Date: 4/22/2024

Attendees: Emily Cabaniss, Mel Pomeroy, Robert Perret, Emily Jones, Susanne Annand, River Freemont, Rachel Cohen, Heather Mulliner, Dulce Kersting-Lark, Corey Cherrington

Agenda

I. Elections update
II. Meeting updates
III. NWA Development
IV. Membership update
V. Thanks and bye!

Meeting minutes:

I. Elections update:
   A. At least one candidate for every position
   B. Most contested position seems to be Idaho Rep.
   C. Ballots to go out as soon as tomorrow
   D. Please nominate folks for next year
   E. Can look for institutions where there haven’t been nominees/candidates for a while
   F. Can be bar to entry due to lack of institutional support
   G. Nice to see newer archivists, but can be roles that restrict participation

II. Meeting updates
   A. Room block full (hotel)!!
   B. Gina + Emily working on intros for speakers
   C. Questions re. Nancy’s updates
      1. Nancy received feedback on ribbons and making sure this is done if possible
   D. Robert: Do we need some sort of c suite targeted messaging about the importance of professional engagement with NWA?

III. NWA Development
   A. Email from Emily C. about “Office Hours”
      1. Had first one last week!
      2. Was about 1 hour of discussion
      3. Later this week is the next one
         a) Informal, just seeking feedback
      4. EC took notes at the first meeting and will take notes at the next meeting
   5. Cost for a Fundraising Consultant??
a) EC meeting w/ fundraising contact to get some additional data on what this would entail

6. Questions/comments:
   a) RP: There is a lot of support for centralization, but solution is often to give more responsibilities to board members
   b) EC: There will be some sort of centralization of fundraising
   c) SA: Sponsorships? Etc.

   (1) EC: NACR and other groups doing own fundraising for activities
       (a) Having to fundraise instead of doing committee responsibilities
       (b) Siloed fundraising caused double-dipping for various funders
       (c) Sustainability of centralizing
       (d) Shared list of donors with notes, rather than a specific email address or

   (2) SA: can use Wild Apricot for that (contacting donors)
       (a) Likely need to intro some training into Wild Apricot’s abilities for reaching out to folks

   (3) EC: Fundraising coordinator role? Is already difficult to get board members

   (4) SA: Synergy between Membership Coordinator and Fundraising
       (a) Based on time spent as Membership Coordinator, probably is doable
       (b) Need to be careful about estimating time needed to fundraise
           (i) EC: fundraising is definitely its own skillset; looking to improve current practices and procedures

   (5) EC: Important that folks have awareness of fundraising efforts
       (a) Need to know who is doing what and when

IV. Membership update (SA):
   A. Rise in membership numbers for the annual meeting! 😊
   B. Contacts database:
      1. Would be good to do analysis on who is in the database
      2. Would folks be interested in data on uptake and retention?
         a) What percentage of membership joins at the end of the year?
      3. EC interested! Survey data from post-conference
         a) Would be additional clue re. Whether NWA is providing enough value for folks to renew membership
         b) Percentage of members who had positive experience at conference and ongoing interaction with NWA
c) SA: Percentage of student population

4. EC confirmed that this data analysis in the contacts database would be valuable

5. RP: Would be good to reassess why folks need to renew membership
   a) Only conference, no journal or notable advocacy
      (1) Aside from conference discount
   b) EC: geographical size makes in-person gatherings difficult
      (1) Thinking about increasing membership value

6. RC: What is issue w/ renewal at conference time?
   a) Alabama conference once per year
   b) Value proposition maybe not there, not sure how to increase value
   c) Membership is reasonable otherwise
      (1) Should not be pro-rated, but should last one year from time of payment
         (a) SA: has been talked about in the past
            (i) Can make membership more flexible (e.g. counts for the following year at a certain point)
            (ii) EC: Pro-rating has been intended to make for
               (a) Sliding scale membership dues? Based on honor system
      (2) Primary purpose of NWA is to run conference

7. Meet the Board event was successful! Hopefully made folks see additional value of membership (EC)

8. SA: Maybe we can expand our offerings? E.g. a mentorship program on a smaller scale that SAA
   a) Slowly increase value proposition of being an NWA member

9. EC: BC Archivists have an Education Coordinator on staff
   a) Could use NWA to host SAA education sessions

10. MP: Wild Apricot has forum option that we could use

11. CC: Seattle Area Archivists sliding scale as example model: https://seattleareaarchivists.org/membership/

12. GP might have her own plans for leadership + NWA offerings

13. RC: Should be careful about adding more work to board members’ plates
    a) Good to be aware of how much work we’re leaving for future committees
    b) Need to ensure that started projects get finished and not half completed

14. EC: there is a happy medium between doing a great conference and other offerings, but we could also just focus on the conference
    a) Generating ideas is great, need to make sure we’re being realistic
    b) Illustrate that this is work with a return
15. **Dulce:** Another potential solution to the pro-rating issue - A membership year that runs March - February

C. Lapsed members left in case they want to go to the conference
   1. Between now and conference SA will continue clean-up

D. MP: as changing board, will need to clean up who has authority in Wild Apricot
   1. Reach out to Mel with any member communications training needs, etc.
   2. RP: Please remove Robert from all moderation roles

V. Thanks and bye!
   A. Emily C.’s last meeting! Will still be around as Past President 😊