

# **NACIS 2016 Spring Board Meeting Minutes**

**Saturday February 6, 2016**

**AGS Map Library, UW-Milwaukee**

## **Summary of Tasks identified from the Spring Board Meeting**

Synthesis of activities and tasks identified during the meeting for follow-up consideration and/or completion.

### ***General:***

- Alex: Investigate how to implement a dashboard that alerts us all to membership attendance and conference registration figures. To be completed and implemented by the time that registration opens.
- Anthony will take on the task of investigating opinions on sponsorship as one of his presidential tasks.

### ***Membership:***

- Review the results of the last Membership Survey before May Skype call, to see if there are any preliminary results on how people view the organization, to help evaluate the reasons on why people stick around as members.

### ***Carto Talk:***

- -Outreach & Communications Subcommittee to have a list of viable options for new CartoTalk hosting(?) or platform.
- Alethea to assist Hans in looking for new advertisers
- Susan to compile a list of who has advertized on CT in the past
- Anthony to provide Hans with a new set of banner ads to advertise Colorado Springs

### ***Awards:***

- Update list of educators that we use to blast student award and grant notifications.
- CB Award committee needs to decide on board composition for next cycle

### ***Cartographic Perspectives:***

- CP Board to think about possibility of eliminating print version, and what would be required to re-vamp the web presentation.

### ***Colorado Springs Meeting:***

- Is David Lambert on board to do a map quilt this year?

### ***Publications:***

- For AoD: find out why the editors are discussing a price increase (have info by May Skype)
- For AoD: follow up on the large number of damaged atlases that got shipped around the holidays
- For AoD: Draft a statement to include in AoD 3 regarding what NACIS is - to be done by May Skype

***Presidential Initiatives:***

- By annual meeting have a strategy in place for improving student retention rates.

***Membership Benefits:***

- Daniel: Research shipping costs for Han's Globes within the US.

***Other Business:***

- See what Nathaniel's plans for Natural Earth are, in regards to future hosting, increasing the data available, and updating current data.

**Motions Passed:**

-Approved the December 2015 Skype Meeting Minutes

-Hans has been re-appointed as Carto Talk editor for a 3-year term, effective January 1, 2016.

-Rates for PCD and GDCD have been adjusted to \$110 for regular members and \$95 for students.

-Continue current sponsorship plan of offering bag inserts for the next two years (Colorado Springs and Montréal).

-2015 Budget was approved.

## **Board Composition:**

### **Executive Office (non-voting)**

Tanya Buckingham | Executive Director-Annual Meeting Operations (term expires 1/2017)

Susan Peschel | Business Operations (un-termed)

Daniel Huffman | Executive Director-Operations (term expires 1/2019)

### **Executive Board (voting)**

Alex Tait | Past President (term expires 10/2016)

Amy Griffin | President (term expires 10/2016)

Anthony Robinson | Vice President & Program Chair Colorado Springs (term expires 10/2016)

Fritz Kessler | VP-Elect (term expires 10/2016)

Jenny Marie Johnson | Treasurer (term expires 10/2016)

Martha Bostwick | Secretary (term expires 10/2017)

### **Board of Directors (voting)**

Nat Case (term expires 10/2016)

Kristen Grady (term expires 10/2016)

Alethea Steingisser (term expires 10/2016)

Andy Woodruff (term expires 10/2017)

Brooke Harding (term expires 10/2017) (*regrets*)

Matt Dooley (term expires 10/2017) (*regrets*)

Robin Tolochko | Student Board Member (term expires 10/2016)

### **Ex-officio Members (non-voting)**

Patrick Kennelly | Editor of Cartographic Perspectives (term expires 2016)

Hans van der Maarel | Editor of CartoTalk (term expires Dec 31, 2018) (*via Skype for portion of meeting*)

---

### ***Spring Board Meeting Attendance:***

*Voting Board Members Attending (Board of Directors and Executive Board) : 11*

*Executive Officers and Ex-Officio Members Attending (don't vote): 5*

*Excused/Not in Attendance: 2 voting, 0 non-voting*

-Quorum is  $\frac{2}{3}$  of voting board members in attendance, we meet quorum.

## Meeting opened at 9:04am CDT

- Minutes recorded by Martha Bostwick - Secretary
- [Agenda](#)

### Welcome | Amy Griffin

-Amy welcomed the board and reviewed the plan for the day.

