SIGUCCS Board Monthly Meeting
November 12, 2018

X  Laurie Fox
X  Dan Herrick
X  Allan Chen
X  Lisa Brown
X  Chester Andrews
X  Mat Felthousen
X  Irene Frawley

Meeting Agenda

Old Business
- Last meeting minutes
- Last meeting action items
  - Mentor Program Leadership
    - Advisory board almost settled
  - Awards Committee Membership / Leadership
    - Not made progress
    - Ready for discussion next meeting
    - Need to replace several members and assign a chair

Discussion / Decision Topics for Meeting
- CIO Advisory Board -
  - Need a chair for the advisory board?
  - Would they ever meet separately? (ideally no - less commitment on their part)
- Advisory Council
- Should they be members? **ALLAN to ask IRENE**
- Go forward steps:
  - Check with Irene
  - Draft formal proposal if necessary
  - Draft "value proposition" statement for Exec Comm
- Invite CiOs

- Marketing Committee Process -
  - Publicity Chair
    - Reach out to Bob
  - Marketing Comm member ideas
  - Talk about the document at next marketing committee meeting

- Survey to Non-attendees
  - How to make it happen!
    - Survey itself is in good shape
      - Need to add question about “focus of my job”
  - Identifying recipients
    - How do we get the names? Who are the recipients?
      - Entire list
      - Generate a non-attendees sub-list (how far back do we go?)
      - Say to list “If you did not attend 2018, take 2 mins to complete this survey”
        - Easiest solution.
      - Dan willing to parse out names of those that haven’t attended from the entire mailing list as well as those that haven’t attended in 2018 that have before
        - Chester to download list of subscribers
        - Dan will work with [someone - Melissa?] to get data for conference registrations

- Conference Registration Information (Melissa Bauer is downloading because RegOnline going away 12/31)
  - Where do registrants come from vs. conference location (W-C-E)
  - Followup with Mat to see if he can do this using GIS software (next month)

- Awards Committee Chair notes (from John L)
  - Written up in 2014
  - Needs to be shared with Mat

Conferences

- 2018
  - Conference feedback
    - 62 responses so far
    - General thoughts
      - No one rated it poorly
      - Program components did generally well (very few “could be improved”)
      - Lots of great responses from first time attendees
        - Use wordcloud in our marketing
      - Dan to share with committees
    - When to close?
- Got 2 responses just last week
- Dan will close this Friday

- 2019
  - TMRF
    - Melissa submitted that met requirements and our parameters
    - $5000 surplus bottom line
      - WITH contingency!!
    - Allan to take a look at it - Lisa to send
- Keep in mind -- change time of open board meeting?
  - Conference hashtag = #siguccs
- **MISC:** Irene to send us the new conference planning guide that includes info like CVENT fees
- 2020
- Misc
  - If we want to start supporting travel for conference committee members, it must be included in the SIG budget

**Marketing**
- Promotional Ideas & Costs
- Review Communication Calendar

Use of mailchimp for what communications?

**Misc.**
- The new DL platform will incorporate vector-based versions of SIG logos. SIGUCCS does not have vector-based artwork. Acceptable vector formats include AI, EPS and SVG. Please provide artwork to Irene by November 26.

**Action Items**
- Set up mailchimp account, provide access to Becky Cowin for 2019 messaging [Chester]
- Import existing SIGUCCS-L members into mailchimp [Chester]
- Provide access to google analytics to Becky [Chester]
- Provide access to bit.ly account to 2019 marketing

- scholar) $5K?
- Jaime Casap (Google evangelist) $5K