

## Board Minutes

### In Attendance

- Duane Theobald, Immediate Past President and Host
- Theo Tate, 2019-2020 President and Interim Treasurer
- LaTasha Andre, 2019-2020 President-Elect
- Imani Young, 2019-2020 Vice President
- Janelle Mendoza, 2019-2020 Secretary
- Cheryl Pharr, Outgoing Treasurer
- Katy Gunn, 2019-2020 Webmaster

### Absent

- Rebecca Cofer, Social Media Administrator

### 1. Meeting was called to order at 9:20 am by Host Duane Theobald

### 2. Duane (Immediate Past President) at 9:20 am

- Introductions, Overview of Day
  - Shared hope for board retreat to occur biannually on non-Train-the-Trainer (TTT) years.
- Conducted Ice Breaker Activity and Warm Up
  - Challenged members to illustrate process for making toast
  - Shared Ted-Talk Video by Tom Wujec entitled “ An Exercise in Systems Thinking”
- Facilitated Group Brainstorm on future objectives for GaTA
  - Working in pairs, board members used Post-it Notes to share goals for membership growth, conference updates, and marketing strategies.
- Some suggestions for increasing membership included:
  - Eventual adoption of individual or institutional membership dues
  - Target first time presenters by offering professional feedback from board members
  - Research process to create internship opportunities
- Some suggestions for conference updates included:
  - As organization grows and increases profits, begin rotating conference location
  - Establish clear Admin vs. Tutor check-in process, give-aways, and pd training
  - Enhance vendor solicitations to non-academic entities
  - Include vendor discount for graduate programs
  - Update name badges to identify attendees’ institutional roles
- Some suggestions for marketing included:
  - Purchasing laptop stickers with GaTA logo for give-aways in conference bags
  - Researching cost for radio advertising both with local and institutional stations
  - Launch a two attempt mailer campaign with post card distribution
  - Include an informational poster to be mailed to center administrators

- Shared proposal change to future Train-the-Trainer events
  - Discussed charging nominal fee to cover lunch expenses (ex. \$15-25)

### **3. Katy (Webmaster) at 11:20 am**

- Solicited suggested changes to update and enhance website which included the following suggestions:
  - Uniformed professional headshot photos of board members
  - Removal of group photo and subscription box on home page
  - Removal of inactive blog
  - Reorganizing of menu options to include a “For Tutors and Consultants,” “For Professionals and Administrators,” and a separate “Organization” page
  - Addition of participating institutions and organizations in past conferences
  - Addition of testimonials from previous presenters

### **4. Cheryl (Out-going Treasurer) at 11:50 am**

- Will attempt bank account update at WellsFargo to current President, Theo Tate
  - Discussed setting up online account to access future statements and balances
  - Advised update to GaTA by-laws to include continuing practice of transferring account privileges to active president and secondary account person (ie. treasurer or secretary)
- Suggested that board members research process to become official non-profit
  - Will need to consider tax implications when obtaining and disbursing future funds

### **5. Duane on behalf of Rebecca (Social Media) at 11:54 am**

- With transition to Immediate Past President, Duane offered limited assistance with social media campaign
  - Will likely be taking on another board position and will be limited in GaTA activity
  - Discussed potentially sharing this task with forthcoming intern

### **6. Group Discussion Regarding Tentative Timeline for Upcoming Tasks at 12:10 pm**

- February 10: Theo will send poll for 2020 GaTA conference theme with responses due Feb. 15<sup>th</sup>
- February 17: Voting begins for 2020 theme and will end Feb. 21<sup>st</sup>
- February 28: 2020 conference postcard and poster design completed via VistaPrint
- March 2: VistaPrint order of postcards
- Mid March (Date TBD): GaTA conference call
- April 13-17: First round of postcards to be mailed as 6 month advisory
- May 17: Conference registration opens prior to end of fiscal year
- August (Date TBD): Second round of postcards to be mailed as 2 month advisory

**Meeting concluded at 12:30 pm**