

**Society for Photographic Education
Minutes of Annual Board of Directors Meeting
Philadelphia, PA
February 26-March 1, 2018**

**Tuesday, February 27, 2018
9:00 a.m.**

In attendance: Liz Allen, Claude Baillargeon (presiding board chair), Kelli Connell, Stephen Chalmers, Kelli Connell, Andrew Hershberger, Aspen Hochhalter, Deborah Jack, Tomiko Jones, Daniel Kariko, Mark Malloy, Anne Massoni (vice chair), Rebecca Nolan (secretary), Libby Rowe, Ariel Shanberg (treasurer), Liz Wells, Jim Wyman

Not in Attendance: Elizabeth Claffey

Anne: Welcome and introduces Roberts Rules protocol.

Claude: Seeks approval of consent agenda, which passes.

Beginning 2018 business

Jim: Houston conference update

- **Future of Conferences**
 - a. Houston Conference Chair
 - b. Fluid model
 - c. Future sites and funding models
 - d. Size/Scale of operation
 - e. Online content Continuing 2018 business

Discussion

Claude: Moves to appoint Keliy Anderson-Staley be co-chair of the Houston Conference.

Rebecca: Seconds

Jim: Clarifies Keliy Anderson-Staley's profile for the board.

Discussion

Anne: calls the question.

Claude: The motion is approved unanimously.

10:35 break

11:00

Claude: Introduces a discussion on the scale of operation for future years.

Discussion

Claude: Charges the staff to provide the Board with a SWOT analysis and metrics to get us to a less-expensive conference model, thereby opening up a more diverse range of locations.

12-1 Lunch

1:15

Continuing 2018 business

Liz Wells: Presented a document with and a summary of proposals for new membership levels, categories/benefits.

- Marketing & Communications Plan
 - Re-evaluation of all levels of membership / Institutional Membership / Corporate Partnerships
 - Day pass for conferences

Discussion

Kelli: Charges the Finance Committee to collect data on auto pay options for membership.

Anne: Charges the Cleveland committee to come up with new ideas for day passes for the Cleveland conference.

3-5 Board Committee Breakout Sessions

5-6:30 Dinner

6:40

Claude: Calls the meeting to order.

Continuing BoD 2018 business

Claude: Fundraiser (Auction)

Jim: presents where this idea is coming from and a possible timeline.

Discussion

Anne: Makes a motion that we form a committee that works as fast as it can to bring an online and brick and mortar auction together by fall 2018.

Jim W: seconds

Liz A: calls the question.

Claude: Motion Passes unanimously.

Committee of the corporation formed: Anne Massoni, Kelli Connell, Deborah Jack, Tomiko Jones, Ariel Shanberg, Rebecca Nolan, Jim Wyman.

Break

Jim: Update on Houston conference March 5-8, 2020.

Committee Breakout brief reports.

- Ariel Shanberg: Finance Committee
- Kelli Connell: Governance Committee
- Mark Malloy: Awards and Recognition Committee
- Liz Wells: Communications Committee
- Aspen Hochhalter: Associated Chapters Committee
- Stephen Chalmers: International Committee

Meeting Adjourned 9:00 p.m. EST

Rebecca Nolan
Board secretary

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**Wednesday, February 28, 2018
9:00 a.m.**

In attendance: Liz Allen, Claude Baillargeon (presiding board chair), Kelli Connell, Stephen Chalmers, Kelli Connell, Andrew Hershberger, Aspen Hochhalter, Deborah Jack, Tomiko Jones, Daniel Kariko, Mark Malloy, Anne Massoni (vice chair), Rebecca Nolan (secretary), Libby Rowe, Ariel Shanberg (treasurer), Liz Wells, Jim Wyman

Not in Attendance: Elizabeth Claffey

9-12:00 a.m. Strategic Planning Session

Claude: Summary of current Strategic Plan

Discussion

Claude: I propose the following goals with a possible change to order:

1. Aspirational Budget
2. Advocacy
3. Expansion
4. Identity

Discussion

Anne: Self charge to offer a streaming lecture from University of the Arts to SPE audiences available with the technology to stream the lecture. If you have an auditorium in your schools that has the option to do live streaming find out what you can do. We can find out what audiences there might be. Will anyone login? Find out if your campus can do this.

Anne: Charges Libby with gathering information about NAEA (National Art Educators Association) and their conference to the board.

Andrew: I move to adopt the 4 goals as Claude defined them: Aspirational Budget, Identity Advocacy, Expansion.

Liz W: Seconds

Discussion

Claude: calls the question.

Claude: The motion is approved unanimously.

Claude: I would like to make a motion:

- As Goal #1: We will aim not only to stabilize our financial situation immediately, but to aspire to a budget of \$1,000,000 by 2022.

Mark: Seconds

Discussion

Andrew: calls the question.

Claude: The motion is approved unanimously.

Claude: Makes a Motion:

- Goal #2 Identity: We will be recognized internationally as the key advocate and platform for photographic education and visual literacy.

Mark: Seconds

Discussion

Claude: Amendment: Goal #2 Identity- We will be recognized internationally as the key advocate and platform for photographic literacy.

Discussion

Andrew: calls the question.

Claude: The motion is approved unanimously.

Claude: Makes a Motion:

- Goal #3 Advocacy: We will establish SPE as the international leader for best practices in photographic education.

Mark: Seconds

Discussion

Andrew: calls the question.

Claude: The motion is approved unanimously.

Claude: Makes a Motion:

- Goal #4 Expansion: We will develop new audiences and networks both locally and globally.

Mark: seconds

Discussion

Mark: Amendment to switch global and local.

Andrew: Seconds

Claude: Goal #4 Expansion: We will develop new audiences and networks both globally and locally.

Claude: calls the question.

Claude: The motion is approved unanimously.

12-1:00 p.m. Lunch

Claude: Proposes to flush out the goals and objectives. We have to assign ownership to each goal and a timeline.

Discussion

Google doc "SPE Strategic Plan 2018-2022" revised to reflect approved goals, objectives, ownership and timeline.

Conclusion BoD 2018 business.

3:00 p.m.

Claude

- Returns to the need to assign a Houston Co-Chair

Discussion

Liz A: Moves that Libby be appointed co-chair of the 2020 Houston annual conference with Keliy Anderson-Staley, and that Andrew Hershberger and Liz Allen be appointed to serve on the conference committee.

Mark: Second

Claude: calls the question.

Claude: The motion is approved unanimously.

Claude: Proposes 2018 meetings 12:00 p.m. EST/EDT 90 minutes

April 6

May 4

July 13

September 14

November 9

January 11

March (Cleveland) March 4-10

Claude: Planning for members meeting

Discussion

Claude: Assigns Additional Charges:

- a. Charges Governance Committee to work with staff to create an election timeline that works for the staff and the board.
- b. Charges Awards and Recognition Committee to develop guidelines for the Honored Educator submission process
- c. Charges Governance Committee to complete revision of PPM

Meeting Adjourned 3:40 p.m. EST

Rebecca Nolan
Board secretary

4:30-6:30 Curatorial Tour at Print Center
1614 Latimer Street

George Krause Exhibition Preview
Sol Mednick Gallery and the 1401 Gallery at UArts