-First Agenda item was to approve the minutes from the December 2015 Skype meeting. Amy asked for any feedback on the posted meeting minutes, and nobody offered corrections. Nat made the motion to approve the minutes. Robin seconded the motion. All votes Aye. Motion was passed.

-Introduction to Teamwork. Review of need for a project management solution for conference organization. Brief explanation of the setup of the program. We'll do an online demo at lunch. If you see things that aren't working in the system, discuss with Daniel.

### Membership Update | Susan Peschel

-Current membership numbers are around 595 right now.

-We are slowly losing institutional members, but this was expected with the switch to open-access journal. Mostly losing the libraries that are only using online access.

-Eventually we won't think it's useful to make a print copy, there are so few. We only print about 50 currently. 10 for Susan, 15 for editors and contributors, and the rest for libraries, and couple of individual members. Some are for Libraries of Record.

-Amy: how much extra effort is doing both layouts. How much less work would it be to not do a print version?

-Daniel: maybe save 25% of labor. If we stopped print, we would want to rethink web-presentation.

-Amy: maybe something for CP board to think about at next meetings.

-Fritz: We should keep an account of how the membership fluctuates. Who stays on, how long students are members, when and how long people stay members.

-Amy: She has a project planned that relates to student retention, and we could come up with a workflow to evaluate other members too. See what effects retention of all members.

-Susan: Does Tanya have any idea why her students don't always stay members after they graduate?

-Tanya: It's a time of flux after graduation when they are transitioning to careers.

-Fritz: We shouldn't be comfortable/complacent with the fact that we have members, we should evaluate why those who don't renew stop.

-Alethea: Students that have travel grants write about their experience, and they often have suggestions.

-Daniel: He has reasonably reliable numbers from past that will help track students.

-Susan: Automatic renewals are helpful, and the email reminder are very helpful for members to renew.

-Nat: Do we have a sense of what people think NACIS is?

Susan: We can see who people are affiliated with by their membership.

Alex: What would you do with the data?

Alex: We're a diffuse organization of cartography and GIS.

-Tanya: We're a hub to help connect among disciplines.

-Are we a resource, a social network, a fountain of information on cartography

-Amy: review results of Jenn Milyko's membership survey before next Skype call to see if there are any preliminary results on how people view the organization. To help understand the multiple reasons people stick around.

-Anthony: Important to look at the number of people that become members, stop membership and rejoin regularly. They come back when they are near the conference, what can we do to keep them members not all the time. Is the membership benefit enough to keep them renewing in their off-conference years?

-Alethea: do we have access to historical statistics, or are they easily accessed?

-Amy: it would take work to pull the data together, and to think about what we would want to try and track.

### **Finance Committee** | Jenny Marie Johnson

-see links to prior year's budgets and new draft budget for this year.

-We had a quick rundown of last year's budget, and what the proposed draft budget is for 2016. We will come back to this after the committee reports, and finalize any changes.

-General discussion on the usefulness of a dashboard number that alerts us all to membership attendance and conference registration, so we can all easily access those numbers. Alex to do item – look into this. What do we want on the dashboard? Can put it into the github list after we determine what we want. (current member numbers, and their categorical breakdown, number of registrations, we also need to know what Susan would like to see regularly). We'd like it done by the time that registration opens.

-We need a technical person to help with this. Paid position of necessary. This would coincide with the technical help that Hans needs. Coordinate with Nathaniel to see what he thinks we need.

### **CartoTalk** | Hans van der Maarel (*remotely through Skype*)

#### • **Technical help:**

-problem is that when Hans took over CartoTalk, he took on day-to-day management, but the technical side is unattended. He doesn't have the abilities to do the tech aspects. Sam is willing to help Hans figure out the skillset needed.

-Amy: maybe start by getting a sense of the tasks that need to be accomplished.

-Alex: is there something else out there in a different hosting system that would work for us, and doesn't need the technical abilities for tech support. There has got to be existing platforms that you pay to use and they take care of the tech for us.

-Tanya: is this under Outreach and Communications?

-Amy: we need a small group that can investigate what the alternatives are. See if what's out there would meet what we want it do do.

-JMJ: there seems to be a number options, we need to look at the options and see what is available

-Alex: we can explore the options and see if it meets our technical needs, or what our current CartoTalk does.

