

Day of Meeting: Monday, June 8, 2015 - 6:30pm

Approved by (initials): KV, RI, JK, RB, TNT, KEW, JHager, RE, JG

Meeting on June 8, 2015, at Phinney Neighborhood Center, 6:30-8:30pm

Attended by Julie Klein, Cynthia White, Jenn Hager, Kristin Vorce, Rebecca Brinson, Tamara Neely-Tinney, Kathleen Walker, David Downing, Richard Isaac, Rob Esene, Jen Grogan.

Executive

- The executive committee met May 18 and focused on putting together next steps and an RFP for website work. They've approached developers and are waiting to hear back.

Board Development

- The board development team (Tamara, Jenn, Kathleen, and Rebecca) met on May 6 to discuss recruitment efforts for the 2016 board. We have drawn up an initial list of potential candidates, and are planning to host two happy hour-type recruitment events: one in the north end in July and one in the south/central end in late October. More info to come on those (suggestions of where to hold it in the south/central end would be welcomed!).
- A couple conference-related board development topics to be addressed:
 - Is there anyone involved with the conference we should consider approaching for board service?
 - At the conference, we will have a table that represents Guild membership and the board. Jenn has asked Pm (volunteer chair) to find two volunteers who will split the day so that one of them is always staffing the table. The conference committee will consider waiving any fee for these two volunteers. (It may also be good for board members to swing by during "passing periods," too.) Do we agree?
 - We'd like board members to wear distinctive nametags at the conference so that people can immediately identify them by this visual. Jenn has passed that request to Rich Isaac who will make it so.

Programming

- We have organized our July and November member meetings. November's topic is "Craft your online profile to get the work you want" presented by Beth Jusino. July's topic is "An Editor's Guide to Instructional Design" with James Peters and Sunny Gagliano.
- Our team is currently working on plans for next year's meetings, since three of the committee members will be continuing on the board in 2016.
- Here's the promo for the July meeting, which Jenn put out with the subject line "A Professional Development Opportunity."
 - Topic: An Editor's Guide to Instructional Design
 - Have you ever been handed material for an online tutorial to "just copy edit" when it truly needed a complete overhaul? The material was poorly organized; solid text was endless; the author had no idea how to engage students! You may have said, "Excuse me, but this needs a lot more than a copy edit!" Issues like these—organization, chunking, and audience definition—are solved by instructional designers. Just as editors work with authors and layout designers in a traditional publishing workflow, instructional designers work with subject matter experts, UI designers, and media developers in an eLearning workflow. And, similarly, there are almost as many types of instructional designers as there are types of editors. Seasoned practitioners James Peters and Sunny Gagliano will introduce you to the world of instructional design and explain the overlap between editorial production and instructional design. Join us to learn how you can incorporate instructional design into your work as an editor and add valuable skills to your toolkit!
 - Our presenters:
 - ♣ James Peters is an instructional designer, project manager, and entrepreneur with over 20 years of experience in online course planning and development. In 2013, he founded Seabold Learning, a provider of curriculum development services for post-secondary and

workforce development programs across the country. James is a member of the UW E-Learning Design & Development Certificate advisory board. He lives on Bainbridge Island.

- ♣ Sunny Gagliano has been helping publishers, nonprofits, and educational institutions develop print and online educational content for almost 20 years. In 2003, she founded Trillium Publishing to provide editorial, design, and production services to K-12 educational publishers. In 2014, she co-founded Trillium IDS to officially expand into eLearning, providing instructional design and course and media development services for education and nonprofits.

- November – Crafting your online presence to get the work you want
- January – Build Your Referral Network meeting (with the show-and-tell): Getting people to connect in their specialties.
- Julie Van Pelt and the mentoring program – just regrouped three pairs, meeting in person with those pairs at end of this month, feeling like program has potential but hoping in person meetings will generate ideas (recruiting). Jenn and Julie will meet in July, needs at least one volunteer. Rebecca suggested a membership discount as an incentive for mentors. Check in again in August.

