

## Spring 2016 Core Committee Minutes March 11 & 12 | Chicago, IL

Approved by Core on March 31, 2016

A summary of action items precedes the minutes which give more specific details about levels of approval and highlights of discussion. Unless otherwise noted, approvals are 1 or 2 fingers. Parking Lot items (items postponed during the meeting) follow the minutes.

### SUMMARY OF ACTIONS TAKEN

#### Branding and Web Presence

New conference logo **APPROVED** as part of image refresh/re-branding (version on Page 15 of PodNetwork\_Branding\_R3\_rev2)

#### External Partnerships & Outreach

The POD Network does not endorse ACUE or its product at this time: **APPROVED**

The response to ACUE will be edited to be more succinct: **APPROVED**

Message to membership: POD has been approached multiple times in past year by several organizations seeking partnerships. given the plethora of these requests we will develop a new committee to vet these proposals. We will, as service to members, send principles for selecting educational development resources to the memberships. **APPROVED**

#### Executive Director Report

2015 Fall Core Committee minutes **APPROVED**

E-Minutes (record of Exec/Core decision since Fall 2015): **APPROVED**

**Action item:** Proposing electronic-only conference programs (GuideBook, printable PDF, and possibly third party print-on-demand) FOR 2016. **APPROVED** with investigation into print-on-demand (Fran and Todd will help) / Three 4s, three 3s, 1s and 2s

**Action item:** Proposing the use of smaller 3x4 foot tri-fold poster boards (savings of ~\$4K) (see budget line 104). **APPROVED**

**Action item:** Pending successful performance review in May, renew Gaye Webb's contract as admin assistant at 16 hours per week @ \$18/hour (same hours, \$1 per hour raise; see budget line 178). **APPROVED**

**Action item:** Add second subscription to Zoom (\$99) to accommodate increasing demand and avoid scheduling conflict. **APPROVED** (ALL 1s) (will investigate additional options)

**1 | Routine / Recurring Budget Requests: All REQUESTS APPROVED**

*Budget requests in this section are the same as they were last year (with the exception of the Stanley Award request, which is consistent with other Awards Committee expenditures).*

Committee / SIG	Budget Request
Awards	\$250 SPOD Award \$200 Innovation Award \$400 Menges Award \$400 Stanley Award <i>(new request, but consistent with Menges)</i>
Conference	\$12000 Plenary <i>(bell hooks)</i> \$2000 Entertainment <i>(Provisional Budget Guide was \$3000)</i> <i>Note: program data entry to be covered by Remote Admin hours; no logo design needed after 2016</i>
Finance	\$100 Operating Budget
Grants	\$12000 Early Researcher/POD Research Grants
Membership	\$200 Door Prizes
Outreach (??)	\$1500 Start-Up Grants <i>(Formerly from Outreach Committee; may move to Grants?)</i>
PDC	\$400 Getting Started Materials \$6000 INFD loan
Pubs/Scholarship	\$8000 TIA Editorial Assistant
Small Colleges	\$100 Operating Budget
SIG-Adjunct	\$100 Operating Budget

**2 | New or Increased Budget Requests: SEE DECISIONS BELOW**

*Budget requests in this section include both routine/recurring requests and new requests, increased budget requests, and budget requests that require additional discussion. New or increased requests are highlighted in yellow; non-highlighted items are at same level of funding as FY15-16.*

Committee / SIG	Budget Request
Diversity	\$7800 Travel Grants <b>(YES)</b> <i>(5-9 up to \$1300 each, not to exceed total of \$7800)</i> \$10400 Internship Grants <b>(YES)</b> <i>(1 @\$10400 or 2@\$5200)</i> \$100 Operating Budget <b>(YES)</b> <i>(for printing conference handout highlighting diversity sessions)</i> \$400 White Paper Printing <b>(NO)</b> <i>(200 copies, color printed, bound)</i> \$75 Buttons <b>(NO)</b> <i>(buttons in 2015, but not part FY15-16 report/requests)</i>
ECRC	<del>\$200 Operating Budget <b>(withdrawn)</b> <i>(printing conference/social media handouts)</i></del> \$1500 Conference App <b>(YES)</b> <i>(Pending question: could Gaye do this work?)</i> \$200 WikiPODia building <b>(YES)</b> <i>(Core to discuss continuing investment in WikiPODia)</i>

