

Board Minutes

In Attendance

- Duane Theobald, Immediate Past President and Host
- Theo Tate, 2019-2020 President
- LaTasha Andre, 2019-2020 President-Elect
- Imani Young, 2019-2020 Vice President
- Janelle Mendoza, 2019-2020 Secretary
- Katy Gunn, 2019-2020 Webmaster
- Rebecca Cofer, 2019-2020 Social Media Administrator
- Paul Johnson, 2019 MGA Liason

Absent

1. Meeting was called to order at 10:006 am by Theo Tate

2. Theo Tate (Immediate Past President) at 9:20 am

- Postcards
 - 250 post cards and 20 flyers of 2nd draft design were received but we will postpone mailing campaign until further notice
- Immediate focus will be website update
 - Need to update content for website redesign

3. Duane (Immediate Past President and Social Media) at 10:09 am

- Has been updating Social Media account
 - Provided some resources on Instagram and Listserv to assist with digital transition
- Rebecca recommended a social media post of what GaTA Board is doing during quarantine
- Theo took screen shot of group meeting for social media post

4. Latasha (President Elect) at 10:14 am

- Discussed prior email about proposed web content update for admin portion of website
 - Requested feedback to email sent to the board on March 11
 - Latasha suggested center showcase begin with profile feature of GaTA board members' respective institutions
- Regarding website updates to TOY Award
 - Theo requested more emphasis on TOY Award on the website.
 - Rebecca suggested using social media to encourage tutor nominations during this telework time

- Katy sought to ensure clear, updated, and accurate information on website prior to social media launch
- Rebecca recommended removal of presentation requirement
- Rebecca suggested a plaque as part of award. Duane confirmed last year's plaques cost around \$30 per plaque.

5. Rebecca (Social Media) at 10:24 am

- Inquired about changes to the original date of conference
 - Hope to have a better idea of any need for changes by summer
 - Duane recommended that an update be provided in official email to listserv
- Rebecca suggested return to traditional conference format to include:
 - Keynote speaker
 - Formalized closing session

6. Imani (Vice President) at 10:31 am

- Sent outline and conference proposal via email and requested feedback
- Recommended providing info on Macon (ie. Restaurants, tourist's info, visit Macon)
- Rebecca offered to share tips on conference proposal info
- Imani shared screen and requested feedback on proposed list of topics
- Katy recommended putting list of topics in alphabetical order
- Rebecca clarified the option to accept conference posters. Theo confirmed.
- Rebecca suggested an inclusive language change that invites proposals as follows:

"We welcome proposals from full-time learning assistance professions, administrators, peer tutors and professional tutors alike. GaTA recognizes the value in each of these perspectives in our conference sessions."

Theo (Treasurer) at 10:40 am

- 250 postcards and 20 flyers via VistaPrint cost \$79
- Estimates for laptop stickers on VistaPrint range from \$90-\$130
- Last year's conference costs \$3,340, and there is presently \$3,283.88 for current expenditures
- Janelle has created two designs that can be replicated if can be made elsewhere for cheaper
- Rebecca recommended another site stickermule.com for competitive pricing
- Potential items left to purchase/plan in budget are conference give away (ideally fidget cubes), folders, and bags.

Katy (Webmadter) at 11:05 am

- Landing page is updated
- Will add Imani's calls for proposals content
- Will spotlight Duane's writing
- Rebecca will create document for tips for proposals from student tutors.
- Requests jpeg/pdf files for postcard advertisement
- Will post testimonials on website
- Requests blurb on TTT. Theo will gather and send

Paul (MGS Liaison) at 11:05 am

- Will work with VisitMacon tourist bureau to gather list of local restaurants
- Inquired about prior meeting discussion about rotating conference locations
 - Janelle proposed upcoming 20th anniversary as a goal to begin conference rotation
 - Rebecca suggested returning to location of first conference (KSU) for full circle impact

Janelle (Secretary) 11:15 am

- Requested leads for potential vendors who are currently offering online based tutoring platforms

Meeting concluded at 11:17 pm