

Membership Development Committee Meeting Minutes

September, 2014

Alumni Strand

- Last Fall/Spring, the question of working with a technical writing organization-- Society for Technical Writers—was raised. Being able to partner with other societies and asking that AE members receive a discounted rate would be a potential benefit.
- The need for a strong online presence is key to keeping AE members engaged— some ideas for this included: webinars on publishing, using social media to organize career fairs in major cities, and organizing meet n' greets for alumni (both virtual and face to face)
- The committee wonders what the main options are for getting contact information, at this point only via the website or at Convention. There has to be a consistent way of tracking alumni. As seniors graduate, chapter sponsors could (as an incentive) promote AE as a way to get contact info.
- Write Away collects graduation dates/emails, please send out mass email to those who are graduating to provide information on AE
- What are the benefits? Currently, AE members are eligible to submit to convention, serve on committees, and receive the publications. In addition, AE members are eligible to apply for the AE grant and scholarship. HOWEVER, what do we offer to AE members who aren't able to attend convention or are not pursuing work in the English discipline? Possible ideas include Job postings/Recruiting, a network of alumni for marketing and networking
- Currently, we are getting info to Alumni members late...can the SRs promote AE membership more? How are the Regents promoting AE to chapter sponsors?
- Future motion: propose a lifetime membership fee

Motion:

We propose a motion that the Central Office, with the assistance of the Membership Development Committee, as well as the Alumni Representative, will investigate and present to the Board in Spring 2015, quotes and implementation strategies for allowing individual members options for registering and managing their memberships online, and maintaining an active online community.

PASSED

Motion:

The Membership Development Committee moves to eliminate the current fee structure for Alumni Epsilon members (\$13 annual fee), making any graduating member of Sigma Tau Delta (so long as they do not qualify as a faculty sponsor or graduate student at an institution with an active chapter) a member of Alumni Epsilon.

WITHDRAWN

Diversity Strand Focus

- Questions that were raised include:
 - What are the numbers for underrepresented groups?
 - Is there the possibility of a diversity scholarship?
 - Can we get a list of schools that the Society would like us reach out to that have more underrepresented populations?
 - Can the diversity strand host a roundtable or conversation about diversity and publishing?
 - Can we discuss diversity at the Sponsor Workshop?
- At one point, the part-time scholarship was created to reach out to underrepresented populations, specifically non-traditional students
- At this point, STD does not collect demographics of members, though this is an option should we decide to move in that direction
 - Rather than pin-pointing certain demographics, let people self-identify?
 - Could we do an informal survey with chapters about who their membership consists of?
 - Some opposed to this view on account of the way in which Western societies tend to define underrepresented populations in a binary (i.e. gender, etc)
 - Another idea is to contact specific chapters see if they have concerns related to diversity
- The consensus of the committee is that we need to consider diversity very broadly: ability, race/ethnicity, gender, sexual identity, religious affiliations, age, economic, student-status, etc.

English Ed Strand

- Questions:
 - Can we bring to the board a type of award that would be connected to English education related submissions or another scholarship focused on teaching—in addition to the PC Sommerville?
 - How do we reach out to other students interested in English Education? Is there a possibility of developing a FB page?

- Can we partner with organizations that provide opportunities to teach?
- Can we engage with NEHS in some ways?
- What is the possibility of partnering with something like the Citi Year Program—an organization/program where students volunteer for a year to be a teaching assistant and receive a stipend and living expenses? Internships and grants are options to explore (Elfi will explore)
- Roundtable topics—hosted by committee...we could propose one that would be in the program—go to regional face book pages and ask folks to submit ideas,
 - YA and teaching, should we be teaching or not?
 - Consuming YA lit
 - Teaching writing
 - SUGGEST 2 FROM THAT STRAND—panelists would determine various topics
- A Far Western Regional Academic Conference is occurring this fall—topic is YA Dystopian Fiction, they will suggest the teaching/pedagogy questions

Motion: *The Membership Development Committee proposes a motion to create a separate \$250 Convention award for the best pedagogically focused paper presented,(such as those submitted to the Teaching Language/Literature and Pedagogy/Practice area), beginning with the Spring 2015 Convention in Albuquerque.*

PASSED

International Chapters

- The charge is to identify new institutions where international chapters can be developed, and to build existing relationships with current international chapters
 - We have nine international chapters currently
- Kathy Nixon has reported that the incentive for faculty to do service is minimal, which could account for the lack of interest in honor societies; the students are interested, though, so any incentives we could provide to faculty may help in founding new international chapters
- History:
 - Various honor societies have tried to develop chapters internationally—the most successful are those who are business related
 - Honor societies have been an American custom and not something that institutions in other countries generally take part in
 - In the past, international chapters have reached out to us, but we have not intentionally recruited international membership
 - We don't have an international chapter tab
- Currency is a challenge at times

- Conferences/conventions—do they have the ability to receive funding to do their own event?
- Chapters are disbursed through different geographical regions...if we want to put an effort into increasing our international chapters, then we need to consider re-organization
 - Website –new pages will be resources for different groups, info form
 - How can we overall increase membership
 - Ask schools who have partnerships with other universities if they have interest
- Reach out to potential sponsors, create incentives for chapters,

Virtual Chapters

- Do we want them and if we want them how do we manage them?
 - Benefit is that we get a whole lot of new members
 - Drawbacks: ACHS—we are the only other society to accept online members except for business, ACHS—rules don't state that it is illegal but it might be difficult, including opportunities for membership
 - Mention of Golden Key going international/virtual
 - Challenge to society: we are set up as a traditional model (on campus), and administratively, we can't take individual member applications
 - Perhaps society could contract with a huge organization that could do some of the administrative
 - Can we incorporate into existing chapters with online students—use as a pilot to determine best practices
 - A couple chapters who have tried this had virtual members increase to the point where they have essentially two chapters (online is much more popular)

Wrap-Up:

Committee strands will continue discussions via email throughout the year. We are grateful for the various strand leaders: Timothy Helwig, Kevin Brown, Traci Thomas-Card, Andrea Ivanov-Craig, and Lexey Bartlett.

Respectfully Submitted,

Traci Thomas-Card

Co-Chair, Membership Development Committee