

Northwest Editors Guild

Minutes for Board Meeting on April 8, 2024

Location: Online (Zoom)

Attendees

- Board Members (8): Julia Anderson, Laura Lee Bennett, David Hicks, Michael Horenstein, Kristine Hunt, Barbara Merchant, Kristy Phillips, Dawn Schuldenfrei

Quorum: Yes (4 required)

- Admin: Jen Grogan
- Absent (1): Abby Marshall-Jaworski
- Guests: Margie Banin, Jill Walters

Preliminaries Part 1 (2 minutes) - David Hicks 6:30–6:32

- Call to order
- Welcome any guest attendees

Guests (10 minutes) 6:32–7:05

- [Social Media Analytics Feb/March 2024](#) - Jill Walters
 - Review of report
- [Mentoring program status](#) - Margie Banin
 - Great response to newsletter article from potential mentors
 - Discussion of mentors' ability to limit their participation to a month/quarter/year etc., which might encourage others to step up and reduce stress on current mentors, might be daunting to potential mentors if they think it has to be long-term
 - Do another newsletter article, maybe a Red Pencil panel on the benefits of mentoring?
 - One mentor asked about minority/disabled mentees. We wouldn't ask members about those statuses but perhaps we could make the two hosted groups aware of the possibility of mentor/mentee.

Preliminaries Part 2 (2 minutes) - David Hicks 7:05–7:10

- Does anyone want to add another item for discussion?
- Vote to approve consent agenda: **approved**

Mission Statement Rewrite (10 minutes) - David Hicks 7:10–7:12

- Please see <https://docs.google.com/document/d/12z7djffdj0PJAc70ffvNIIBjT7d2UxMm/edit> for updated suggestions to discuss.
- Due to the significant legal and other reporting repercussions, we will table the idea of changing the mission statement for now. But we will continue to look at the three focuses (Connect clients with editors, Foster community among members, Provide resources for members' career development)

Membership Criteria (10 minutes) - Kristine Hunt 7:12–7:50

- Summary of feedback from Advisory Committee:
 - **Different membership tiers:**
Overall positive, although there were concerns about impact of more emerging editors on the mentoring program
 - **Directory listing:**
Agreement that we need to distinguish emerging and full members
 - **Verifying professional status:**
One person was opposed to verifying professional experience, and one thought we should since we already do for full members currently.
 - **Automatic full status after one year:**
One supported this, three did not. Of the three, one said that they would support as long as we no longer certified professional experience of full members overall.
 - Should we also restrict access to job board? But then how do intro members get experience? They would be competing with experienced editors anyway. (Most of our job postings are from Indeed etc. anyway, so are available to anyone.)
 - Could we just ask for the resume/LinkedIn page at the annual renewal? At one year, system would notify the member of the requirement to upgrade them.
 - What about mentor program? Maybe only group mentoring? Maybe people on Abby's list of workshop providers would be interested in this?

- Intro members on moderated posting to discussion list? In case of spam/trolls? Unlikely if they have to still pay a membership fee.
- **Proposal:** Intro membership for one year with no directory listing, then at renewal they provide resume/LinkedIn page to become full member. Consensus to move forward but no vote yet pending discussion with Margie about mentor program.

BREAK! (5 minutes)

(Continuation of above discussion)

- Julia to talk to Margie about impact on mentoring program. David to be in that conversation to make clear we will find additional resources to offset Margie's workload.

Updates from the Administrator (10 minutes) - Jen Grogan

8:01–8:14

- April 2024 Membership Report is [available here](#); Website and Newsletter Report is [available here](#).
- Jen and Julia will contact storage units list to see which one will work best. Jen will start sorting through our stuff to see what can be disposed of.

Treasurer Report (5 minutes) - Julia Anderson 8:14–8:19

- Bookkeeper Status: New person named Nicki, who is reviewing our books already.
- Will contact Michael Schuler about how to simplify how we use QuickBooks.
- Julia will reach out to bank for updating signers on investment account.

