

Minutes

Skype Board of Directors Meeting

Date: August 20th, 2020
Time: 1500 CST Time
Location: Skype

BOD Members Present: Tara Cook, Kara Hatzai, Christine Albertson, Kyoko Kimura, Davida Forshaw, Erin Jackson, Maggie Eickhoff, Natasha Shcheglova, Uli Fay

Non-Member: Amanda Noll, Marketing

Call to Order: 1500

Secretary – Christine Albertson

- Marketing Management – Amanda Noll
 - Important to speak to younger generation as well as current members. Posts need to be more personal to promote engagement
 - Develop social media calendar on quarterly basis
 - “Blog” topics on website- get people to come to our website. Once or twice a month – push out to social platforms (clickthroughs). Give people a reason to “read more.” Articles, Video, Member Interviews, etc. as opposed to just a simple picture. Add hashtags that work for our cause.
 - 6-month program setup, and have us eventually take it over
 - Find members who are influential on social media and get their help in promoting ISA+21
 - Look into bringing Amanda to our conference to explain to our members the gameplan
 - Expanding our profile in the corporate arena so that other organizations know who we are and why it’s important to hear from us
 - Discussed way to increase our website traffic- need organic clicks, paid advertisement on google is very expensive
 - Follow-Up Discussion on the value of bringing someone like this onboard, the financial cost, the benefit to our organization, when she should start (asap), and how long to have her onboard for (3-6 months, and evaluate where we stand)
 - Vote to hire Amanda Noll - no naysayers

- Website Update
 - Currently transferring domain names, isa21.org should be live in a couple days
 - Symboliq will set up forwarding of old website url and other domains that we bought in the fall

Communications Chair - Erin Jackson

- Social Media Game announcement go out tonight, winner next week
- Reminder to members to update address on their profiles
- Strategy on what to post on which social media platforms

Membership Chair - Uli Fay

- About halfway through cards
- Concerned about having current addresses
 - Postage with one package in US = \$4.50

Events Chair - Maggie Eickhoff

- Log10Pro
 - Donate two Log10Pro 3-year subscription to our silent auction
 - Impressed with our scholarship program. Donate Log10Pro subscriptions to anyone who applies to our scholarships

Outreach Chair - Davida Forshaw

- Sponsorship Update
 - Break it down to; Advertisement, Corporate, and Conference
 - Brainstorm names for different levels
 - Strategy on *when* to hit up sponsors - know when to ask

Vice Chairwoman - Kara Hatzai

- Conference Update
 - Currently about 50 members registered
 - Hopefully more will register closer to the deadline
 - 3 members have applied to the furlough fund, and we have donations to cover them!
 - MeetApp Conference Call tomorrow - learn more about conducting a Hybrid Conference
 - Captain's Club- are we doing that? Reach out to Katherine Wallace
 - Honor Retirees at Luncheon- give them a rose, make them inductees into the Retiree Club

Adjourn: 1629