-Hans: sounds like a good plan

\*Sub-Committee members: Hans, Alex, Alethea, under the Outreach & Communications Committee

-Alex: they will have options available by next Skype call

-JMJ: depending on what's involved in transition, we could announce at annual meeting

-Amy: after we hear options, we can decide how to proceed at next meeting

- **Advertising:**

-Hans: we are currently a little short on advertisers, anyone who knows someone who might be a good fit please let us know

-is there anyone willing to help Hans look for and contact advertisers

\*Alethea volunteered to help Hans (during the Budget section of meeting at end of day)

-Nat : could the conference sponsorship opportunities be rolled into the CartoTalk advertising?

-Robin: with the possibilities of going to a new system, do we even need to invest time in this right now if a new format doesn't support advertisers

-Anthony: CartoTalk gets a ton of page view, so it could be a significant revenue source if we lined up the right advertisers. We are not internet marketing people, so it might be worth finding someone who analyses this stuff to find us the appropriate sponsors.

-Amy: Hans isn't suggesting we spend time drumming up advertising, just that someone can take the initiative to contact people who were referred to us as a possible sponsor.

-Alethea: do we have a current pricing sheet that we can send to people?

-Hans & Anthony: current pricing is an exceptionable bargain, for the number of impressions we offer.

-general discussion on advertising etc.

-Nat: do we have a list of who has advertised in past

-Susan will compile a list of who has advertised on CartoTalk in past.

-we have always done free ads for people who support NACIS. Hans, Hugo, Axis Maps, etc. Should the grandfathering in practice still continue?

-Anthony: he thinks that is was only supposed to last for a year or two.

-Amy: let's look at what is being advertised, and get rid of the old ads.

-Anthony: spam the meeting with current ads

-Anthony to get Hans a set of new banner ads to advertise the meeting

- **Re-appointment of term:**

-Hans is willing to continue in his role. We need to formally define a term. Is Hans happy for three year terms?

-Anthony: Motion that we reappointment Hans as editor of cartotalk, as of January 1, 2016. Nat seconds the motion. All Aye. Hans is re-appointed.

## **BREAK**

### **Cartographic Perspectives** | Pat Kennelly

-Good year last year, we got out 3 issues, we've almost completed the fourth. One is a special issue on Cartographic Education. CP 81 is 2<sup>nd</sup> of three for 2015. To be caught up would be through 85 for this year – aggressive but possible.

-Lisa Sutton (section editor) is stepping down. If anyone has ideas for someone who would be a good review editor, please let Pat or Amy know.

-Daniel: do we reimburse Lisa for the costs of her mailing the books to people?

-Susan: she has never asked for it, but we would if they asked.

### **Awards Committee** | Alethea Steingisser

- [Report](#)

- Big thing this past year was the increase in travel grants, and the increase in the number of SMPC awards, and the category change for the SDMC.
- see her report for details on awards disbursement
- Matt Dooley is co-chair, and Leo is going to volunteer. Andy and Nat still on the committee.
- she wants to confirm dates are good for deadlines. Regular member travel grants in July, students in August. SMPC, SDMC, and Gallery for Sept 11.
- is the student travel grant deadline too close to the conference?
- Anthony: is there a way to make it part of the abstract submission form, so we can be alerted
- what about the poster people? Would we have to adjust their dates?
- \*Extensive discussion ensued on the +/- of having various dates for the different deadlines. After significant evaluation, it was decided that we would test-drive having one due date for all conference participation this year, and see how it goes. May 31 was decided upon as the Deadline.
- Daniel: nothing in Teamwork regarding the CB award. Could Nat send Daniel dates and etc.
- Daniel: as per budgeting, can we start adding the 2015 donation amount to the award total so we can see how it totals
- Daniel: list of educators and carto labs – how was that created?
- Amy: started with an old list that someone had started for another conference. She updated manually.
- Martha also reviewed the list annually and updated manually.
- Awards committee task to update the educators list?
- \*Remember to add these tasks to Teamwork.
- what about multiple year winners for student competitions?
- fine as is.

