

**Society for Photographic Education**  
**Minutes of Annual Board of Directors Meeting**  
**Cleveland, OH**  
**March 4-6, 2019**

**Monday, March 4, 2019**

**6:00 p.m.**

In attendance: Liz Allen (board chair), Stephen Chalmers, Elizabeth Claffey, Lauren Greenwald, Andrew Hershberger, Scott Hilton, Aspen Hochhalter, Tomiko Jones, Anne Massoni (vice chair), Mark Malloy, Rebecca Nolan (secretary), Libby Rowe, Jim Wyman (executive director)

Travel delays: Daniel Kariko, Deborah Jack

Regrets: Ariel Shanberg (treasurer)

Absent: Kelli Connell

Preparation for meetings: Board Orientation (Jim Wyman)

- Role of today's board member
- Three basic roles of the board
- Three legal obligations to the board
- Assessing board performance
- Code of Conduct and Anti-Harassment Policy

Strategic Planning Review Session (Liz Allen)

- Review of Strategic Plan
- Ownership of objectives

**I. Individual Reports (2 min each)**

- A. Anne (Goal #1, Objective 1 - Auction Committee)
- B. Andrew/Jim (Goal #2, Objective 1; Goal #2, Objective 3 – Communications Committee)
- C. EC (Goal #2, Objective 2 – Mission/Vision)
- D. Jim/Staff (Goal #2, Objective 4 – Marketing & Communications)
- E. Jim (Objective 5 – *Exposure@50!*)
- F. Tomiko (Goal #3, Objective 1- ARC)
- G. Liz/Aspen (Goal #3, Objective 2 – Best Practices)
- H. Libby (Goal #4, Objective 1 – High School Track)
- I. Stephen (Goal #4, Objective 2 – International)
- J. Jim (Goal #4, Objective 3 – Survey and Analysis)
- K. Rebecca (Goal #4, Objective 4 – Tech)
- L. Jim (Goal # 4, Objective 5 – Diversify/Expand Networks)

**II. Reframing Goals, Objectives, and Tactics (Jim) (5 min)**

- Staffing profile

- Finance and resources
- Feasibility
- Timeline to update Strategic Plan

### **III. Mission/Vision/Values: “Six Stories” (Jim) (6 min)**

Break into six groups (60 min):

- The “Why” Story
- The “How We Started” Story
- The “Emblematic Success” Story
- The “Core Values” Story
- The “Striving to Improve” Story
- The “Where We Are Going?” Story

Group Reports (6 min each=40 min total)

Meeting Adjourned 9:35 p.m.

Rebecca Nolan  
Board secretary

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**Tuesday, March 5, 2019  
9:00 a.m.**

In attendance: Liz Allen (board chair), Stephen Chalmers, Elizabeth Claffey, Lauren Greenwald, Andrew Hershberger, Scott Hilton, Aspen Hochhalter, Deborah Jack, Tomiko Jones, Anne Massoni (vice chair), Mark Malloy, Rebecca Nolan (secretary), Libby Rowe, Jim Wyman (executive director)

Travel delays: Daniel Kariko  
Regrets: Ariel Shanberg (treasurer)  
Absent: Kelli Connell

Anne: Welcome and introduces Roberts Rules protocol.

Liz A.: Seeks approval of consent agenda, which passes.

Beginning 2019 business

Future Conferences (Liz A.)

- Threats
  - staff attrition
  - strategic plan p. 7

Discussion

10:00 Daniel Kariko joins the meeting

- Opportunities
  - See strategic plan p. 6
  - Houston 2020 Vision #spehouston (Libby, Jim)
  - 2021: Protentional sites: Savannah, KC, others (Jim)

Rebecca: meeting with college week after the conference.

Jim: Keith Davis (Nelson Atkins) Kansas City, Hallmark

Seattle now has a facility to the current sale of our model- Stephen Chalmers is interested in chairing.

2024 UT Austin

Lunch 12:00

1:15

- PPM review and revisions (Anne)  
Resolved many proposed issues in markup of document.