Operations

- Please review the balance sheet and income & expense up to June 5, 2015.

Communications

- A list of goals for the new website was pulled together from a call out to the board, including mobile responsive design, a meetings and events area that shows past events as well as upcoming ones, an obvious area where our videos are posted, more obvious calls to action ("Join Now" for editors, etc), and a member database that is automatically updated rather than requiring Toddie to update it manually. From this a Request for Proposals was put together and sent out to a short list of three web developers who were recommended to us in our open call for recommendations, with the request that they get proposals back to us by June 5th so that we can make a decision on a developer at the June board meeting.
- The possibility was noted in this process that the cost of the updates may be greater than we expected, in which case we would hope to carry out the changes in phases designed to fit both the needs of the Guild regarding the website and the Guild's finances.
- WEBSITE PROPOSALS
 - Try to get meetings and website-viewing stuff with the other folks (Cindy and Abby).
 - Rebecca will talk to Cindy, Kathleen will have a meeting with Abby – Jen G will set this up. ○ Ask about experience / portfolios / resumes, experience with responsive.
 - Original timeline had them starting work soon, but we can be flexible.
 - Current website was down because of security patches last week, and Erik fixed it for her!

Conference

- Sponsorship packages complete and sent to Sponsorship Cmte; Sponsorship solicitation continuing, with some success (e.g., \$750 from Viking Press)
- Discussing sponsorship for after-party and how the party might look like.
- Tweets & FB posts on regular basis
- The schedule should be in place June 9. The first 9 session leaders have been sent a June 15 deadline to submit titles & one-sentence descriptions. (The 9th and newest session is Financial Planning.)
- Two panels (Project Management; Moving from a Science/Legal Background to Editing) and a roundtable are being assembled and invited now. Result expected by 15th.
- Gauging Pinker's interest/availability for a before-party. If there is no before-party, then we could possibly have more money to use toward the after-party.
- Back-and-forthing with Cameron Catering but closing in on a contract we can sign. She has been discussing changes from the last meeting (box lunches instead of buffet); the \$3/person thus saved is allowing us to make breakfast heartier.

- Monitoring ticket sales; 31 sold so far. Monitoring, answering/forwarding Gmail account.
- A deadline of September 1 for refunds was decided. Procedure is for the ticket buyer to call BPT. Rich has put this info on the BPT site and sent it to Toddie for posting at EdsGuild.org.
- Researching bags and/or mugs for attendees.

Agenda: Editors Guild Board Meeting

Date and Time: Monday, June 8, 6:30 p.m.–8:30 p.m.

Location: Phinney Neighborhood Center, Blue Building (the one on Phinney, not in the lower parking lot), room 5 (6532 Phinney Ave)

6:30 Preliminaries (15 minutes)

- Call to order
- Vote to approve consent agenda
- Anything else for the discussion tonight?

6:45 Prior Action Items (30 minutes)

- Review action items not covered in consent agenda from prior meeting:

7:15 Current Action Items (15 minutes)

- Parking lot featured item: website! The exec/communications committee will provide a brief update on the status of that project.

7:30 Break (10 minutes)