- **Corlis Benefideo Award Update** | Nat Case

- Rebecca Solnit will be at the conference this year, and will be one of our speakers.
- Amy: Who is in touch with her for arrangements. Nat should put her in touch.
- Amy: we need to know when she wants to come, we can book her flight, hotel, etc. We just need to know when she wants to be there
- Award announcement. Who announces? Anthony says the MC should be someone who knows her well
- committee needs to come up with a physical award. Idea is to have a map created about the local area.
- is the map quilt an idea?
- \*Is David willing to organize a quilt for this year? Need to check on this.
- what about the next award? Do we need to assemble a committee for the 2017 award? Are we as a board cool with having the award for 2017? (Yes). Suggestions from board for people to serve on committee for next award. Currently, the committee is Nat, NVK, and Sam Pepple. Should we always have overlap with a board member? The current committee needs to decide if anyone wants to remain on committee, and go from there.
- Liaise with Daniel to set up a Ninja form for CB form registration.
- Anthony: coordinate closer to conference, the 2 keynote speakers and how to do dinners out, etc. Someone needs to organize this – it can be a lot to do for the program coordinator. Could be an appropriate role for the ED's.

- **General Conference Issues** | Amy Griffin, Anthony Robinson

- **Incorporating PCD/GDCD into main program costs (for attendees):**

- Amy: what are peoples opinions? Pros and cons

-Daniel: in last 2 years, 55% of attendees have gone to PCD. 40% of first timers go and about 65% of returning attendees go.

-Tanya: how much trouble do we have with people showing up on Wed thinking they can go to PCD?

-Susan: less this year than any year before – the new form has helped significantly.

-Robin: so the people that want it rolled in wanted a cheaper experience? What's the motivation?

-Susan: it barely covers the expenses as it is. If we raised cost for those who don't attend, it will be a huge conference jump for them.

-Alex: what is the benefit to rolling it in? What about the 50% who don't go. What's the advantage of rolling it in?

-Nat: maybe an anecdotal explanation: having to justify to employers having an add-on price.

-Tanya: aren't most conferences structured this way now? With add-ons and extra registrations?

-Daniel: what he might suggest as a proposed change to form: maybe have a separate button on the form to say "Member Full Conference with PCD \*Most Popular Options!\*"

-Alex: we need a way to turn off the option for PCD on the a la carte form.

-Amy: that's a solution to the problem for those who need to justify PCD as an additional cost.

-Alex: also an option button for full conference plus GDCD. Is that worth it? Maybe it would increase attendance?

-Andy: is there the problem with suddenly have too many people going to PCD?

-Tanya: could also implement the limit.

-Anthony: he thinks that would be a good problem to have, and he can work on room layout to accommodate.

#### • Student PCD/GDCD Discount:

-Amy: this could be very nominal, maybe even \$10.

-Tanya: would we also adjust the member rate up a tiny bit?

-Robin: would there also be a special button for Student + PCD

-Alex: he thinks it should be very nominal. Don't want to lose too much.

-Susan: whole conference is heavily subsidized for students as it is, and we lose money on each one.

-Tanya: it costs the organization over \$200 per person, so when a student pays only \$100 we lose.

-Robin: how many students come? (around 90)

-Robin made a motion to give a student discount by \$10. Anthony seconded.

-Discussion proposed by Alex.

-Alex: If student reg is \$100, can we bump it up a bit and lower PCD a bit? Do we really need to give them even more of a discount?

-Susan: if we show we hold costs the same over years, even when general member rates go up, it shows we are subsidizing.

-Nat: does it look as though we aren't really supporting students?

-Robin: what if we raised regular PCD to \$110, and kept student PCD same?

-JMJ: not all other things are subsidized

-Amy: we kept the price at \$99 as a mental threshold. Is this still a valid concern? Especially if we fold it in.

-Alex: so up the regular member to \$105, and lower student to \$95.

-Alex moves to amend Robin's motion to have a \$95 student rate, and raise the general member rate to \$105.

-Fritz: does this send a message to the members that they will be subsidizing the students.

-Tanya: yes, we've communicated this for years.

-Nat is amending Alex's motion to \$110 for general members and \$95 for students, for PCD.

-Anthony: we can reiterate the saving to students to talk it up.



-Martha seconded Nat's modification to Robin's original motion, so that the rates are \$110 and \$95. All voted Aye, motions carried.

• **Transparency of conference costs with attendees** - how to communicate? | Amy Griffin

-it's good for the members to see a general idea of what the costs are for. Even the 75% number would be good to communicate to them (75% of their conference fees pay for conference costs).

-Maybe do a chart of comparison to what other conferences cost, and what extras we provide that other conferences don't.