3:00 Kelli Connell joins the meeting

- Charges to the committees
  - Charge the ICC to resolve the ICC position moving forward
  - Charge Jim and Ariel with resolving 234 conference budgeting in PPM
  - Charge the ARC to revise the Insight Award description/instructions
  - Charge the Combined Caucus Committee with determining how they should operate.
  - Governance committee to revise the Election timeline working with staff and board.

3:30-5

- Committee Breakout sessions

Dinner

6:50 p.m.

- Committee action item reports (committee chairs)  
ACC report Aspen  
ICC report Stephen

Anne: I would like to move that we extend the ICC existences for an extended two years. With the charges: 1. Chair of the ICC will be placed on the ACC in order to have international representation from the board. 2. Research and development will take place to see if other SPE minded organizations exist to share an international platform. 3. Best practices for the inclusion of international voices at our annual conferences be drafted. The EC will determine the assignment of the additional two-four committee members.

Mark seconds

Andrew calls the question

Roll call

<b>Aye</b>	<b>Nye</b>	<b>Abstain</b>
Allen		
Chalmers		
Claffey		

Connell		
Greenwald		
Hershberger		
Hilton		
Hochhalter		
Jack		
Jones		
Kariko		
Massoni		
Malloy		
Nolan		
Rowe		
Wyman		

Motion is unanimously approved

Governance Committee report Kelli  
 Communications Committee report Andrew  
 ARC report Tomiko  
 CCC report Liz Claffey

Discussion

7:30

- K-12 Caucus proposal

Andrew: I move to vote on the High School Educators Caucus Proposal

Mark Seconds

Anne: Friendly amendment that the proposal writers, Jessica Michels and Nicole Croy, clarify the K-12 and High School language in the proposal.

Discussion

Libby calls the question

Roll call

<b>Aye</b>	<b>Nye</b>	<b>Abstain</b>
Allen		
Chalmers		
Claffey		
Connell		

Greenwald		
Hershberger		
Hilton		
Hochhalter		
Jack		
Jones		
Kariko		
Massoni		
Malloy		
Nolan		
Rowe		
Wyman		

Motion is unanimously approved

- Re-evaluation of all levels of membership (individual-partners)

#### Discussion

Charge the EC with reviewing and revising the partnership levels in cooperation with staff.

Meeting Adjourned 9:18 p.m.

Rebecca Nolan  
Board secretary

**Society for Photographic Education  
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**Wednesday, March 6, 2019  
9:00 a.m.**

In attendance: Liz Allen (board chair), Stephen Chalmers, Elizabeth Claffey, Kelli Connell, Lauren Greenwald, Andrew Hershberger, Scott Hilton, Aspen Hochhalter, Deborah Jack, Daniel Kariko, Tomiko Jones, Anne Massoni (vice chair), Mark Malloy, Rebecca Nolan (secretary), Libby Rowe, Jim Wyman (executive director)

Regrets: Ariel Shanberg (treasurer)

Unfinished Business

Future Conferencing continued

- Future sites and funding models/cost analysis
- Online content
- Size/scale of operation, rethinking chapter and annual activity
- Who are our members?
- Does our mission/vision reflect our understanding of who our members are?
- What is our vision for future membership? Revision of 6 stories.

Break 11:00

Andrew: I move that SPE start the process of auto renew membership

Seconded Stephen

Stephen: Friendly amendment: To give a discount with auto renewable membership with appropriate research for the discount and monthly verses yearly. Also include research about bank account withdrawal verses credit card.

Discussion

Stephen calls the question

Roll call

<b>Aye</b>	<b>Nye</b>	<b>Abstain</b>
Allen		
Chalmers		

Claffey		
Connell		
Greenwald		
Hershberger		
Hilton		
Hochhalter		
Jack		
Jones		
Kariko		
Massoni		
Malloy		
Nolan		
Rowe		
	Wyman	

Motion is approved

Charge to the finance committee/EC to research the monthly verses yearly, bank account verses credit card, and appropriate discount for auto renewal membership. This is to be presented to the board in 6 months.

Andrew: I move to charge the chapters to put forward one city each for consideration as a repeated site for future SPE annual conferences.