GPSD	\$2600 <b>(YES)</b> Reduced Conference Fee Awards to Grads/Post-Docs \$500 <b>(YES)</b> Networking Lunch <i>(In FY15-16, was \$250)</i>
SIG-Tw/T	\$300 <b>(YES, as pilot)</b> Video Transcripts for Webinars

Awards Committee: Governance Manual text regarding Awards – see 2 versions of the text: with changes (shows all Track Changes) and cleaned (with all changes accepted). **APPROVED**

EPOC Ad Hoc: In response to its charge by the Core Committee in November 2015, the EPOC ad hoc has worked to re-imagine the Outreach Committee as the “External Partnerships and Outreach Committee.” Proposing new language for the Governance Manual for an official Core vote (see attached). **APPROVED** (with minor edits)

EPOC formally created: **APPROVED**

Finance Committee: Background: In spring 2015, Core voted to amend the FC membership to include the FC Past Chair as a formal role within the committee. This led to the need for an additional one-year term extension in cases where the Past Chair has already had a one-year extension to the original three-year membership term. Additionally, there is one other possible exception to these limits, in cases where a current (but rotating-off) FC member becomes President Elect, as is the case this year with Mary. Therefore, we propose to amend the Membership section of the Governance Manual entry for the Finance Committee. **APPROVED**

Governance Committee: It often takes a personal nudge for people to see themselves as suited to participate in board-level leadership. To encourage more, more diverse, and more experienced POD members to self-nominate for Core, we would like to propose that the Executive Director send a message to Committee Chairs annually just prior to the conference, encouraging them to nudge their strong and promising committee members (as well as others they may know outside of their committee context) to self-nominate for Core. Because the POD Network essentially consists of the work of volunteer committee members, it is important for those who come to represent the organization on Core to have some grounding in some committee work. **APPROVED**

Publications Committee / Research Committee:

1.) The Publications Committee / Research Committee supports the creation of a new integrated POD Scholarship Committee (see motion 1—in separate folder). **APPROVED**

2.) The Publications Committee / Research Committee asks for feedback on the creation of two new publications, POD Speaks and POD Starter Kits, to be included under the umbrella of the new Scholarship Committee (see motion 2-- in separate folder) **APPROVED**

3.) The Publications Committee / Research Committee recommends that the POD Network News not be included in the new POD Scholarship Committee and be moved to either Membership or Executive Office (see motion 3--below) **APPROVED**, will be housed with Membership & Emily will be invited to serve for another year as editor.

Scholarship Committee: Proposal to create the POD Scholarship Committee, which combines the previous Publications and Research committees while adding new functionality. **APPROVED**

GM language supporting new committee: **APPROVED**

STEM SIG Petition: Requesting that a Special Interest Group (SIG) on STEM educational development be created within the Professional and Organizational Development (POD) Network. **APPROVED**

Increase anticipated workshop revenue to \$27,000: **APPROVED** (based on three-year average)

2016-17 POD Network Annual Budget: **APPROVED**

## **MINUTES**

### **Friday, March 11**

Present: Deandra Little, *President*; Kevin Barry, *President Elect*; Mary Wright, *President Elect-elect*, Leslie Ortquist-Ahrens, *Past President*; Debie Lohe, *Chair of Finance*; Hoag Holmgren, *Executive Director*; Mei-Yau Shih, Donna Ellis, Todd Zakrajsek, Francine Glazer, Laura Cruz, Cassandra Horii, Natasha Haugnes, Michael Palmer, Michael Reder, Victoria Bhavsar, Jake Glover, Carol Hurney, Roben Torosyan, David Sacks, Stacy Grooters, Erica Bastress-Duke, Richard Swan, Lindsay Bernhagen

