

Meeting Minutes

STLHE

Annual General Meeting

Thursday, June 20, 2013

Cape Breton University

Sydney, NS Canada



In Attendance: Wendy Burton, P. Gibson Ralph, Erika Kustra, Phillip Jennex, Lorraine Mockford, Alan Wright, Robert Lapp, Laura Kinderman, Gary Hunt, Danielle Bentley, Geraldine MacDonald, Eileen Herteis, Kristie Dukewich, Deb Dawson, Natalie Gerum, Roselynn Verwoord, Brad Wuetherick, Erin Aspenlieder, Nicola Simmons, Carolyn Eyles, Glen Loppnow, Davar Rezanian, Tim Loblaw, Jim Greer, Maureen Connolly, Hamzeh Roumani, Elizabeth Wells, Lisa Dickson, Jon Houseman, Esther Enns, Ann Jarvis, Roger Moore, Ron Smith, Anne McNeilly, Rosemary Polegato, Cynthia Korpan, Bev Williams.

Arshad Ahmad, Chris Knapper, Angie Kolen, Greg Berberich, Catherine Swanson, Ken Cramer, Sylvia Avery, Muriel McKay.

1. Welcome and Orientation

- Arshad welcomed everyone to the 33rd Annual General Meeting, and introduced the STLHE Board of Directors and its administration team—Sylvia Avery and Muriel McKay.

2. Approval of the 2013 Annual General Meeting Agenda

- MOTION—to approve the 2013 AGM meeting agenda (Elizabeth Wells). Seconded by Angie Kolen. *Carried*

3. Approval of the 2012 Annual General Meeting Minutes

- MOTION—to approve the minutes of the 2012 Annual General Meeting (Angie Kolen). Seconded by Hamzeh Roumani. *Carried*

4. President's Report—Arshad Ahmad

Milestones achieved during 2013:

- Awards program has been expanded to include the TAGSA award and the Outstanding Volunteer Award.
- Teaching and Learning Canada is planning its inaugural event—a global summit to take place in 2014.
- Creation of a new online Membership Centre and rolling membership model.

5. Treasurer's Report—Greg Berberich

- Sizeable cash balance—down from 2011 largely due to the objectives undertaken in 2012.
- Accounts Receivables are higher than normal due to outstanding receivables.
- Decrease in surplus from 214,333 to 154,564.
- A very healthy surplus to rely on going forward
- \$90,000 in additional revenue because of two new awards.
- Board's travel expenses were too high, so a concerted effort is being made to reduce these expenses.
- \$50,000 of the surplus was committed as start-up funds for Teaching and Learning Canada.
- Increasing part-time administrative support from one day to two days per week.
- Net loss of \$50,000—conscious decision to spend down the surplus
- Overall, \$1,688 loss for the year.

6. Approval of the 2012 Draft Audited Financial Statements—Treasurer

- **MOTION—to approve the 2012 draft audited financial statements (Robert Lapp). Seconded by Chris Knapper. Carried Unanimously.**
- Discussion and Questions from the floor:
 - Q1. It is noted the version of the budget used in the presentation is a draft version. Is the correct or final version available on the STLHE website?
 - A1. Yes
 - Q2. Does the Board plan to spend more of the surplus?
 - A2. The restricted surplus is controlled but unrestricted surplus has been spent considerably—from \$300,000 to about \$150,000

- Unrestricted surplus means the Board is free to do what it wishes with the money. Restricted funds are left to the people responsible for those budgets.
- Greg feels comfortable with a \$150,000 as a good size rainy day fund.
- Surpluses over \$300,000 can attract the attention of the Canada Revenue Agency. Non-profit organizations should not be making money.
- The Alan Blizzard and CSEC Awards do not currently have sponsors, so the Society sponsored these awards in the last two years.
- Surplus doesn't equal cash in the accounting world.
- Q3. Could/Should the surplus be invested?
- A3. The surplus is invested in a high-interest investment savings account.

7. Appointment of the Auditors for 2013

- MOTION—to re-appoint the auditing firm of Nephin Winter and Bingley Chartered Accountants, 12 Russell St East, Smith Falls, Ontario (Maureen Connolly). Seconded by Hamzeh Roumani. Carried Unanimously.
- Discussion
- Erin Aspenleider applied for a regional grant from Teaching and Learning Canada, but never received a response.
- We have been mindful of the request and once the new bylaws have been approved, TLC can proceed with fund disbursement. In the future, there will be transparency on how these funds are going to be made available.

8. Interactive Survey of Members with Discussion—Robert Lapp

- Solicit feedback from members using clicker technology provided by Turning Technologies Canada, a sponsor of STLHE 2013.
- Maintaining a solid core of memberships
- Some lapse in people automatically renewing, so a rolling membership model was created, along with a new Membership Centre.
- Memberships come in waves.
- A large majority of 3M Fellows are not active; 3M Council Executive is requesting voluntary funds.

Participants were asked to vote on the following questions:

- a) ***What should be the preferred method of recruiting new members to STLHE?*** Answers options: Email, Social Networking, “Bring a friend”, Tele-Solicitation, Website or Other.

- Email and bring a friend got the highest rating and phone solicitation was lowest.
- After discussing responses with a neighbour, members answer the same question a second time. While the percentages varied, Email and bring-a-friend were still most preferred, phone solicitation still least favoured and more people picked “Other”.
- The group then shared their suggestions for “Other”:
 - Focus on future members—go for young faculty through centres of teaching and learning as well as senior graduate students
 - Use a variety or all of the methods listed to dominate the marketplace with your message
 - Targeting the colleges offering degree programs to encourage research in this area
 - Cut the membership fee to \$25 and increase volume of members
 - Recruit non-voting members at regional events
 - Purchase two years and get one for free—a loyalty discount
 - Declining budgets at universities means people have to pay their own membership fees
 - Volunteers would get a reduced membership depending on how many hours they put in—a service reduction
 - New faculty in their first five years at their institution—give them a reduced rate to get them into the habit
 - Campus reps would be a point of contact to increase memberships.
 - Publication on teaching is not valued in particular disciplines so we need to demonstrate how are publications are considered tiered— attract people
 - Series of legitimate and valued publications would enhance new memberships

b) What benefits are most important to you?

- Networking and conferences
- Discount on conference registration is a big incentive
- National movement on the improvement of teaching and learning
- Validation

9. Adjournment

- MOTION—to adjourn the meeting (Angie Kolen). Seconded by Nicola Simmons. Carried