

Minutes of Strategic Planning Committee
February 26, 2014

Members: Karlyn Crowley, Sarah Dangelantonio, Shannin Schroeder, Sidney Watson, William Johnson, Dave Wendelin
Chair President-Elect Gloria J. Hochstein

1. Constitution and Bylaws: The Sigma Tau Delta Constitution does not address all of the Society's existing constituencies and policies. Some of the areas needing updated languages and definition and clarification include online chapters, NEHS, graduate members, alumni membership, lifetime membership, and more. Amending or adding to the Constitution is a laborious process which takes at least a year, culminating in a ballot mailed or emailed to chapters. On the other hand, amendments to Bylaws simply require a majority vote of the members of the Board. It was agreed that the Constitution should explain the overall mission and structure of the Society, those areas that do not change. The Bylaws should contain details, policies, descriptions, and definitions that change over time and change with Board votes. It was decided to draft revisions that streamline the Constitution by moving the details and policies into the Bylaws, and then to have the chapters vote on accepting the revised Constitution. The deadline for the revised draft to be shared with the committee is mid-summer, 2014.

2. Communication: We are still struggling with maintaining communication with members, alumni, Sponsors, potential members, potential leaders. We discussed briefly our methods of communication and promotion and marketing. No action taken.

3. Leadership Development: We need to continue to develop leaders, especially for Board and committee positions. We need to continue to find ways to publicize openings, recruit leaders, and nurture those who accept a Board or committee position.

4. Leadership Support: We need to take a systematic approach to developing and posting user-friendly online handbooks for Sponsors, for chapter leaders, and for Regents and other Board members. What materials we do have online are not organized in such a way as to allow members and prospective members to find material or even know what materials are available. It was suggested that we task the student leaders with finding specified materials on the website (a sort of usability test), and then task them with helping make suggestions on what the website should look like. What should the first level look like, and the 2nd level, and so on? Also suggested was asking new faculty Sponsors to help work on user friendly website.

It was recommended that we remind Regents of watching their personal limits. When they serve on committees with heavy judging duties (Scholarship and Convention, for example), they should not be expected to judge submissions as well as make decisions on committees.

5. Common Reader: Participation in the common reader experience remains low, and almost no one not attending convention requests funding from the Regents Common Reader Grants. We discussed not requiring the common reader author to be a speaker at the convention. Discussed was the idea of having the common reader author give a

videotaped interview that could be posted to the Society website and made use of by chapters separate from the convention.

6. Convention: We discussed the lower numbers of Gala attendees and possible changes to the convention format. No action taken. We discussed limiting numbers of speakers to two. Dave informed us that NEHS will not be funding speakers in the future.

We discussed convention duties of Student Leadership Committee and the Alumni Representative.

7. Central Office and Software and Hardware: With the continued growth of electronic communication, web application, and online management, the question is whether the Central Office is adequately and appropriately staffed and equipped to handle the always increasing demands on their technical time and skills?

Discussion (also in Executive Committee) included finding student help to take over some of Karen Larsen's merchandise packing tasks, and other Central Office staffing needs.