



Executive Board Meeting agenda:
4/28/2013

Wishbone Restaurant – 3300 N.
Lincoln Avenue, Chicago, Illinois

EXECUTIVE BOARD MEETING [4/28/13]

Executive Board Members Present

President: Heather Leigh

President Elect: Melissa Hedlund

Secretary: Julie Ludwick

Treasurer: Beth Casey

Director/Membership: Theresa Dewey

Director/Webmaster: Megan Campbell

Director/Committee & Community Liaison:
Val Newman

Melissa motions to call the meeting to order at 5:15. Val seconds.

1) Discuss advertisements in the e-alerts.

The current policy is to pay \$30 per ad. Heather would like to give 1 free ad for every member. Good membership incentive. Other idea: unlimited free ads for members. We can set parameters around the guidelines. This idea could be an incentive for membership. Ads need to be Arts and/or art therapy, mental health related. Max 1 post per month per member? Currently e-alerts are sent out twice a month. Shan and Sangi – check with them and vote as an executive committee on-line.

2) Benefits of membership, E-Alert purpose/criteria.

Current benefits: Being in a community of art therapists and members can be listed on our website referral directory. We should update our referral directory to make searching for an art therapist easier for potential client. Some ideas for aide in ease and accessibility: We can make page broken up by city or area? Talk to Megan about researching how to put in place a search then look at budget. Can we update the referral directory this year or a 2-year plan? Also, Job listings, Can Megan put them on the website in a timely manner under members only. Table this until next executive

board meeting.

3) Communications Strategy:

Can we get student volunteers to do the formatting and leg work for the e alert? New idea: put job postings on the website, not e-alert. The website should be updated once a week with something new. Send heather, Melissa, and Megan articles, shows, exhibits, deadlines to be included in members only section and e-alerts. Goal is to change our page once a week to get higher on the searching lists. We can link to AATA, as they are a larger organization and that will cause us to be bumped up on a person's internet search and overall presence. Partner with other state art therapy associations. We need to sit down and make a communication strategy. Write down all our communications avenues, how often they will be updated, who will be in charge. Facebook, website, linkedin, ealert. 2nd tier twitter. Develop an ad hoc communications committee (H, Melissa, Sangi, Megan). Plan to meet (these 4) to establish an initial communications strategy within the coming month. Add to old business next executive board meeting.

4) Discuss our role as an executive board and then document that as a vision.

The executive board is a committed group moving IATA forward. The every other month executive board meetings is a strategic change. Larger meeting can be more about passion, what is going on and what the executive board has decided. Members who need to present information to the board will send the Director the information they would like presented and commit to be there in person to present to the board. The agenda should be simplified - be bullet points. Director role: begin communication with committees, updating executive board with their progress, advocating for the committees.

Executive board: 7 members. Committees submit reports to the director. Committees need to meet every other month. Each committee needs a secretary. The committee reports will go to the Director and then the director will send pertinent info to Secretary on executive board. For upcoming full board meeting: send out a reminder of meeting per previous policy, no solicitation for agenda items. These changes will open up the chairs to do strategy work and the ability to share labor with committee members. Look at

bylaws in detail.

- 5) Discuss anyone else we should invite to these meetings.

I (Heather) am thinking of more strategic roles, like GAC (Lariza). This could become problematic related to voting rights however. As needed the executive board can invite someone to executive board meetings but for the most part this meeting will be a closed meeting for executive board members.

- 6) Discuss voting and the history of voting members.

Past presidents say it is important to have an odd number. Past presidents said they needed to have 5 due to inability to make decisions with larger group. We will be revamping board and committee descriptions. We need shorter more concise job descriptions. Chairs are responsible every other month for a write up on committee progress to director.

- 7) Nominations. I would like to get the positions filled by July this year so that people can shadow in their roles, and for our new conference strategy we need a chair and President-Elect in place to have those planning discussions in partnership with SAIC. Let's brainstorm people to nominate so Monique can get started. We need to look at the bylaws about when we have to hold elections. President elect, secretary, director, ethics chair (1 or 2), maybe we only need 1 with a committee, gac, conference chair, check with Sangi and Mindy, archives. Ask publications and outreach for this coming year if they want 1 or 2 chairs. Then transition after next year to 1 committee chair and committee helpers. Have chairs write down everything they have done for their position. Write roles and responsibilities for each chair, every year. Reference ATTA roles and responsibilities.

Job descriptions: All executive board members send concise, single spaced position descriptions to Heather by this Thursday.

Heather motions to bring this meeting to a close at 6:57. Val seconds. All in favor, All.