

AATC Executive Council Meeting Agenda
Thursday, October 9, 2014
Hilton Tampa Airport Westshore; Salon D
7:30a.m.9:45 a.m.

Welcome: Barbara Stern
October 9, 2014, 7:35 AM

In attendance: Bill White, Shelley Harris, Matt Spurlin, Michelle Tenam-Zemach, Joe Flynn, Peggy Moch, Dana Haraway, Lynne Bailey, Ruben Garza, Barbara Stern, David Flinders, Kate Kauper, Bruce Uhrmacher, Christy Moroye, Candace Schlein, Bradley Conrad, Chara Bohan, Vicki Ross

Barbara called the meeting to order. She welcomed all attendees and introduced newly elected board members.

New Executive Council Meeting Members

- Brad Conrad
- Kate Kauper
- John Pecore
- Amy Williamson (filling the remainder of the term of William White)

Thank you to Outgoing Executive Council Members

- Blake Bickham
- Dana Haraway (Program Chair 2015)
- Peggy Moch
- William White (President Elect)

Note: Ruben Garza will serve as Parliamentarian.

Approval of March Executive Council Minutes:

Barbara asked for comments on the minutes from the Spring Meeting. Peggy moved to accept them without revision. Dana seconded the motion. All approved.

Executive Secretary Report/ Organizational Status Report: Lynne Bailey
Lynne distributed her AATC Organizational Status Report. Barbara asked for clarification on the cost of the conference. Lynne pointed out her estimate of \$18,000 (listed under expenditures). Lynne noted that the journals cost \$500 more this year. She also noted that every time we add awards we have a larger cost for those awards. Some of the materials for next year were purchased in advance. Our goal as this kind and size of organization is to have about \$50,000 in savings. We are near \$30,000. We need a two-year cushion. Barbara reminded us of the 2001 conference year in which people decided they did not want to fly and only approximately 22 people attended. We have to be prepared in case we have a low-attendance year and we still have to pay for the hotel, etc.

Lynne asked if there is an established finance committee. Barbara said that Chara would like to establish such a committee but needs permission from the Executive Board. She

will need someone to move to establish the committee and membership will need to be approved to represent the broad interests of the membership.

Bill asked if it is possible to purchase conference insurance. The finance committee could look into it. Lynne pointed out that the closer we get to the date of the conference the more we are committed to paying the hotel. She does not believe there is any kind of insurance to get out of paying the hotel. Shelley asked if the membership would need to approve the committee and Barbara referred to the constitution stating that the Executive Board can create such a committee.

Barbara brought up the idea to pay a stipend to the Executive Secretary. Lynne said that if she is only doing her official duties, then she is able to complete everything well. But there are several tasks that she has participated in that can be delegated to others (book fair, conference program, scholarships). Barbara suggested that each person/committee needs to take on more tasks rather than assigning them to the Executive Secretary. As our work becomes more sophisticated and detailed, we need to track the job descriptions and who is responsible for the task. Dana pointed out that we also give everything to program chairs to take care of. Bradley and Michelle stated the importance of having someone with institutional memory serving on committees. Candace reminded us that we have historians, Candace, Vicki and Elaine, who can help us with our institutional memory. AATC is now in its 21st year. Barbara thanked Lynne for her work and commitment to AATC. The conference very much relies on her hard work and dedication.

Program Chair Report: John Pecore with Dana Haraway

John gave his Program Chair report. The cover of the program is a painting of a photograph of the city. He pointed out the proposal numbers and acceptance rates. We will have a large and wide-ranging program this year.

Committee Reports: All reports submitted electronically and distributed:

Questions? [we will simply go down the list in order for questions]

- AATC Governance Nominating Committee: Chara Bohan
- Book Fair: Michelle Tenem Zemach/Matt Sprurlin (invited)
- Community Outreach: Amy Masko, Kevin Cloninger, Rich Biffle
- *Curriculum and Teaching Dialogue*: David Flinders
- Francis Hunkins Article Award: Christie Moroye
- Graduate Student Outreach: Ruben Garza, Sarah Ramsey
- Historian's Report: Vicki Dea Ross, Elaine Chan, Candace Schein
- John Laska Dissertation Awards Committee: Chara Bohan
- Membership: Shelley Harris, Joe Flynn, William White
- Newsletter: Brad Conrad
- O.L. Davis, Jr. Book Award: Megan Kennedy
- Website: Lynne Bailey
 - Wikispaces for proceedings: Donna Breault
- Writer's Workshop

Old Business

- CTD Co-Editorship
Bruce Uhrmacher is stepping down. He has two years left on his term. Christy will be co-editor of CTD with a three-year term, rather than filling the remaining two-years for Bruce to allow for a one-year transition year when David finishes the next two years of his term.

Bill asked if know the impact of CTD (citations, library subscriptions, etc.). Is it indexed? Barbara pointed out that the publisher is working on putting us in the social science index. William stated that we are not getting the journal out there as well as we could. Barbara also pointed out that many AATC members have published through IAP because of our relationship with them (Michelle and Joe, Chara, OL Davis, and others). George is considered a “family publisher” who works closely with many AATC members. Chara pointed out that the nature of publishing has changed. We can’t search individual articles. Bill asked, what if we went to an electronic version of our journal? He said it would make it more searchable. Members could pay extra for a printed copy.

David responded that he does hand out the hard copies of the journal and that a lot of our circulation is word of mouth. He said that whatever George agrees to in terms of circulation David would agree to. Barbara reminded us that we went to the book format to increase library subscriptions. She said that we need to get more institutions to buy it.