### **Welcome | Introductions | Ice Breaker**

Barry, Wright, Little

Model based on Stevens, Armstrong, Arum (2008):

### **Incubator** (seed PODs)

- grants to to do research, to find other grants
- mentoring (conference buddy, Professional Development Committee)

### **Sieve** (EPOC guidelines for partnerships)

- peer review
- transparency & meaning of process

**Temple** (partnering requests, awards)

- define and advocate for Educational Development locally (learn from other organizations and countries)

**Hub** (international Subcommittee, President's address)

- opportunities for connecting individuals and resources (speaker lists, seed PODs, research partners)

**Orientation of New Members**

Little, Holmgren

What is Core? Big questions.

- What questions do you have about making time on Core meaningful?
- What advice/insights do you have about making time on Core meaningful?  
What's your favorite part about being on Core?

**Overview of 2016-2017 Proposed Budget**

Lohe

**POD Network – Branding and Web presence**

Little

**Branding**

Haugnes

New conference logo **APPROVED** as part of image refresh/re-branding (version on Page 15 of PodNetwork\_Branding\_R3\_rev2.pdf)

We have a new POD Network logo! Used old logo as entry point. Had to be more of a redesign than a refresh. Any big concerns or questions?

Looks sleek and contemporary “but also really familiar.” Took into account the current design of the current website so website does not need to be retro-fitted.

Shall we use the new conference logo design for 2016? Core makes recommendation to Conference Team and letting them decide? Could the conference team use the one they've been working on in other ways, but public-facing pieces be the new one?

Could we use the conference as the launching point to show the new logo, so the next conference team knows what they're working with, but the current conference team uses the one it has?

Will need a process for ownership of style, standards, shared messaging about the organization.

Will need a space for committee chairs to access logo & design files.

OK to go with logo, general direction of brochure.

Branding ad hoc to make final call & define timing of roll-out & guidelines.

Need to manage process of implementing style "across POD".

\*Branding ad hoc will focus on timeline, roll out, developing standards, Process – Ownership of style, standards, shared messaging about the organization (Natasha will chair) and work on this in the spring, to make a recommendation this summer

Web developer can get to work to finalize brochure.

**Parking Lot:** decision about when/how to launch refresh & conference logo

- Photo = emotional, words = thesis statement
- General direction: iPhone photo for brochure - 12 people prefer
- Other "people" photo for brochure - 6 people prefer

## **ECRC report**

Glazer

Web platforms – continue to invest in wikiPODia? How much is wikiPODia used? WikiPODia is part of POD's web presence & is free. It would be challenging and possibly dangerous (in that large parts of the website could accidentally be deleted) to give everyone access to POD Network website. WikiPODia doesn't always feel consistent; how do people know where to go so we don't turn them off? Where do we want people to go? Where should we be? Can we link to or push people to various places? Tension between short-term and long-term: perhaps have two approaches, one for each and tying it to the Strategic Plan. How to make this a seamless process so more people are engaged?

ECRC would like priorities defined in order to make recommendations for use of website, social media, wikiPODia, etc. (back & forth). What if we apply the 4 metaphors/strategic plan -- 4 goals of the strategic plan?

What is the charge of ECRC vs. what has ECRC become?

Sustainability sieve -- when does aspirational/innovation become operational?

- Develop checklist for operational items to ensure sustainability; can infrastructure take it on or should it be hired out? Clarify POD Office's role.
- Enlarge the conversation beyond ECRC: other stakeholders?
- Pull together a Digital Communications ad hoc to develop a plan for a Communications Steering Committee rather than Ad Hoc: **Parking Lot**

## **Social media venues/policies**

Webinars/Videos/Podcasts (TwT, PDC, GPSD, Diversity, other?)

- Member benefit or open access?
- Accessibility & transcription issues need to be addressed
- Storage/hosting of digital / virtual learning opportunities (Within POD Network accounts/server space vs. a POD member's accounts?)