Upkeeping of Guild Documentation (1 minute) - David Hicks

8:19–8:21

- Handbook, strategic plan, and other documents needs to be reviewed and updated
- Keep this in mind for any major changes we make.

Committee Updates (15 minutes) 8:21–9:05

What's new? What are you planning? What do you need from the board?

- Board Development
 - Quarterly board survey results overall positive so far.
 - Board social retreat? Abby to look into this.

- Communications
 - Marketing- and business-related article series (David to meet with Kristy)

- DEI
 - The member meeting on anti-semitism hosted by Dawn S. was well attended and received largely positive feedback.

- Operations
 - Storage space discussed above in Admin updates.

- Programming
 - Member meeting schedule:
 - May 13: Erin Servais, AI for editors
 - July 8: Disability? (David can get Agency speakers: CEO of Steyers and maybe someone from Aquent)
 - Sept 9: Jill Walters? Trivia/game night?
 - Nov 11: Open at the moment

 - Mastermind groups (use of Discord?) (Julia)
 - Julia and Jen had a good discussion. No consensus out there on what a mastermind group is! Important to distinguish them from mentoring.
 - Idea to send out a survey to gauge interest, concerns.
 - Discord will probably work well: free, channel for each mastermind group, voice chatting available, easy to add new channels
 - Would need to create training materials on how to use Discord, how to manage a group, behavior policy, etc.
 - Pilot with around 5 groups

 - Marketing Zoom meetings and workshops
 - Working on setting up a workshop with Malini Devadas on business development
 - She charges \$600 per hour. Our budget has \$800 honorarium and \$600 venue rental for workshops that would cover this if needed. Or we could charge around \$50 per participant.

- Would be limited to 100 people including speaker and host, because of our Zoom Pro plan limit. "Zoom Webinars" option is \$79/month and allows up to 500 attendees, could be implemented just before the event – perhaps for future workshops.
 - Shoot for scheduling this in the fall.
 - Using Guild members to offer workshops ([Abby's research](#) from our Hire an Editor page)
 - "Tooting Your Horn" opportunity: a chance for members to share their areas of expertise, at a member meeting. Good for networking/referrals.
 - Working on developing member survey.
 - Preparing for next member meeting (May 13) on AI.
- Outreach 8:58–9:05
 - Identifying at least two conferences to table: Seattle area and Portland area
 - Researching potential conferences to offer panel discussions
 - Develop membership (Board & Advisory Committee (?)) questionnaire to help identify prospective conferences and other events by professional connection or association.
 - See David's Possible Markets document for reference and possible foundation for questionnaire.
 - Connecting with university certificate programs as potential source of new members (particularly if we move forward with intro level membership and group mentoring).

Marketing Tactical Plan (10 minutes) - David Hicks 9:05–9:06

- Need to begin drafting a Guild marketing plan
- Connecting clients and members (social media content plan, new advertising opportunities, etc., Communications/Outreach)
- Fostering community among members (how to market yourself, networking, etc., Programming)
- Red Pencil as Guild's "Golden Goose" or "800-lb Gorilla" (pick a metaphor)
- Using the State of the Guild address to introduce new marketing programming by July?

Closing items and adjournment (10 minutes) 9:06–9:10

- Action items

- Strategies for getting these done in a timely manner: prompt minutes sent out, send reminder after Exec Committee meeting since it's a month after each meeting
- Closing comments, observations, or other matters to bring up
- Anything you want to share with other board members?

Meeting adjourned at 9:10 pm.

Date and time of next meeting: Monday, June 10, 2024, at 6:30 pm

Tasks for Next Meeting

- **Kristine** to send Laura Lee examples of how tabling is handled at virtual academic conferences. (Carry over from last meeting.)
- **Julia** to talk to Margie about impact of intro membership level on mentoring program and idea to restrict intro members to proposed group mentoring meetings.
- **Julia** will contact Michael Schuler about how to simplify how we use QuickBooks.
- **Julia** will reach out to bank for updating signers on investment account.
- **Jen** will look at MW-11, AP, etc. for possible online subscriptions. (Carry over from last meeting.)
- **Dawn** to look over Abby's list of members who might offer workshops

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