



2018 Annual General Meeting Minutes

Time and Location

Time 1: March 6, 2018: 9-10:30 am Noth America West / 12-1:30 pm North America East / 5-6:30 pm London / 7-8:30 pm Jerusalem

Time 2: March 6, 2018: 9-10:30 am Sydney / 4-5:30 pm North America West / 7-8:30 pm North America East

Location: Via ReadyTalk

Attending (Alphabetical Order by First Name):

Time 1

1. Brian Biroscak
2. Chris Palmedo
3. Diogo Verissimo
4. David McElroy, Board Member-at-Large, Representative of ESMA
5. Gael O'Sullivan
6. Jay Kassirer, Webinar Manager and Volunteer Coordinator
7. Jean Synodinos
8. Jeff French
9. Jennifer Wayman, Secretary
10. Julie Hentz, Communications Coordinator
11. Kelley Dennings, Treasurer, Representative of SMANA
12. Meghan Kelly
13. Nedra Weinreich, Board Member-at-Large
14. Patrick Cook, President
15. Ross Gordon, Board Member-at-Large, Representative of AASM
16. Sally McCaffrey
17. Sarah Lewis
18. Susan Kirby
19. Tamar Jangulashvili
20. Vivianne Hilrat
21. Win Morgan



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Time 2

1. Brooke Sadowsky
2. Jay Kassirer, Webinar Manager and Volunteer Coordinator
3. Jennifer Wayman, Secretary
4. Kelley Dennings, Treasurer, Representative of SMANA
5. Nancy Lee, Representative of PNSMNA
6. Patrick Cook, President
7. Saud Alrakhayes

Order of Business

- Jennifer Wayman (Secretary) called the meeting to order and conducted a roll call. Attendees are listed above.
- Patrick Cook (President) welcomed participants and reported that iSMA is nearly 10 years old and has just over 1,000 members including individual members and members of four regional associations (Asia Pacific, Europe, North America, Pacific Northwest) with Africa and Latin America expected to formally join in the near future.
- Patrick introduced the Board members and introduced iSMA volunteers who support communications, the quarterly webinars, and events.
- Patrick also reminded participants that all meeting materials are posted on the Annual General Meeting page of the iSMA website.

Review of Financial Report and 2018 Budget (Kelley Dennings, Treasurer)

- iSMA's revenue has decreased and costs have stayed the same; the Board is planning to reduce costs and diversify the revenue stream to adjust for this.
- The Board voted to move forward with a 6-month budget for the first half of 2018 with costs as is with the goal of voting on a second 6-month budget for the remainder of the year with lower planned expenses in July 2018, particularly through reducing costs for ReadyTalk and the iSMA website.
- Members are urged to join webinars via voiceover IP to reduce costs for that activity.
- Julie asked about the average number of webinar participants; between the two meetings, Jay confirmed that the average attendance over the entire series is 36.6 connections per pair of webinars (additional people participate by sharing connections).

Review of Annual Report (Ross Gordon, AASM Representative & Patrick Cook, President)

- The Annual Report for 2017 is the first Annual Report to be published by iSMA to provide an update on the association's activity. The Board intends to make it a regular practice of issuing annual reports in advance of each Annual General Meeting in the future.



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- Brooke Sadowsky noted the high number of memberships that have expired, as noted in the Annual Report, and suggested making an effort to explore the reasons for this and what the opportunities are to lower the attrition rate moving forward.

Review of Business Plan (Patrick Cook, President)

- The business plan is a three-year plan to lay out the association's products and services, guide the association and strengthen iSMA's value proposition for members.
- As stated in the plan, iSMA's short-term goals are to increase communication (including launching a new website), improve our governance with increased Board membership, consolidate the membership database to reduce the burden on iSMA and the regional associations; and enhance professional development through WSMC and professional journals. Longer term goals include increasing advocacy on behalf of the social marketing discipline to ensure ongoing funding for social marketing initiatives; developing additional position papers and guidelines about social marketing; and, potentially, rebranding iSMA as the association moves away from being an association of individual members to an alliance of regional associations.
- Diogo Verissimo asked about academic journals as related to the business plan and Patrick invited further discussion to explore the best way forward.
- Nancy Lee shared strong support for iSMA to be more connected with the World Social Marketing Conference and that she is making a personal commitment to enhancing academic social marketing offerings.
- Brooke Sadowsky asked if the regional associations are planning to/able to recruit organizational members as opposed to simply individual organizations, which would bring in more potential revenue. Patrick invited Brooke's participation in thinking through this idea as the association moves forward.
- Brooke Sadowsky commented that many organizations are offering webinars for free as a way to increase visibility for their brand and suggested that iSMA may need to consider this trend and whether the webinars are an attractive member benefit over the long term. Patrick and Nancy Lee reported that the webinars have been one of iSMA's leading offering to this point. Jay Kassirer suggested offering one for free and then requiring membership for participation in future webinars.
- Saud Alrakhayes asked about the process and schedule for rebranding iSMA and requested that the process takes into consideration what the old brand needed improvement on. Patrick Cook reported that this project is a longer-term effort and there will be opportunities for input from all members.
- The Board will be voting on whether to adopt the Business Plan, comments on the document from all iSMA members are welcome through March 9.

Review of Constitution (David McElroy, ESMA Representative)

- The purpose of the draft Constitution is to govern the federation of regional social marketing associations and define the relationships between each. The need for the Constitution grew out



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of a realization that there was a lot of duplication between iSMA and the regional associations that needed streamlining and clarification.

- The Constitution includes a glossary of terms, describes the structure and governance of iSMA, how amendments can be made to the Constitution, how membership will work across all regional associations, and more.
- It is based heavily on the agreement between Australian association and iSMA as well as the European association and iSMA.
- The Board will be voting on whether to adopt the Constitution; comments on the document from all iSMA members are welcome through March 9.

Call for Board Nominations and Review of Process (Jennifer Wayman, Secretary)

- The Call for Nominations will be issued shortly, ideally this week (the week of March 6, 2018). It will include an overview of Board member responsibilities and expectations as well as an invitation for social marketers from around the world to consider joining as we are strongly seeking to enhance the geographic diversity of the Board.
- Members will have until April 30, 2018 to nominate another member or self.
- Nominations require a statement of interest, CV, and photo (headshot) for placement on iSMA website (i-socialmarketing.org).
- Members can review statement of interest, CVs, and photos and vote for Board members online at isocialmarketing.org between May 7-14, 2018.
- The new Board will be announced by May 31, 2018.
- Members are encouraged to share the call for nominations among social networks.
- iSMA will send a separate notice of the Call for Nominations to all iSMA regional association Board representatives to ensure that it is shared broadly.

Other Business

- Patrick Cook stated that member input is very welcome and invited participants to review the documents presented and email him directly with any feedback on the materials by the end of the week.
- On behalf of the Communication Team, Julie Hentz requested that members share images of social marketing campaigns that are license-free for use in iSMA communications, the website, etc., to be part of photo library the team is developing.

Adjournment

The Time 1 meeting adjourned at 12:55 pm North America East / 9:55 am North America West / 5:55 pm London / 7:55 pm Jerusalem.

The Time 2 meeting adjourned at 10:00 am Sydney / 5:00 pm North America West / 8:00 pm North America East.