7:40 Discussions

- (Please include estimated discussion time with each item)
 - Jen G. would like about 5 minutes to discuss with the board Beth Chapple's suggestion that we have some kind of icebreaker session at the conference for newcomers, and/or invite new members and first-time conference attendees to come to a one-hour session during the first time slot, if we could obtain several well-connected Guild folks to discuss the job board, listserv, meetings, and other events and benefits, or have a New Members sign on a table at lunch, so they can meet each other.
 - There will be a Guild table staffed during the conference for new members to learn about our services or join the Guild
 - Adding an activity during a session slot was not favored.
 - A more general ice-breaker (everybody!) Various ideas were floated:
 - ♣ Colored dots for the nametags (or colored nametags?), so that board members would get one color, new members another, not-new members another, nonmembers another... Board members or current members would be encouraged to approach new members or nonmembers.
 - ♣ A game or challenge to meet people: Attendees could be encouraged to meet as many people as possible, with the one who met the most getting a prize. Perhaps this could be verified by taking selfies, or by actually collecting dots from those one met (in which case, everyone would have to be provided at registration with a sheet of dots to give out)
 - ♣ Bingo cards: the idea would be to give everyone at registration a bingo card with terms like "technical editor" or "uses AP style" and one would have to, of course, get a bingo by meeting people
 - ♣ Question cards at the breakfast table.
 - Lunch table with a sign like "meet a board member"
 - Tamara wants to be a part of this, and Julie will help. (Beth & Roberta too? Pm has also expressed interest subsequently.)
- Girl Friday needs more copy editors. If there's anything we wanted to do to encourage that, Mia Lipman would love to teach that class. Rob would be willing to help put something together, and someone from programming.

- No deadline but we're interested, schedule something maybe for November or January and talk about it at the conference.
- Also wait until website is up so we can pilot the payment system.
- Six-month review of board/committee activities/accomplishments (break into committees, 15 minutes)
- Anyone interested in representing the Guild on the Seattle City of Literature advisory board? Here is the request, for reference.
 - Rebecca was a cofounder of City of Lit, and will be writing the UNESCO application as a contractor for the Office of Arts & Culture, but will be taking a break from City of Lit-related projects after the UNESCO bid is complete. However, this is a great opportunity, and the Guild should definitely have a voice at the table!
 - Maybe we could say "we'll send one board member to your meetings" and have them send emails to the president or something to organize that? Everyone agrees we should be involved, and have them send requests to Toddie and send it to the board.
 - Rebecca will write a doc to explain what this is and why it matters so that, if nothing happens for a long time, people still know what's up.
- Cynthia got a great new job that starts in August, so she's moving partially, and needs to leave the board. As long as the programming committee is good, we should be good (we would like a new fourth member for this committee, TBD), but we'll miss her!
- The membership survey next year may take more time than we suspect, Jenn H suggests, just for thought. Build the infrastructure for that.
- We may not have enough "brainpower" to do some of the strategic planning that we'd intended for later in this year, but otherwise we might be getting by.
- Rebecca is going to the Portland Coffee Hour in August, and will meet back. Hopefully that may be a board development possibility. There is a list of potential board members, and anyone who has suggestions to approach would be welcome to add to it. Happy hours in end of July for north end and after the conference for the south end. And then maybe invite them to the board meeting after the conference.

Committee Check-Ins:

Was a six-month check-in helpful? Everybody agrees yes.

- Programming – Technical difficulties have been slowing down meetings or delaying them. Should we just start if that happens? The committee feels they might be penalizing the speaker and audience by not just starting. They requested and received board approval to go ahead without the livestreaming if it is delayed.
 - We need an "AV club" of Rebecca and Rob Esene and one more (David Downing is willing) who all know how to set up the livestreaming
 - Also noticing that meeting starts at 7, 6:30 is the social hour, so 6–6:30 should be the setup to allow for better segue into the meeting, goal to get the tech set up should be 6:45.
 - Maybe recruiting someone ASAP to fill Cynthia's shoes – someone from board or from membership to keep it at four people.
- Filling the co-vice-president spot for when Cynthia leaves, too - checking bylaws. Kathleen has offered to help with the programming committee—unless the committee wants to start right away with mentoring a new board member in that capacity.
- Communications is focused on the conference and the website, we think the table materials may get figured out in the course of the conference, and the social media is ongoing.

To all committees: Update our POPs if possible so that at the board retreat they're not out of date!

8:15 Closing items and adjournment (15 minutes)

Date and time of next meeting: August 8, 6:30 p.m.–8:30 p.m., location TBD (probably Victrola again)