- What are the infrastructure and financial implications of these and other kinds of webinars being brought into POD-owned spaces?

**Standardizing Committee Communications & Archives:** Migrating committee materials & communications to POD Network accounts

**Expertise Directory forthcoming** (SIG: TwT, Scholarship, Diversity, Gifting Subcommittee, etc.)

**POD Network – Partnership & Outreach** Ortquist-Ahrens

How do we sort through and decide which groups and potential partners align best with POD’s mission? We created a working group in response to this question as well as an Ad Hoc.

**ACUE proposal recommendation** Wright

Can we agree with general proposal? To give wordsmithing feedback on proposal, add to Google doc Debie is sending out (for both brochure edit feedback & document feedback); data on T&L centers or educational development capacity on campus?; Mixed perspectives of impact, based on interviews: some finding value, others not so much.

Discussion:

- Should we share guidelines on members only?
- Perception of response?
- Guidelines should be first “POD Speaks”? For members to share with institutions, adapting this to be proactive, quality of educational development programs & principles for effective EdDev.
- Alternative partnerships?
- Concerns about endorsements of any products as a professional network
- Look at our Ethical Guidelines and see how this might fit in.
- We share part of a mission, but at core our mission is different
- Model might disadvantage institutions that have budget constraints

The POD Network does not endorse ACUE or its product at this time: **APPROVED**

The response to ACUE will be edited to be more succinct: **APPROVED**

Do we communicate anything more to the membership?

Message to membership: POD has been approached multiple times in past year by several organizations seeking partnerships. given the plethora of these requests we will develop a new committee to vet these proposals. We will, as service to members, send principles for selecting educational development resources to the memberships. **APPROVED**

**External Partnerships & Outreach Committee** (EPOC) ad hoc Ortquist-Ahrens

Creation of New Committee & GM language:

In response to its charge by the Core Committee in November 2015, the EPOC ad hoc has worked to re-imagine the Outreach Committee as the “External Partnerships and Outreach Committee.” Proposing new language for the Governance Manual for an official Core vote (see attached).

**APPROVED** (with minor edits)

EPOC formally created: **APPROVED**

Vendor clarification: clarify what we mean by “vendor” here as opposed to, for example, Zoom.

- Separate out transaction vs. relationship/partnership
- Distinguish between vendors as sponsors (@ conference) vs. ones that we have a relationship with
- Conversation about how a partnership begins
- Make an application before making a binding relationship with POD Network (see elements in GM)
  - Adding: step 1 = consultation (cover basics, need the hub role first before we have a sieve)

**POD Network – Scholarship & Scholarship Ad Hoc**

Cruz

Publications Committee / Research Committee:

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**APPROVED**

2.) The Publications Committee / Research Committee asks for feedback on the creation of two new publications, POD Speaks and POD Starter Kits, to be included under the umbrella of the new Scholarship Committee (see motion 2-- in separate folder) **APPROVED**

Discussion: POD website maybe not best home for these pubs; need for more interaction; should address big picture ideas of POD; review process could be similar to what TIA uses; will start to draft articles in the next few months/exploratory; being careful perhaps about being invite-only (might be something that could evolve); having Exec review/approve process; should be about best practices that reflect our values; diversity of ideas (might be provocative and not something everyone in POD agrees with); should be well-written, start with the basics.

3.) The Publications Committee / Research Committee recommends that the *POD Network News* not be included in the new POD Scholarship Committee and be



moved to either Membership or Executive Office (see motion 3--below) **APPROVED**, will be housed with Membership with Emily invited for one more year as editor.

Scholarship Committee: Proposal to create the POD Scholarship Committee, which combines the previous Publications and Research committees while adding new functionality. **APPROVED**

GM Language supporting this, pending copy editing: **tabled until Saturday**

### **Conference Advisory and Strategy Ad-hoc**

Boye

Summary: Increased the numbers of experienced proposal reviewers; should cap the number of reviews per person; perhaps add a mid-level experience reviewer category; membership should be required to review; addressing the challenges of juggling multiple program platforms (printed version, Guidebook App, PDF version); hire Gaye to help with logistics?; recommends looking into multi-year contracts; revisit value of conference theme

Questions re: conference “tracks” (Small Colleges, Diversity, SIG: TwT) possible but there is much overlap in many tracks making clear alliances sometimes difficult.