-We should also include the prices of things we don't offer, that people that complain about. -such as excellent wifi - it costs so much, and they don't realize it.

-JMJ: it's worth providing this info at the ABM

-some things like NNO don't cover costs. Nobody realizes that you have to pay to rent the space. We should show what percentage the food costs are as compared to the venue rental.

-NNO is a good investment even with a small loss in Anthony's opinion.

-Alex: how do people register displeasure? Survey or actual in person commenting? (both)

-Fritz: we should mention some specific costs, ie: the \$100,000 that external wifi could cost.

-Alex: highlight the costs of things we don't do, as per things we do spend money on.

-Anthony: "We listen to you about your feedback, and we try to implement what we can. We look into all these things, but ..." we can frame it in a way to please the members and get the point across. Show them what their extra 25% pays for: you fund the website, CP, CartoTalk, travel grants, etc.

-Amy: is the ABM the appropriate place? (Yes)

-Alex: do it at the beginning of the meeting when people are paying attention.

-Anthony: remind people at the same time that they will be surveyed, and we are listening and want to hear their feedback. If you really feel passionate about an idea, run for the board.

-Tanya: it's also great that we have people who don't go to other conferences, so they don't really understand. It's good they make the effort to come to us.

\*\*\* Do a dry run of the affordability spiel at the Tuesday PM board meeting.

• **Conference sponsorship** (Rates, Opportunities, rate sheet, updates on website):

-not much feedback about the sponsorship - we forgot to ask specific questions about it on the post-conference survey

-Robin: what's the argument for having sponsorship?

-Amy: the money we received through sponsorship this year went toward funding student travel grants

-Alex: we don't want to have a tradeshow feel to the conference

-Alethea: we want to split the stream between vendors and sponsors. ie: not booths, but maybe have someone sponsor NNO

-Nat: counter-argument - the way we justify going to conference is how it's going to affect bottom line down the road. He would not have an opposition to having an Avenza table, a Chicago University press table, etc. Good for a profit-based business to benefit from this.

-Alex: his worry is that we would change the nature of the organization if we opened that up. He appreciates that NACIS is an organization that lacks the pressure of having to sell, talk, guard business secrets, etc.

-Tanya: this is where the discussion has landed every time we have it, that we would lose more members than we would gain.

-Daniel: corporate sponsorship might affect their willingness to attend.

-Alex: in essence, presenting is pitching your thing in a different way than having a booth

-Nat: maybe encourage PCD presenters: if you have new product, come show us

-Daniel: that could start to become too sales-pitchy.

- Anthony: last year they were actively asking presenters not to give sales pitches
- Alex: he doesn't feel that sales pitches are as interesting as technique demos.
- Anthony: he can see arguments on both ways: good for students who are trying to shop their resume around to have booths they can walk up to.
- Daniel: difference between booth selling things as opposed to having more of a job-fair booth?
- Robin: she would be more open to conference sponsorship if it weren't for the entire conference.
- Anthony: not really worth it for a company to send their stuff to the conference for 1 day. It usually takes longer than a day for the booths to get the real traffic and questions.
- We could spin it so that we don't do it to make money.
- Amy: in short term, are we willing to continue with existing model (flyers in bag with proceeds to student travel grants), and how do we move in future?
- JMJ: in order to do the booth thing right, we shouldn't/can't put it in place for this year, and maybe shouldn't try it in Montreal. So maybe continue with flyers, and then on survey have specific questions about the existing sponsorship.
- Alex: and be sure to ask if people want an expo? Get the question out there.
- Amy: appropriate place is on the post-conference survey
- JMJ: break it into 2 sections, this conference feedback, and "new ideas" feedback.
- Anthony: would it be an idea to invite sponsorship to be able to afford recording presentations? We get asked for that a lot.
- Amy: also need to consider physical space – we are already a space heavy meeting.
- General consensus that we are all happy with current sponsorship
- Nat makes the motion that we continue sponsorship for 2 years. Alethea seconded. No further discussion. All voted Aye. Motion passed.
- \*Anthony will take this on as a presidential project next year.

