

Minutes

Board of Directors Meeting

Date: May 1st-3rd 2023
Time: 0900 Central
Location: Communications Director, Erin Jackson's House
Lake Villa, Illinois

President — Tara Cook

- Attending IFALPA conference May 3-5
- Speaking on behalf of ISA on a diversity panel at PAPA
- Attending Global Aviation Gender Summit for ICAO In Madrid

Vice President — Uli Fay

- Committee Introduction/Plan of succession
 - Set up 7 different committees, seeking 10-12 volunteers to help with establishing these committees. Review resumes mid June
 - Committee members will report to a specific BOD member
- Avianca/Maria South American Efforts
 - Began talking about what we want to organize for Cartagena 2024
- Future of Organization
 - Want to focus on getting the mentorship program going, recruiting more Non US members, and engaging aspiring members
- Request for more meetings
 - We will now begin meeting virtually the first Tuesday of every month. The goal is to allow us all to be more involved and on the same page between director positions

Secretary — McKenzie Emerenciana

- Document Refresh Update
 - Documents finished: Bylaws, Standing Rules, social media policy, job descriptions for President, Vice President, Secretary, and Treasurer
 - To Do: job descriptions for other board members, create organization charts, and committee descriptions

- Membership Outreach Packet
 - Creating an outreach packet for members to access from the website to include a powerpoint for career days, coloring pages, and paper airplanes for younger kids. Members can print out the above documents directly from the website and download the powerpoint to use.

Treasurer — Kyoko Kimura

- 2023 Finance Update
 - No extra money for new projects
- 2022 Financial Report
- Putting a pause on FNM Scholarship Fund Transfer for now

Membership Director — Kalina Milani

- Membership update
 - Fixed people signing up for the wrong memberships
 - going to create a table at conference for members to directly update their membership during conference registration.
 - Possibly adding a link to conference registration email for members to update their profiles

Scholarship Director - Natasha Shcheglova

- 2023 Type Rating Scholarship Winner: Laing Humphries
- WAI Feedback and advertisement
 - Advertising scholarship in WAI magazine and on their website
- Airline Partnerships aren't gaining much traction

Communications Director — Erin Jackson

- Member comms generated
 - we have had on average about 80% of members open the newsletters across all newsletters and blasts
- Social media growth (Ella)
 - We are growing across all platforms except Twitter. 77% of our followers on Instagram are women
 - Still needing a lot of content. Asking all members to please take and post/send photos for social media.

- Going to create an ad on Instagram to generate more reaches/followers. Focus on posting in cities where there is a large population of regional airline pilots and/or flight schools. It is roughly \$25-\$50 for one ad that can run 3 days
- 99's Ad
 - Ad was sent back to 99s for review. Hope to receive an updated ad soon to add to our newsletter
- Partnerships with SOS, FAST, WAI, 99s (Amanda)
 - Continue to try and build meaningful relations with these organizations to be able to cross promote ISA
 - looking into expanding this to international organizations as well
 - Talked about hosting an education session at WAI this year with ISA members leading the talk

Education & Outreach Director - Davida Forshaw

- Aspire Program details
 - Aspire member program was originally supposed to be sent a sticker/decals when they signed up. This was never done, so all aspire members are going to receive a sticker and welcome letter. Hopefully they will post the sticker to social media and will allow us to use some of their content
- "Ask me anything" on Instagram/Member Interviews
 - Ella and Amanda will be doing small video interviews at conference. They will be short videos asking 1-2 questions for members to answer. We will be able to use these for socials in the future
- Mentor Program
 - McKenzie has taken the lead on the mentorship program and has a goal to launch the program in September for conference. The pilot program will be comprised of a small group at first, looking to expand as we go through the months
- Merchandise for Anchorage
 - Davida showed us some of the merchandise ideas for Anchorage. We discussed and decided on registration gifts for members
- Project Engage
 - The goal of project engage is to determine what experience female airline pilots faced during covid. Next step is for RMIT to reach out to the airlines and gather data on what they are doing to promote or encourage women in aviation. This will also give us region specific data and allow us to create graphics to display on our website

Events Director - Maggie Eickhoff

- Anchorage
 - New conference registration website
 - Will be closing the silent auction on Wednesday instead of Tuesday
 - Show the documentary Wednesday night at the reception
- Oshkosh
 - Potentially getting Tshirts for volunteers
 - Swag to sell at EAA

Other Business

- 50th Anniversary conference in LAS
- Website overview and strategic plan (Christine)
 - Add Bios and photos for each BOD
 - Update the outreach packet to "Inspire Girls Today Kit"

