

## **Service Committee Minutes, Fall Board Meeting 2013**

*Service Committee Charge:* To encourage and publicize service activities of chapters, particularly those dealing with literacy, broadly defined; to work toward an acceptance of such service as a major component of the Sigma Tau Delta experience; to work with the Convention Chair to organize one or more panels on service at the annual convention; to accept applications for and recommend winners of Chapter Project Grants and Service awards; to recommend winner of Student Leadership Award.

### *Service Committee Minutes:*

#### 1. Old Business

- Spring Board meeting minutes were reviewed and approved.

#### 2. New Business

- The Service committee will launch an Advertising English Project in collaboration with Student Leadership. The goal is to gather clever sayings and comments that inspire and advocate English study and related literary arts, which may be used for future advertising. The project will include:
  - Facebook Posting Challenge: “If you could give Sigma Tau Delta a slogan, what would it be?” Note: Bil Johnson’s suggested slogan: “I’ve upped my commitment to Sigma Tau Delta. Up yours!”
  - Convention Butcher Paper Prompt(s): “What do you love about literature, language, and writing?” and “Why should people get involved with Sigma Tau Delta?”
- Discussion ensued concerning more effective means of promoting, publicizing and marketing the Student Leadership awards, Project Grants, and Service awards. Suggestions included: 1. Offering a student leadership roundtable dedicated to walking members through the application process of awards, grants, and scholarships; 2. Providing a concurrent session during the convention that highlights and explains the various funding opportunities available nationally and regionally; 3. Presenting orientation webinars to chapter officers in the fall semester, recording the sessions and posting them to the website for future reference; and 4. Creating and publishing a list - Top 20 Things You May Not Know About Sigma Tau Delta. It is recommended that the Top 20 list go into the convention program and the website.
- Brainstorming took place about ways to increase advocacy for and service to the Society, the English profession, and the liberal arts by chapters. Suggestions involved:
  - Convention Video Story Booth for future conventions (approximate cost is \$1000 for 3-5 hours)
  - Short Convention Video Contest (in coordination with the existing Print Convention Stories initiative)
    - Committee Motion: The Service Committee motions to create two \$50 awards for best convention video submissions of 3 minutes or less. #sigmamemories
      - The motion was approved by unanimous vote of the board.
    - Contest judging criteria are based upon story quality, video and sound clarity, creativity, and effectiveness in celebrating the literary arts. In the future, the contest and guidelines will reside with the Service Committee, while the contest launch and judging will reside with the Student Leadership Committee. The convention video contest will commence each year at the beginning of the convention and run for one week after the convention. Contest results will be posted to the website by May of each year on the Convention Stories section of the website.
  - Updates were provided regarding the dissolution and integration of the Partnerships Committee into the Service Committee. Potential partnerships were mentioned involving NEHS/Sigma Tau Delta at the chapter level, Library of Congress Center for the Book, Jumpstart Read for the Record, World Book Night, Little Free Libraries, American Library Association Banned Books Week, and Creative Commons Intellectual Property Issues. More discussion and investigation is required.
  - Committee members may be asked to participate in convention roundtables/workshops on service opportunities and issues (e.g., chapter service projects; post-graduation service opportunities like Teach for America, City Year, the Peace Corps; intellectual freedom/banned books programs).

#### 3. Remaining/New Committee Agenda Items for Spring Board Meeting

- Discuss NEHS/STD and SKD/STD partnerships/memberships at the chapter level – including but not limited to how the Society can publicize, facilitate, and support such activities
- Investigate other potential national service projects and other partnerships (Jumpstart Read for the Record, World Book Night, etc.) and develop a proposal to present to the Board
- Plan, in conjunction with the Convention Committee, panels on service opportunities and issues (e.g., chapter service projects; post-graduation service opportunities like Teach for America, City Year, the Peace Corps; intellectual freedom/banned books programs)