities as successful as the Penguin Internship. **Wendelin** is working on a partnership for an internship with NCTE.

- Other ideas include increasing number of internship stipends and a roundtable of internship recipients to provide materials and advice to potential interns. Interns are already required to submit blogs about their experiences. Listing “internship” under careers might be the wrong place on the website.
- The members discussed ways of culling additional internship ideas.
- They also discussed project grants and putting together a roundtable for projects.
- With the April 8, 2019 deadline, awards will not be issued in time for convention travel, an issue for the CO. The Committee leaned toward ending travel assistance to Convention. Do we want to give out another Service Award instead?
- **The Committee moves to remove travel assistance for Service Award and Project Grants and to award up to \$200 to recipients of the Service Award.** Conversation includes where the funds might go; giving the money back to the chapter would be incentive to tackle project grants. Using “up to” would be helpful in the language of the grant. **Motion carries.**
- Future projects for conventions might include bringing a backpack full of materials for teachers in the local area and considering being involved in service projects while on site at Convention. Discussion ensues. **Helwig** notes that the Committee is in the idea stage.

Strategic Planning Committee—Steinberg

- **Steinberg** mentions the tweaking of our vision statement: **The Committee moves to use “Transforming Worlds with Words.”** **Bartlett** points out that the revision says something very different from the previously-approved statement “Transforming the World with Words.” Discussion includes the fact that we have never before had a vision statement. **Fitzpatrick moves to table the motion until tomorrow to revisit it at that time. Motion carries.**
- **The Committee moves that the Board meet 24 hours early for a strategic planning retreat immediately before the 2020 Fall Board meeting.** Discussion conveys the need to revisit the Strategic Plan every five years. **Motion carries.**

Regents Committee—Bartlett

- One charge is to continue updating the Regents Handbook. One area was recruitment/mentoring/retention of future Regents, with discussion with new people of what information needs to be included in the handbook. Some FAQs, such as how to use Regents funds (along with Regional differences) could go in the handbook.
- Regents are working with the AR regarding regional projects that might come up. Ideas bled over from other committees, including activities that would help connect alumni to members, like webinars or other videos. How do we connect with future alumni at the Convention?
- They reviewed materials for recruiting strong SLs. The CO will contact sponsors for recommendations to those positions, including moving the deadline for SR applications to before the Convention. While we often get great student leaders who submit on the spur of the moment, some have not actually considered whether they can commit the appropriate amount of time. The possible due date would be March 1, with extensions as needed. **Gabriel** asks questions to clarify the requirements. **Miller** confirms that the applicants would not require a recommendation from their chapter sponsors. Discussion covers ways that advisors can help inform students about the responsibilities.
- The Committee is working with Convention Chair; the Sponsors Workshop has already been planned, though, so the Regents talked about having a breakfast that will replace the Sponsors Luncheon.

Student Leadership Committee—Miller and Sass

- **Miller** notes that the Committee finalized their event for convention, went over workshops and planning, budget, etc. They have already talked about game night.
- **Steele** reminds the SLs to communicate with **Gabriel** about when the descriptions go into the program; **Miller** also notes that they are including SKD with their photo booth.
- They are working on Humans of STD and social media take-overs.

Past Presidents Advisory Council—Fitzpatrick

- The past presidents met at the most recent Convention; the conversation revolved around recruiting Board members. A meet-and-greet hosted by Fitzpatrick as immediate past president will allow invited sponsors to learn more about the positions on the Board, in an attempt to improve the pool of applicants. The event will coincide with Game Night for the students.

Schroeder moves, Fitzpatrick seconds, to adjourn until Saturday, September 7 at 9:00 a.m.

Saturday, September 8

Brewster calls the meeting to order at 9:10.

Budget Review and Approval


- **Schroeder** reads Leslie Evans-Dunn's report, suggesting the investments should maintain its modest gains through the end of the year.
- **Schroeder** makes corrections for and then reads the budget.
- **After a move to approve the budget, the motion carries.**

Other New Business

- **Johnson** reminds the Board members about standard travel and reimbursement details.
- The SLs have plans to use the afternoon for learning more about St. Louis, in anticipation of informing members attending Convention.

Motion to adjourn. Meeting adjourns at 10:30 a.m. Motion carries.

Respectfully submitted,



Shannin Schroeder, ΣΤΔ Secretary/Treasurer
 Draft completed on September 8, 2018
 Revision submitted to CO on March 5, 2019