### **Post-dinner: Growth in Membership**

Ortquist-Ahrens

Discussion: If we want growth in membership, should we recruit actively? Why or why not? What would it look like if we broadened the net to reach faculty? What about retention? 30% new attendees at the conference, but not a corresponding rise in membership numbers. Why? If we broaden too much do we water things down? What about mid-career POD members? We tend to be super ambiguous about the middle career stretch. What are the implications for diversity, infrastructure, revenue? Who should we target? When? Should we have a targeted growth rate? How to recruit (nuts and bolts)?

If we do pursue growth:

Minding the tension between staying who we are values-wise but stagnating: can we stay who we are and not grow? What about ideological growth and meeting the needs of new members? New niches to explore could be medical faculty development, STEM, administrators, instructional design. Growth is great as long as we're meeting the needs of the members. Should look at growth through retention; why do people leave or let memberships lapse? Look into supporting students, students as partners in learning. What kind of trends do we have over five years; how many of the members are the same? How do we measure losses versus gains in terms of membership numbers? How many people leave due to job change versus needs not being met or POD not being seen as crucial after one year and one conference. Maybe for some people, once-every-few-years satisfies their needs.

Should we try to be more perpetually relevant (again: maybe targeting mid-career people) so people see POD as something relevant and necessary throughout their career? How do membership numbers relate to conference turnout? Might we lose a shared history if we grow too much? If we broaden too much might we have more puddles and fewer deep wells of expertise? Growth would necessitate shoring up resources for increased office infrastructure. How much can we grow with the current infrastructure (one full-time, one part-time)? What are the implications of more volunteers (with a bigger membership) and effective organizational leadership? Organization's survival shouldn't overwhelm purpose.

### **Saturday, March 12**

Present: Deandra Little, *President*; Kevin Barry, *President Elect*; Mary Wright, *President Elect-elect*, Leslie Ortquist-Ahrens, *Past President*; Debie Lohe, *Chair of Finance*; Hoag Holmgren, *Executive Director*; Mei-Yau Shih, Donna Ellis, Todd Zakrajsek, Francine Glazer, Laura Cruz, Cassandra Horii, Natasha Haugnes, Michael Palmer, Michael Reder, Victoria Bhavsar, Jake Glover, Carol Hurney, Roben Torosyan, David Sacks, Stacy Grooters, Erica Bastress-Duke, Richard Swan, Lindsay Bernhagen

#### **Welcome | Overview of Day | Process Reminders**

Little

#### **Executive Director Report**

Holmgren

2015 Fall Core Committee minutes **APPROVED**

E-Minutes (record of Exec/Core decision since Fall 2015): **APPROVED**

Membership update: duplicate membership accounts nearly fixed which will make count more accurate. Updates for admin assistant work and web developer work.

**Action item:** Proposing electronic-only conference programs (GuideBook, printable PDF, and possibly third party print-on-demand) FOR 2016. **APPROVED** with investigation into print-on-demand (Fran and Todd will help) / Three 4s, three 3s, 1s and 2s

**Action item:** Proposing the use of smaller 3x4 foot tri-fold poster boards (savings of ~\$4K) (see budget line 104). **APPROVED**

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**Action item:** Add second subscription to Zoom (\$99) to accommodate increasing demand and avoid scheduling conflict. **APPROVED** (ALL 1s) (will investigate additional options)

Core discussed Executive Director annual review and compensation package. Core voted to approve a pay raise for the ED of 1.5% for FY2016-2017, along with increase of \$3,000 to the benefits offset budget line.