## **Lunch served at Library**

## **Teamwork Demo**

- Daniel gave a demo of the new Teamwork software

## **Colorado Springs 2016 | Anthony Robinson, Fritz Kessler**

- Things are going well, and getting sorted out.
- CFP is pretty much ready to go
- NNO will be at Jack Quinn's Irish Pub – signed contract already
- hotel was recently independently purchased. It seems to be working out fine, it's being completely renovated, and it looks like it will actually be a large improvement. It's in a fantastic location downtown.
- There is a regional AAG meeting that starts on Friday, but should not interfere with our events.
- Jeremy Goldsmith is putting together an orienteering field trip in Garden of the Gods.
- we still need others to arrange additional field trips.
- Tanya is reaching out to Mamata and David Lambert to see if they are willing to help with field trips
- creative workshop ideas are still needed too.
- Susan: don't commit to expenses for field trips/workshops until it's vetted through Susan and Anthony
- Daniel has created a submission system, ready to go with minor tweaking

- Susan: we need to buy a liability insurance policy this year for the first time in 36 years. Shouldn't be too much. Michelle is amazed that we haven't had to buy this before now.
- Robin: will it be easier to delegate now that we have Teamwork.
- Anthony: still have some kinks to work out, but it's coming. Just need minor tweaking.
- Anthony: recruiting help for conference, at reg desk, etc. Might work easier now with Teamwork.
- Tanya: extra stuff at desk – make a plan to have things set up separately, and have their own plan on how to work it, and who to man it.
- Martha: on Wednesday, Susan should be designated to handle problems, not actually check in registrants.
- Tanya: she will setup teamwork tasks for assigning registration desk people so Susan isn't as burdened.
- JMJ: we need people to be designated for technical help, projectors, etc.
- General discussion on additional event staff we would want/need to make things run smoother.

## **Future meetings**

- **2017 Montreal** | Susan Peschel, Fritz Kessler

- Fritz has made a few observations for NNO, but hasn't made inquiries. He's also started looking into field trip possibilities.
- Susan looked at a few places while she was in Montréal, and has some notes for Fritz.
- Is there a possibility to have any of the presentations and papers in French also? Program in French?
- Nat: is there requirements for including French on signage?
- Martha: I don't think we have to worry at all about private event signage, but maybe it would be a good idea for public advertising/signage?

- **Process for picking and evaluating sites** | Amy Griffin

- **2018 Candidate sites** | Amy

- We've taken the list of possible locations that people have brainstormed in the past, and decided we should go far west or south for locations. Michelle looked at Asheville, Savannah, Charleston, Boseman, Tacoma, Spokane, Boise. Her list of possible sites were reviewed by Amy, and further whittled down. Michelle is now requesting preliminary estimates from hotels on what they can do. Before she pursues further, we need to be willing to agree to a contract. So we need to have a discussion on what places we would seriously consider.
- Spokane is eliminated based on advice received from meeting planner. West options are Tacoma and Boise. Tacoma is good for accessibility (SeaTac), and enthusiastic local arrangements people. It has two hotels that are workable.
- Daniel: he's heard that Asheville has a very Madison/Portland vibe, and might therefore have a good attraction rate.
- Alex: for southern locations, he would vote for Charleston.
- Amy: it has the largest number of workable hotel spaces.
- Nat: has concerns with Boise being too similar to Colorado Springs. His pitch for southern is the good possibilities for southern geography and history.
- Amy: so will focus on Tacoma and Charleston initially.

- **2018 possible cooperation of some sort with CAGIS?** | Amy Griffin

- Are we at all interested in coordinating with AutoCarto. She was approached with president. She asked if we were interested in merging the map competitions.
- Alex: only a few people attended both conferences last time we coordinated in Pittsburgh.
- Martha: is there a risk of losing attendees to AutoCarto if we bookend again?

-Alex & Tanya: No. We didn't lose people at all  
-Tanya: no real loss or risk to us to bookend.  
-Amy: their disorganization is a deterrent to working with them  
-Nat asked for clarification on who and what the group was. Amy and Alex gave us a general rundown of the history, and the affiliations with ICA.  
-Robin: is it more work for us?  
-Tanya: yes if we try to split the conference, not so much if we bookend  
-Daniel: we don't want their disorganization to reflect on us, or impact our conference.  
-Amy: the VP we would work with, seems to be fairly organized and easy to work with.  
-Discussion on pros and cons  
-Fritz: sits on CaGIS board, and they had a similar conversation. They seemed to be semi-enthusiastic too.  
-JMJ: maybe let them know when and where we are, and let them know we'd be fine with them bookending us, maybe having a joint event one evening

### **Nominations** | Alex Tait

-Committee is well under way. They are looking for suggestions of student board members.  
-Students can nominate themselves. Should go out in the next newsletter.  
-Tanya: in the past few years, they've been trying to expand beyond Penn State and Madison.  
-Positions up for nomination are VPE and Treasurer, as well as the Board Members at Large.

