

Minutes of the Fall 2013 Board Meeting of the Print and Electronic Communications Committee (“the Committee”)

Ongoing charge: To review and evaluate policies and procedures pertaining to all Society publications in both print and electronic forms; to oversee the website and to explore options for coordinating communications both in hardcopy and online; to review policies and procedures pertaining to *The Sigma Tau Delta Rectangle* and *The Sigma Tau Delta Review* writing awards; to accept applications for and recommend winners of the annual Outstanding Literary Arts Journal awards; to accept applications for and recommend winners of Chapter Blog or Website awards.

Board/Staff Members Present: Chair, Andrea Ivanov-Craig (Far Western Regent); Glen Brewster (Eastern Regent); Karlyn Crowley (Editor); Carrie Fitzpatrick (Historian); Victoria Gore (Southern SR); John Kerrigan (Mid-Western Regent); Katie Patterson-Hulett (Far Western SR); Jon Peacock (Alumni Representative); Lauren Brandeberry (CO Staff); Deb Seyler (CO Staff).

Committee Minutes:

1. Old Business

- The minutes of the spring 2013 Board Meeting of the Committee were reviewed.

2. New Business

- The Committee discussed possible updates or changes to the awards for Individual and Chapter blog or websites. Former Committee Chair Glen Brewster pointed out the “fluid relationship” between the submissions that were either blog or website, or in practice), a combination of the two. Carrie Fitzpatrick suggested that we consider members’ “web presence.”
- The Committee discussed the rubrics for judging the awards and the current language on the applications.
 - No changes will be made to the rubrics for this year’s (2013-2014) contest. However, for the future, the Committee recommends measuring a blog or website as only one of several possible diverse forms of social media. Lauren mentioned their mutual effect on each other. The Committee also discussed other possible criteria, such as contribution to the Society in terms of significance and actual traffic (hits), and how well the web presence uses multimedia
 - No changes will be made to the language on the application for this year’s (2013-2014) contest. However, in accordance with the recommendations for the rubrics, the Committee will continue discussing or enact actual change in the language to adapt it to welcome or encourage a wider range of social media.

- The Committee discussed their review of the Society Website in regard to promotion of chapter activities via social media.
 - Lauren Brandeberry reported on a list of chapter Facebook pages recently emailed to board members. Lauren commented that the list helped Lauren follow up on Society business (such as filling out the annual chapter survey) by posting on their pages. More direct communication to students (not just faculty sponsors) will occur through such social platforms as Facebook. The list is currently incomplete for various reasons; however, she hopes to continue adding to the list as more Facebook pages are found. Lauren clarified that the list was only for Board use considering the preferences for privacy of individual chapters. The hope is to one day make the list more widely accessible.
 - The Committee discussed guidelines for posts to Wordy by Nature and reviewed a draft of a blog style sheet presented by Lauren. Some changes include emphasizing clarification of blog topic's call to action, prompting discussion, and inspiring readers with main purpose of Sigma Tau Delta; **the draft was approved as slightly revised and a motion was drafted that the Committee recommend to the Board:**
 - **“The print and electronic communications committee recommends that the attached blog style sheet be reviewed and approved by the Board for use by contributors to, and editors of contributions to the Society webpage.”**
- The Committee discussed the Literary Arts Journal Awards. No major changes will be made to the applications or rubrics for the awards for this year. Discussion then turned to addressing the problem of few submissions (the Committee was reminded that being implemented this year is the bar against consecutive applications by a chapter having won the previous year.) It was suggested that one reason more chapters did not apply is that their journals were being funded by other sources; other reasons include that the faculty supervisor was not a faculty sponsor or a Sigma Tau Delta member, and the perception that somehow Sigma Tau Delta involvement was not sufficient to warrant the journal being considered wholly their province. Some debate occurred between members Brewster and Kerrigan . The question debated concerned clarifying to what degree Sigma Tau Delta could be considered involved for running a literary arts journal. Deb Seyler read from the current application, which calls for the applicant to describe how Sigma Tau Delta

is directly involved in running the journal and which reproduces the statement in the journal that Sigma Tau Delta is indeed involved.

- However, on this matter, the Committee realized a discrepancy between the language on the website advertising the award and the language on the actual application and resolved that it be made consistent.
- In forthcoming meetings, the Committee will return to discussing and/or implementing language on the application that makes it less restrictive.
- The Committee discussed the Committee's possible role in making members more aware of membership requirement—specifically, that non-English majors may join the Society. Though this information is implied in the language on the website, it was recommended that Wordy-By-Nature feature a blog post on this topic.
- **The Committee discussed and reviewed the Committee's overall purpose and charges, and would like to recommend a motion to the board:**
 - **“The print and electronic communications committee recommends that its name be changed to the Communications Committee.”**
- The Chair of the Committee recommended that the agenda item that a new award for excellence in social media be considered was a moot point since it would reduplicate the effort of the awards for blogs or websites, which are moving in the direction of rewarding more multi-media and mutually effective web presences.
- The meeting time allotted having expired, the Committee adjourned.

Respectively Submitted on September 23, 2013: Andrea Ivanov-Craig