Anne: Friendly amendment: As part of the research of a smaller conference model that the chapters be engaged in ideal cities in their chapters. Additional research that Carol along with the staff take a look at cost analysis of 500-800 and 800-1200 attendees based on sites that do not only rely on a hotel.

Second Rebecca

Discussion

12:05

Andrew: I retract my motion.

Anne: I move that research is conducted at the board, staff, chapter and caucus levels in order to make sound decisions about future conference models and sites. Examples of that research are not limited to: identification of key cities and funding streams, staff analysis of conference budget at 800 attendees and lower and 1200 attendees capped.

Seconded Mark



Discussion

Libby calls the question

Roll call

<b>Aye</b>	<b>Nye</b>	<b>Abstain</b>
Allen		
Chalmers		
Claffey		
Connell		
Greenwald		
Hershberger		
Hilton		
Hochhalter		
Jack		
Jones		
Kariko		
Massoni		
Malloy		
Nolan		
Rowe		
Wyman		

Motion is unanimously approved

Charge to the ACC and CCC (combined caucus committee) for chapter level research. Staff, including Carol, charged with research for space and site including off site space analysis based on attendee size. EC charged with historic research from previous conference chairs. Report back to the board with recommended cities in 3 months. All additional research in 6 months.

Lunch 12:20-1:25

- Governance Committee: Board election timeline accomplished.
- Planning member's meeting
- Future Board Meetings proposed dates: May 17, July 26, September 27 and November 8, 2019.

Liz Allen: I move to research opportunities to expand membership to scholars using photography within their research.

Second Rebecca

Anne: Friendly amendment: Also, research the cost of mailing lists from organizations like CAA, NAEA.

Rebecca calls the question

Roll call

<b>Aye</b>	<b>Nye</b>	<b>Abstain</b>
Allen		
Chalmers		
Claffey		
Connell		
Greenwald		
Hershberger		
Hilton		
Hochhalter		
Jack		
Jones		
Kariko		
Massoni		
Malloy		
Nolan		
Rowe		
Wyman		

Motion is unanimously approved

Charge to Deb Jack and Lauren Greenwald to research opportunities to expand membership to scholars using photography within their research and to research the cost of mailing lists from organizations like CAA, NAEA. Report to BoD 6 months.

Liz Allen: I move to research other non-profits organizations our size to see how they have changed structure in response to academic and economic landscape.

Seconded Lauren

Scott: Friendly amendment: Specifically looking at academic organization conferences, striking non-profit.

Discussion

Call the question Rebecca

Roll call

<b>Aye</b>	<b>Nye</b>	<b>Abstain</b>
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Allen		
Chalmers		
Claffey		
Connell		
Greenwald		
Hershberger		
Hilton		
Hochhalter		
Jack		
Jones		
Kariko		
Massoni		
Malloy		
Nolan		
Rowe		
Wyman		

Motion is unanimously approved

Charge to Scott Hilton and Lauren Greenwald to research academic organization conferences, to see how they have changed structure in response to academic and economic landscape. Andrew Hershberger is charged with specifically researching CAA. Report to BoD May meeting.

Liz Allen: I move to research book fair vender table costs, photobook fair table costs and photobook publisher interests to implement a photobook fair as a part of the annual conference exhibit fair.

Second Stephen

Discussion

Liz calls the question

Roll call

<b>Aye</b>	<b>Nye</b>	<b>Abstain</b>
Allen		
Chalmers		
Claffey		
Connell		
Greenwald		
Hershberger		
Hilton		
Hochhalter		

Jack		
Jones		
Kariko		
Massoni		
Malloy		
Nolan		
Rowe		
Wyman		

Motion is unanimously approved

Charge to Kelli Connell and Libby Rowe with Nina to research book fair vender table costs, photobook fair table costs and photobook publisher interests to implement a photobook fair as a part of the annual conference exhibit fair. Report May meeting.

Charge to the CCC to work with caucuses to see if there is interest in informal portfolio reviews the Sunday after the conference. This would require additional space.

Conclusion BoD 2019 business

Meeting Adjourned 3:35 p.m.

Rebecca Nolan  
Board secretary

5-6:00 p.m. Board visit to SPE Office, 2530 Superior Ave., Honey Lazar Exhibition