### **Continuity Committee** | Martha Bostwick

- [Report](#)

-updated the Continuity Portal to include all new board members contact information  
-made sure that the NACIS website People page was updated to reflect all new changes in the board

### **Publications Committee** | Nat Case

- [Report](#)

#### • **Atlas of Design**

-nothing further to report at this time. Call for Submissions has gone out.  
-Daniel: was the budget item reflecting a price increase?  
-JMJ: she recorded the numbers she was reported. For 2016, a non-member is \$40 +S&H. Suggestion to have member price at \$30, which would make it easier on in-person sales at conference. (via communication with Sam).  
-Daniel: Let's find out why they are interested in a price increase? Are prices going up? Find out by time of the next Skype call.  
-Amy: at Christmas they (supplier) shipped a lot with damage. We need to follow up on this.  
-Nat: committee has talked about their monograph series, and sheet maps or other book length scholarly printings under a NACIS imprint. Any of the book length projects would be at least 2 years out. Next step would be to come up with a budgeting structure - we're split on whether we would POD or print and warehouse. He wants to explore how other academic publishers handle their backlists and storage. This could apply for AoD if we find a better solution of storage.  
-Alethea: a lot of publishers sign on and do a lot of marketing and promotion of the project - what has Nat considered in regards to that.

-Nat: haven't progressed that far.  
-Nat: as for paper sheet maps, mostly focused on POD not warehousing. One question is how to peer-review and process a paper map.  
-Amy: Journal of Maps does that. Along with the published map, they have a 2-page description.  
-Pat: a lot of the Journal of Maps is focused on geologic  
-Amy: was started for people who wanted their fieldwork published and counted – different audience and purpose  
-Nat: Thought was to offer an online portal for the maps published in the AoD to be able to print and ship their maps if they currently don't have a publishing solution. Royalties for the prints would have to be accounted through the treasurer, and demands of the vendor.  
-Alex: it would be a headache if NACIS had to cut cheques to authors.  
-Amy: this sounds more possible than peer-reviewed maps. Sounds like a strategy to investigate further.  
-Daniel: good marketing for AoD3 to also advertise that they can also purchase a poster of a map from the book.  
-Amy: good that it would build on something that already exists, rather than starting completely from scratch with a new idea.

## **Communications & Outreach Committee** | Daniel Huffman & Tanya Buckingham

- [Report](#)

-In the process of developing their plan. Good discussion so far. Making list of who to send material to, who to contact, etc.  
-Anthony: a lot of local groups this year to reach out to ahead of time.  
-Tanya: they're discussing on whether they are missing groups of people – less identified in the past.  
-Pat: Katie now has access to LinkedIn  
-Anthony: is it worth asking EsriPress about printing AoD? Worth inquiring into.  
-Daniel: Ken said they'd like to sell the AoD in the Esri store at the UC. Possibility to sell a lot of our remaining stock there.  
-Robin: would it be a good idea to put a flyer into the Atlas to reference the conference.  
-Amy: that would be a good idea  
-Tanya: shouldn't there be a statement in the front of the book saying who NACIS is? Who is responsible for this?  
-Amy: publications committee presents a draft to the board. And lets the AoD design people know that a page is going to be devoted to the statement.  
-debate about how long and where the statement should go.  
-This should be done before next Skype meeting

## **BREAK**

## **Membership Benefits** | Kristen Grady

- [Report](#)

-She's been working on getting Hans' Globe sold, and it seems to be haphazard. She feels like she needs to have some help to figure out what's going on.  
-Andy is willing to join the committee and help her.  
-Needs to get response from Mamata on questions she has regarding past initiatives.

