

9/16/16: Minutes from Task Force for Increasing Revenue Meeting (Fall Board Meeting)

Present: Tim Helwig (Facilitator), Shannin Schroeder, Natasha McPartlin, AmiJo Comeford, Mercedes James, Samantha Miller, Kaitlynn Sass

After a lively and productive discussion from approximately 10:30 a.m.-noon, the task force agreed upon the following actions and deadlines.

- I. **Advertising (Tim & AmiJo):** Tim (for advertising on the website) and AmiJo (for advertising in our publications) will contact Central Office for any necessary and helpful information, and will research and review the opportunities and challenges of selling more advertisements on the international website and phone applications, as well as selling advertisements in our publications *The Rectangle* and *The Sigma Tau Delta Review*. Tim will provide a summary report to the task force by December 15, 2016, for inclusion in our short report to the Strategic Planning Committee by January 15, 2017. [Note that Tim will continue to read professional essays on the topic of increasing revenue in non-profit organizations for inclusion in his “survey of the literature” in our short report.]

- A. Advertising on website and on phone applications?

- B. Advertising in our publications?

- II. **Merchandise Sales (Mercedes, Samantha, and Kaitlyn):** Mercedes, Samantha, and Kaitlyn will contact Central Office for any necessary and helpful information about our organization’s current sales practices, and will research and review what other college honor societies and select college/university bookstores sell for their students. As part of their research, they will post a brief survey on the regional Facebook pages asking Sigma Tau Delta students for their input about what products they would like to see us sell. Mercedes, Samantha, and Kaitlyn will provide a summary report about the opportunities and challenges of widening our merchandise at the website’s Shop to the task force by December 15, 2016, for inclusion in our short report to the Strategic Planning Committee by January 15, 2017.

Graphic Designer: Mercedes, Samantha, and Kaitlyn will conduct preliminary research into the cost of hiring a graphic designer and or creating a one-time internship position for a graphic designer to improve our designs. Mercedes, Samantha, and Kaitlyn will provide a summary report about the opportunities and challenges of hiring a graphic designer to the task force by December 15, 2016, for inclusion in our short report to the Strategic Planning Committee by January 15, 2017.

- A. Merchandise sales

1. Updating designs and putting old stock in clearance section.

2. Researching other honor society/university bookstore merchandise

3. Send out 2-minute survey to Facebook regions regarding merchandise wants/needs. Adding a couple questions to annual chapter survey regarding merchandise. Send Natasha Questions by November 7. Send to task force for suggestions.

B. Graphic designer

1. We have access to NIU's marketing and communications team.
2. Research costs of hiring graphic designer
3. Competition to find a student design to feature on Sigma Tau Delta store.
4. Design competition to find intern to be paired with Natasha and professor at the student's school. The student need not be Sigma Tau Delta members to apply.
5. Possibly bringing motion in Spring 2017 for fall internship opportunity.
6. Student intern could be responsible for advertising page layout, logos.

C. Two Recommendations to the Board to improve the online shopping experience.

1. Change "store" tab to "shop."
2. Merge sponsor and member shops into one single online shop.

III. Convention (Shannon and Natasha): Shannon and Natasha will contact Central Office for any necessary and helpful information, and will research and review the opportunities and challenges of increasing revenue from the annual convention. Shannin and Natasha will provide a summary report to the task force by December 15, 2016, for inclusion in our short report to the Strategic Planning Committee by January 15, 2017.

A. Registration Fee

1. Registration fee was raised recently from maybe \$60-70.
2. Raising late registration fees to accommodate larger increase from early registration date.
3. Splitting late registration fee from on-site registration fee.

B. Honor merchandise

1. Advertise honor merchandise discount at convention to sponsors/students.

IV. Fees (Task Force Motion)

A. Motion to raising the new charter fee from \$50 to \$100.

We move to raise the one-time charter fee from \$50 to \$100 effective January 1, 2017.

*Mercedes seconded.

*Unanimously approved.

1. Some societies charge up to \$500.
2. Propose \$95, and then perhaps reduce to \$75 based on response.
3. No increase in reactivation fee of \$25 at this time.
4. Give notice of increase to hesitant prospective charters.
5. Set cut off date.

Minutes taken by Mercedes James and expanded by Timothy Helwig.