Standard Celeration Society

ACCELERATING LEARNING & PERFORMANCE

SCS BOD Meeting Minutes
Approved on July 21, 2023

May 19, 2023

In attendance: Kendra Newsome, Clay Starlin, Kent Corso, Sal Ruiz, and Mary Reagan (ED)

Time: 11:00 - 1:00 CT

1. Approval of April Minutes
   Motion to approve: Clay
   Kendra: second → minutes approved

2. ORL Award Recipient Process
   Last mtg we discussed refinements/revisions:

ORL Nomination Process

1. Have membership nominate possible ORL award recipients following the ORL eligibility guidelines.

2. Make nominations via google docs – nominations accepted a month before and a month after the SCS conference.

3. Use a rank choice voting system to rank nominations.

4. Once nominations are received by the SCS board use a consensus decision making process (see maxim below) to determine the next year's recipient.

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THE CONSENSUS DECISION MAXIM

YOU HAVE A CONSENSUS DECISION WHEN: ALL MEMBERS OF THE GROUP CAN SAY:
   "I agree to support the decision."

OR WHEN DISSENTING MEMBERS CAN SAY:
   "I don't agree with this decision, but I have clearly expressed my concerns and I feel the group has listened and heard these concerns. I can live with the decision. I will agree to support it."

–Clay will draft a **brief** outline to specify how rank voting works for SCS sustainability. He will post on Slack.

-ORL 2024: Nomination period will open on Oct 1st and close on Nov 30th

   a. Mary and Kendra and Mary will initiate communication campaign starting 9/1/23

   b. Kendra suggested Mary create a video so that she can also show viewers how to look up prior recipients.

   c. John E. accepted the ORL Award for 2023. Mary also recorded his phone number. Clay and Mary recommended book "Forgiveness for Good"

3. Strategic Goal Sub Objectives Review/Finalization

   – met Cynthia a few weeks ago. Kendra and Mary had subsequent meetings to identify charts pertinent to strategic goals, eschewing non-pertinent ones.

   –We reviewed the charts Mary and Kendra selected a few (monthly vs. yearly charts are TBD) across all goals and sub goals. Below is a summary of the Charts we have tied to our strategic plan

   a. Finance

      1. checking balance
      2. savings balance
      3. income
      4. expenses
      5. profit and losses (annual)
      6. non-conference expenses
      7. annual conference revenue
      8. donations

   b. Non-Conf. Programs: frequency of non-conference programs/events

   c. Membership
      1. total members/members lost (monthly)
      2. DEI: total members in target demographics (annual)

      3. Total non United States persons annually who participated in SCS Sponsored events (annual)

   d. Web
      1. efforts to drive traffic to website (monthly)
      2. frequency of hits to website (monthly)
      3. subscribers to mailing list (monthly)

   e. Communications: monthly social media engagements

      –Mary and Kendra working on way to have Kendra's students call members who have left to invite them back

      –Clay to include these charts in his policy/procedure manual

Clay asked how we are revisiting supporting our VPs and other volunteers for
    →Discussed additional workload support for Mary and avenues for accomplishing this.
    –requires we prioritize all of our strategic goals and the resources we have available to us
    –discussed the importance of membership
    –Mary will meet with relevant teams
    –Kendra will work with specific teams about their designated charts
    –July will be first check-in with these teams on these charts

   4. Donation Campaign
    –marketing campaign should consist of testimonials
    –Clay mentioned it is very closely tied to marketing
    –who we try to appeal to is targeted - the value added varies based on who you are trying to recruit Jonathan Amy, Kirk Kirby
    –Kendra suggested we use app "GiveButter" during the State of the Society to raise money at the conference

–Also discussed benefits of using Reels since those are a prominent way for people to consume social media

5. Identity of the SCS
   a. What is the contribution and role of the SCS?
   b. We have a mission statement, but we continue returning to this as it is integral in marketing and other
   c. Kent discussed "r-naught" factors with visual presentations of quantitative data (Clay mentioned this too)
      i. We need to consider that scientists have systems they already use
      ii. Our identity should be related to the improvement and decision making of helping professions
   d. Sal - ask our Advisory Council; we have focused most recently on social justice, not science; when we do attract new people we essentially convey, "you're doing it wrong, do it our way."
   e. Kendra - how do we create the right context for the Advisory Council?
   f. Clay - do we ask the members, "Who are we?"
   g. Kendra suggested we start with Advisory Council - Mary agreed to reach out to them and help them understand how they can help

6. Conference updates
   a. International - 70 attendees is the size of the attendance; Mary would have liked more, but between the COVID postponement and other unforeseen events (e.g., there was a European ABA Conference one month ago); other marketing lessons learned for next time
      i. Mary reviewed the 4 keynotes and other programming highlights; BOD dinner Friday night after the social event
      ii. We will make about $4,000; food is cheaper; all spending = $18,0000 and we've received about $22,000 in income
      iii. Kalie is back as Program VP and we are grateful for Rob's support in the interim
      iv. We have 1-hour allotted for Presidential Address; it'll be like a mini-state of the society meeting, Q&A
      v. Kendra - would help to ask the Irish and European attendees what we can do to expand our reach to Europe; Kent - would

help to use QR code to send people to Google Doc where people can enter information

    b. Annual
        i. marketing blasts info for Annual Conference in November starting June 15th-20th so campaign can start in July
      ii. In Sept/Oct we're hosting a webinar with Kirk Kirby; donations will fund the VPs; it is a CE event

7. Project Management Software – table this until July meeting

8. ED Update
    a. ABAI Conference
        i. Shots for dots at ABAI conference
      ii. SIG meeting on Friday at ABAI - Kelsia is going. Mary is attending but later due to presenting at CCBS on behalf of the SCS.
    b. Website:
        i. Our web support contractor is in the hospital
      ii. almost at end of the project
     iii. graphic was hard to track down, but we're ready to have new website go live sometime in the near future
     iv. will give Chijo feedback after the project wraps us and it goes live