- We need to keep the ball rolling on the Globe sales. We're still short people, and need more interested
- Amy: make a short form on the website, and email people on current list to confirm their interest. Blast NACIS news, and give them a deadline to register their interest. We need to have a minimum of 25 people. Also send a NACIS news blast.
- Alex: how hard is it to take money and refund money if it doesn't get enough people – so we don't have people flake and not pay after the order goes in?
- Amy: we need to find out from Hans a timeline for how long it would take to produce and ship to US. We then figure out where to keep them and ship from within the US.
- Daniel: we have a great deal with FedEx, so should probably use them for best shipping prices.
- Amy: Daniel please research and detail actual shipping costs
- Add Tanya to committee as a helper (mainly for T-shirt stats)

## **BREAK**

### **Presidential Initiatives | Amy Griffin**

#### **• Student and New Member Retention/Conversion Project**

- How many student members are we keeping? When and why are losing them, what makes them return?
- We need to figure out our retention rate, and track it over time. They are a big source of new members.
- If we can improve retention rates it will make us a healthier society over time.
- Is it the people who came once, the people who came to multiple conferences? Are the people who don't come to conferences still staying on as members.
- How far back do we have data on who attended conference.
- Daniel: how much is on paper vs on digital records?
- Amy: we need to figure out how we can use the data we have to figure out the conversion rates. Analyse any other data in records to see if we can figure out why they aren't returning (or didn't return).
- Tanya: she has contact info for many of her students, and maybe we can use LinkedIn to contact others.
- Amy: Maybe by annual meeting come up with a strategy to improve annual retention.
- Daniel: doesn't think the historical database is accurate for student memberships.
- Susan: we have paper records, that would need to be digitized to analyze
- Amy: it will be helpful to find out why students come back, or not. If it's a factor we can control, we can rectify it and maybe improve our retention rates.
- Amy: student testimonials might help with our retention rates.
- one or more of us could interview students to find out how the society has benefitted them., or find ways in which we could change to benefit the students more.
- Alethea: it might be helpful to have a first time attendee break or meet and greet for students to help them feel more included.
- Anthony: Eric Steiner had the idea of approaching new people that didn't register for NNO, and see why and maybe offer them a free ticket to encourage them to attend. He thinks it's a good investment to encourage inclusion.
- Robin: she's willing to reach out to students as the Student Board Member and find their feedback.
- Amy: let's think of pros and cons of giving them a break or comp, and revisit. We can run stats on the numbers.
- Robin: can NNO be part of main conference fees?

-Amy: we already have issues finding venues of an appropriate size, we'd have to plan ahead to figure that out. Size would need to be a consideration depending on the city

-Daniel: with the add-ons like NNO and PCD, we look at numbers where first timers don't attend. It might not be a problem. A lot of first timers might just not want to do the extras

-JMJ: and a lot of first timers are locals, so the NNO might not have allure, or they have a need to get home at night. Are we also talking about all attendees, or just students?

-Susan: has concerns about rolling NNO into main, for food ordering purposes.

-JMJ: what about at check in if we see the globe, mention the NNO and encourage them to purchase a last minute ticket. Give them an additional chance to opt in and buy a ticket after we mention it.

-Amy: let's put this on table as something to think about, and revisit in a few months time.

### **Other Business**

-Alex: Daniel and Alex were talking about Natural Earth. It's a minor bill right now. There is potential to update the data, and add additional data. Could NACIS be more involved in contributing more money or time to pay people to help it update it or enhance it.

-Tanya: maybe cool to have a fellowship program so that students could be a Natural Earth Fellow, and work on it.

-Daniel: what is good for NACIS? Provides additional visibility for our organization. It's strongly aligned with our mission to improve the cartographic arts.

-Amy: she thinks it would be great if someone wants to talk to NVK and see what his plans for it are.

-Tanya: if we plan to switch CartoTalk to a new forum, is there any potential to drive Natural Earth users to CartoTalk, combine them somehow?

-Alex: does it need to be official, or can he just talk unofficially for now? We just need to scope out the situation, and see what his plans are. Is his current work a conflict of interest with Natural Earth?

-Amy: maybe pitch it as "we know there are things that can be done with NE, what are your plans, how can we help?"

-Tanya: one thing with CartoTalk and the OJS, is there any reason to see if there's some holistic integration possibilities? A way to have a single login for all sites?

### **Finalizing the 2015 Budget | Jenny Marie Johnson**

-Review of the amended budget items as discussed over the course of the day.

-Alethea made the motion to approve the 2015 budget. Robin seconded. All voted Aye. Motion passed.

Amy closed the meeting at 5:30pm.