

Meeting Minutes April 2024

**Date: 4/22/2024**

**Attendees: Emily Cabaniss, Mel Pomeroy, Robert Perret, Emily Jones, Susanne Annand, River Freemont, Rachel Cohen, Heather Mulliner, Dulce Kersting-Lark, Corey Cherrington**

Agenda

- I. Elections update
- II. Meeting updates
- III. NWA Development
- IV. Membership update
- V. Thanks and bye!

Meeting minutes:

- I. Elections update:
  - A. At least one candidate for every position
  - B. Most contested position seems to be Idaho Rep.
  - C. Ballots to go out as soon as tomorrow
  - D. Please nominate folks for next year
  - E. Can look for institutions where there haven't been nominees/candidates for a while
  - F. Can be bar to entry due to lack of institutional support
  - G. Nice to see newer archivists, but can be roles that restrict participation
- II. Meeting updates
  - A. Room block full (hotel)!!
  - B. Gina + Emily working on intros for speakers
  - C. Questions re. Nancy's updates
    1. Nancy received feedback on ribbons and making sure this is done if possible
  - D. Robert: Do we need some sort of c suite targeted messaging about the importance of professional engagement with NWA?
- III. NWA Development
  - A. Email from Emily C. about "Office Hours"
    1. Had first one last week!
    2. Was about 1 hour of discussion
    3. Later this week is the next one
      - a) Informal, just seeking feedback
    4. EC took notes at the first meeting and will take notes at the next meeting
    5. Cost for a Fundraising Consultant??

- a) EC meeting w/ fundraising contact to get some additional data on what this would entail
- 6. Questions/comments:
  - a) RP: There is a lot of support for centralization, but solution is often to give more responsibilities to board members
  - b) EC: There will be some sort of centralization of fundraising
  - c) SA: Sponsorships? Etc.
    - (1) EC: NACR and other groups doing own fundraising for activities
      - (a) Having to fundraise instead of doing committee responsibilities
      - (b) Siloed fundraising caused double-dipping for various funders
      - (c) Sustainability of centralizing
      - (d) Shared list of donors with notes, rather than a specific email address or
    - (2) SA: can use Wild Apricot for that (contacting donors)
      - (a) Likely need to intro some training into Wild Apricot's abilities for reaching out to folks
    - (3) EC: Fundraising coordinator role? Is already difficult to get board members
    - (4) SA: Synergy between Membership Coordinator and Fundraising
      - (a) Based on time spent as Membership Coordinator, probably is doable
      - (b) Need to be careful about estimating time needed to fundraise
        - (i) EC: fundraising is definitely its own skillset; looking to improve current practices and procedures
    - (5) EC: Important that folks have awareness of fundraising efforts
      - (a) Need to know who is doing what and when

IV. Membership update (SA):

- A. Rise in membership numbers for the annual meeting! 😊
- B. Contacts database:
  - 1. Would be good to do analysis on who is in the database
  - 2. Would folks be interested in data on uptake and retention?
    - a) What percentage of membership joins at the end of the year?
  - 3. EC interested! Survey data from post-conference
    - a) Would be additional clue re. Whether NWA is providing enough value for folks to renew membership
    - b) Percentage of members who had positive experience at conference and ongoing interaction with NWA

- c) SA: Percentage of student population
  - 4. EC confirmed that this data analysis in the contacts database would be valuable
  - 5. RP: Would be good to reassess why folks need to renew membership
    - a) Only conference, no journal or notable advocacy
      - (1) Aside from conference discount
    - b) EC: geographical size makes in-person gatherings difficult
      - (1) Thinking about increasing membership value
  - 6. RC: What is issue w/ renewal at conference time?
    - a) Alabama conference once per year
    - b) Value proposition maybe not there, not sure how to increase value
    - c) Membership is reasonable otherwise
      - (1) Should not be pro-rated, but should last one year from time of payment
        - (a) SA: has been talked about in the past
          - (i) Can make membership more flexible (e.g. counts for the following year at a certain point)
          - (ii) EC: Pro-rating has been intended to make for
            - (a) Sliding scale membership dues?
              - Based on honor system
        - (2) Primary purpose of NWA is to run conference
7. Meet the Board event was successful! Hopefully made folks see additional value of membership (EC)
8. SA: Maybe we can expand our offerings? E.g. a mentorship program on a smaller scale than SAA
  - a) Slowly increase value proposition of being an NWA member
9. EC: BC Archivists have an Education Coordinator on staff
  - a) Could use NWA to host SAA education sessions
10. MP: Wild Apricot has forum option that we could use
11. CC: Seattle Area Archivists sliding scale as example model: <https://seattleareaarchivists.org/membership/>
12. GP might have her own plans for leadership + NWA offerings
13. RC: Should be careful about adding more work to board members' plates
  - a) Good to be aware of how much work we're leaving for future committees
  - b) Need to ensure that started projects get finished and not half completed
14. EC: there is a happy medium between doing a great conference and other offerings, but we could also just focus on the conference
  - a) Generating ideas is great, need to make sure we're being realistic
  - b) Illustrate that this is work with a return

- 15. Dulce: Another potential solution to the pro-rating issue - A membership year that runs March - February
- C. Lapsed members left in case they want to go to the conference
  - 1. Between now and conference SA will continue clean-up
- D. MP: as changing board, will need to clean up who has authority in Wild Apricot
  - 1. Reach out to Mel with any member communications training needs, etc.
  - 2. RP: Please remove Robert from all moderation roles
- V. Thanks and bye!
  - A. Emily C.'s last meeting! Will still be around as Past President 😊