

Executive Committee Meeting, March 17, 2015

Present: William Johnson, Diane Steinberg, Carrie Fitzpatrick, Shannin Schroeder, Sarah Dangelantonio, Seyler.

Chair: Gloria Hochstein

1. Delta Award: It will be presented to Lillian Schanfield at the Gala. It will be a surprise for her. Discussed the machinations involved in getting Lillian to attend the convention, including Hochstein's creating a roundtable to involve Lillian. The roundtable on Retired Sponsors has turned out to be a very good topic for a Sponsor-related event.
2. Student Advisor selection: Interviews will be Wed. March 18, with the selection to be made the same night.
3. Convention: Discussed the need to recruit and support new convention chairs. An Ad Hoc Convention Advisory Board will meet March 21 to discuss Convention policies to be recommended to the Convention Committee. Members of the CAB: Hochstein, Johnson, Fitzpatrick, Dangelantonio, and Sid Watson. Convention 2017 to be in Louisville, KY. Discussed possibility of 2018 convention in Cincinnati, 3rd week in March. The Cincinnati Hilton has made a great offer with rooms at \$115/night and more concessions than Johnson has ever been offered. Discussion ensued about having the 2018 convention so close to the city of the 2017 convention. It was pointed out that Louisville and Cincinnati are in different states and in different Regions. The deal seems too good to pass up, but Schroeder asked that Johnson inquire of the Cincinnati Hilton to see if the same deal could be offered for 2019, and that Johnson look into the possibility of Fort Worth for 2018. Johnson agreed to ask the Cincinnati Hilton if the deal holds for 2019. If the deal is available only for 2018, Cincinnati Hilton's offer is too good to pass, and Johnson will go ahead with selecting Cincinnati for 2018.
4. New member enrollment (see numbers in ED's report): The decline in English majors results in fewer eligible members. Discussed the need to promote Sigma Tau Delta to more majors in related fields, such as rhetoric, library science, theatre, communications, pre-law, higher education administration, etc. Discussed promoting more varied career path development at convention and on website and social media. We need to consider connecting with alumni members in various professional careers for information on what careers Sigma Tau Delta members have gone into. Alumni also could provide workshops at conventions and mentor student members.

Johnson informed us of the upcoming induction of 350 members in the first virtual chapter. Southern New Hampshire University will be inducting twice/year. The committee urged the CO to include Regent Kevin Brown, Virtual Chapters' Strand Leader, in future discussions of virtual chapters and to bring him up to date on the current arrangements with SNHU.

Johnson explained the discussions with English honor society Lambda Iota Tau, which is disbanding. Approximately 30 chapters of LIT will be chartered into Sigma Tau Delta, and the members of those chapters will apply for Sigma Tau Delta membership, all of which will be paid for by the funds remaining in the LIT treasury,

5. Alternate activities for SRs during Fall Board meetings: The Fall 2014 experiment was deemed successful and will be repeated for Fall 2015. The SRs will attend committee meetings and parts of the Board meeting. The rest of the time they will be visiting local spots of interest for the spring convention and will be visiting businesses to solicit advertisements for convention.
6. Central Office staffing: Discussed need for someone to take on some of the work of the CO, especially as related to social media, convention preparations, and possibly editing. The committee moved to authorize Johnson to hire a graduate assistant from the English Department at NIU to be paid to work 20 hours/week during the academic year. After one year, the assistantship position will be evaluated to see if it should be continued or expanded, or if it should lead to a staff position. [Motion passed the Board on 3/18/15]
7. Constitution and Bylaws: Chapters voted on and passed the two motions presented Fall 2014--to allow the Board to make editorial corrections of Constitution and to move the descriptions of membership to Bylaws. Hochstein will oversee the revisions between now and Fall 2015 by breaking the revision into smaller parts and asking Board members to sign up to work on sections of the Constitution and Bylaws.
8. Motion for online membership management and online community: Discussed how to follow through on the motion passed by the Board in Fall 2014 to develop systems to allow members to "register and manage their memberships online and participate in an active online community." Discussed VineUp and other programs which Elfi Gabriel has been looking at. This issue will be further discussed over the summer and at the Fall 2015 Strategic Planning Retreat. [After the meeting Hochstein asked Fitzpatrick to work with Gabriel in any future previews and demos of membership management and communication systems.]
9. Hotel Comps: Motion was made to standardize the number of convention hotel nights given to past Board presidents and Delta winners who continue involvement with the Society. Past Presidents and Delta winners will be offered "up to three nights" to attend convention. [Motion passed by Board on 3/18/15]
10. Strategic Planning Retreat: Scheduled for Fall 2015. It will include revision of Society's primary mission, review of policies and procedures, review of resources for new and ongoing members and Sponsors and chapters, review of revisions to Constitution and Bylaws, infrastructure, and SWOT (strengths, weaknesses, opportunities, and threats) analysis.