**1 | Routine / Recurring Budget Requests: All REQUESTS APPROVED**

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	\$75 Buttons <b>(NO)</b> ( <i>buttons in 2015, but not part FY15-16 report/requests</i> )
ECRC	<del>\$200 Operating Budget</del> <b>(withdrawn)</b> ( <i>printing conference/social media handouts</i> ) \$1500 Conference App <b>(YES)</b> ( <i>Pending question: could Gaye do this work?</i> ) \$200 WikiPODia building <b>(YES)</b> ( <i>Core to discuss continuing investment in WikiPODia</i> )
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draft articles in the next few months/exploratory; being careful perhaps about being invite-only (might be something that could evolve); having Exec review/approve process; about best practices that reflect our values; diversity of ideas (might be provocative and not something everyone in POD agrees with; should be well-written, start with the basics.

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GM language supporting new committee: **APPROVED**

STEM SIG Petition: Requesting that a Special Interest Group (SIG) on STEM educational development be created within the Professional and Organizational Development (POD) Network. **APPROVED**

Governance Manual 4th year review to begin this year.

Fall 2016 Core meeting:  
November 9 & 10  
Galt House Hotel  
Louisville, KY

Adjourn.

## **PARKING LOT**

Bigger-Picture things that need attention: ad hoc committee(s)?

1. Look at processes to systematize / operationalize institutional memory, archives:
  - a. **Move forward with moving to Google drive**
  - b. **Develop process for periodic backup**
  - c. **Committee chair handbook committee**
2. Conference survey → scholarship committee connection?  
**Include Gaye for data crunching**
3. Define / clarify Core Connection to SIGs
4. Do we need an organizational structure committee?
5. Long-term: captioning and “accessibility fund” **(long-term Parking Lot)**
6. ECRC/Conference Committee connection/coordination of effort - needs formalizing? **(Hoag will address)**

7. TIA Access declining? **Explore and get more information about this (Gary & editorial board will address)**
8. Who's the "researcher" for the Membership survey? (**Scholarship & Membership will address**)

Decision about when/how to launch refresh & conference logo: **Branding Ad Hoc will pursue and clarify**

#### **New Core Representatives:**

- Grants Committee: **Lindsay Bernhagen**
- Small Colleges -- **Erica Bastress-Dukehart**
- GPSD: **Stacy Grooters**
- History: wait to appoint? - absorbed into conversation about institutional memory? -- Committee Structures might look at the question of where History should live
- Scholarship - **Carol Hurney**

#### **New Committee Chairs:**

- Membership Committee: **Roben Torosyan**
- External Partnerships and Outreach Committee (EPOC): **Carol Hurney**

#### **Ad hoc / Other Committees Needed?**

- Branding implementation ad hoc (**Natasha**)  
Oversee, in consultation with Exec Committee, the initial implementation of the new brand guidelines with the goal of creating (by the Fall 2016 Core meeting) a (1) usable robust branding kit and (2) sustainable process for managing the branding guidelines ) other members: **Leslie, Fran**
- Volunteers welcome for / needed on:
  - Governance Committee (4-yr review)
    - Needed: 1 Core member: **Richard Swan, Debie Lohe**
    - 1 Member at large: **Michael Palmer**
  - Committee Structures ad hoc
    - **Kevin Barry** will contact people
  - Finance Committee
    - **David Sacks**
  - POD-Sponsored Sessions Re-vision ad hoc
    - Ask first: what are the professional dev't needs/goals of the membership we need to address? What plan? What's the relations of PSS to the plan? Should reps from each committee would be ideal for the ad hoc? Could we start with a chair who would then reach out to some others?
      - **Stacy Grooters**, chair
        - Others (**Allison, Mei**)
      - **Laura** will recruit someone from Scholarship
      - **Fran** will recruit PDC

- Would it be appropriate to add someone from membership also?
- **Suspending this item for now:** the need for some group (representative more broadly than ECRC) to think carefully about ECRC's role. Core asks them for vision, they ask Core for vision. The larger questions need consideration: how to think about everything on ECRC's plate, perhaps an ad hoc of ECRC people and some others. We may have to think more broadly about what we need and how to get there; perhaps summarize what the moves are.