Michelle asked if we should survey the membership about the journal and its importance to our membership. It is one of our highest costs. Barbara suggested that we bring George into the conversation. Joe asked if we could invite George to attend the Spring meeting. Ruben pointed out that we need to talk with George prior to the meeting so that he can have a plan in place. Barbara urged the board to ask if their institutions are willing to purchase an on-line journal and how are they viewed by P&T committees. Ruben clarified that it wouldn’t all be on line, but both online and hardcopy. Bill said it could be an elective cost. Ruben said as an author he usually receives a hard copy. Barbara will let George know that Chara and/or Dave will contact him regarding these issues and the contract renewal.

Bill wanted to discuss the idea of a special issue that would be guest edited and/or thematic. Dave said that it is important that this be a peer-refereed journal. We could come out with an issue in addition to our regular issue. David reiterated our focus has been on recruiting manuscripts to ensure the quality of the journal. The editors have not focused on circulation but rather on the quality of manuscripts.

Bill said that a dashboard with journal citations, impact factor, etc., would be helpful. We would need to talk with George about these possibilities.

Addendum from Kate Kauper (Christy was out of the room)

David Flinders: distributed CTD report; submits proposal to find a

replacement for Bruce Uhrmacher as co-editor; Applications were strong.

Flinders: motion to approve Christy Moroye as co-editor; seconded by Joe Flynn

Discussion:

Question: What happens to assistant editor position?

Answer: This is for co-editors to decide

Discussion: position requires strong communication; substantive feedback; need for organizational clarity, and continuity

Question: Does it fulfill remainder of Bruce's term or is it to start as three-year term

Answer: Three year term

All in favor, no opposition

- Technology Concerns: Barbara Slater Stern/Lynne Bailey
Barbara brought up the concerns over technology. How much would it cost to include more technology in the rooms? Could we add to the cost of the conference or ask individuals to pay if they will use it?

Chara said there are ways to mediate costs. Dana said that those who wish to use technology should bring it. Chara suggested that other organizations send out a call to members to bring projectors. Barbara said that the president could put out an email on the listserv asking for people to volunteer to bring projectors, computers, etc.

Lynne said that the hotel will provide screens but that we have to bring all the cords and tape to cover the cords. The screens cost about \$500 per day per room. She can supply the price list so that individuals could buy the technology if they wish. Chara said that costs would need to be shared. Lynne pointed out that the hotels charge for set up and assistance with the equipment.

- Constitutional Issues

New Business:

- Routledge Proposal: Matt Spurlin and Michelle Tenam Zemach

Matt thanked everyone for their help last year when he was unable to attend. If we agree to renew early with IAP, George will give us free shipping, will give us

back \$.50 per journal, and will finance the Francis Hunkins award (\$75 plaque) and \$250 honorarium to split between the two awards.

Matt reported that they asked members what books they would like to see at the conference. He said that handing them lists was helpful and led to more books being sent.

Suggestions: create a specific URL for CTD to track purchases and that a certain commission would go back to AATC.

Michelle said that we should be able to market our journal and our organization in many ways. She said the book fair is a low return on the investment of time. It takes many emails and phone calls to get a small percentage of responses from publishers.

Chara asked if Michelle and Matt want to see a book fair committee. That will be explored. There may be opportunities for more visibility via social media, listservs, etc.

Matt suggested that we have an AATC proposal for publishers (rather than a proposal to them). He is now in contact with 20 publishers, which is up from last year. He thinks that open access might be appealing to members. Matt stated that we need more people to support these ideas and actions.

Barbara said that the ideas for the book fair and the journal should be collaboratively discussed.

Barbara asked if there were any questions about the reports.

We discussed technology (see notes above).

Lynne has put out a survey of membership to suggest locations for future conferences. Barbara suggested we move from a core of about 50 members to 100. Location is part of that. We need to look at the locations from which proposals come and cheaper places to fly. Peggy pointed out that the location should be a place people want to go. Shelley will work with the committee on these membership issues. Her goal is a 10% increase in participation per year. Barbara reminded us to reach out to new attendees. Shelley put yellow smiley face stickers on new attendees' nametags so that we may introduce ourselves and welcome them. Ruben put together a new member orientation. Also, at the request of graduate students, they have a breakfast on the first day (rather than a lunch on the last day) so that they may meet others. Barbara said that AATC should be the meeting people want to come to because they feel energized and nourished. Michelle stated that she attends because she is a part of it, connected. How do we help others feel this way? Peggy said that people join people, not organizations.

Barbara added an agenda item. What do we get for the membership fee? A copy of the journal and the conference. What else? How can we reach out more across the year? We need more newsletters. Bradley sent out one newsletter over the last year. Vicki

suggested that we email monthly touch points with a one-paragraph blurb with updates and member highlights. It could also include more information about the keynote speakers. Bill asked how many hits our website gets per year. We could include our link to the website in the newsletter. Barbara said that AATC is home. We should be able to communicate that to others and new members.

Barbara's last remark is that we need to ensure that those who are accepted commit to attending. She is going to send letters to those who did not show up and did not notify us in advance (and to their deans and department chairs). Ruben asked if sending a letter to the dean/chair gives AATC a negative image. Barbara stated that this is an issue that will need to be addressed.

Barbara thanked everyone for their written reports. The Board thanked Barbara for her service as President.

Meeting Adjourned