

GAMMA NU ETA National Board Meeting Minutes

April 6, 2013

Illinois Institute of Technology, Chicago, Illinois

Attendees: Ray Trygstad – IIT, GNH National Board President
Lessa Shear – RPI, GNH National Administrator
Josh Hoffman – RPI Alumni, First Vice Chair of National Board
Andrew Karnani – RPI, President of Alpha Chapter
Bob Carlson – IIT Faculty
Madeline Heller – RPI, VP of Alpha Chapter
Madeleine England – IIT, Beta Chapter Administrator
Greg Hughes – RPI Faculty, Alpha Chapter Advisor
Maya Embar – IIT, VP of Beta Chapter
Bill Wesselman IIT, President of Beta Chapter

- ❖ Review of 2012 Board Meeting Minutes – Reviewed and approved as written.
- ❖ Governance
 - Review of constitution – Attached revised constitution was reviewed and discussed. Includes all changes discussed at 2012 and 2013 National Board Meeting. Important to note that constitution was created for a much larger organization.
 - Questions arose from student leaders about how to ensure active participation by members. Alpha chapter also struggles with this issues and has included participation language in the by-laws. Alpha chapter also tries to keep track of attendance at events. Discussion held about adding language to national constitution about how to deactivate members. This particular decision should be left up to individual chapters, but new language to indicate this will be incorporated in the national constitution.
 - Article III: Membership Section 8 – Add this language “Chapters have the authority to define criteria for maintaining active membership within chapter by-laws”. Motion to approve this addition to the constitution made by Andrew Karnani, seconded by Bill Wesselman. Unanimously approved.
 - National Constitution Article VIII: Chapters – Reorder numbers.
- ❖ Report from Association for Computer Machinery (ACM) Special Interest Group for Information Technology Education (SIGITE) annual meeting – Ray and Bob attended this conference and were impressed with the organization. Ray was able to get GNH on the agenda and presented information about GNH to 20 department chairs (Canadian schools were interested but are currently not eligible to be members). Ray has followed up with these contacts and will continue discussions with them about starting a chapter in their schools. Attending this conference in the future might be a good way to recruit new chapters.
 - Ray developed a one page informational handout about GNH. In the future he will take additional promotional material (brochures, etc.).

- **Follow up:** Ray will send this handout to the Board for use in promoting GNH.
 - The next ACM SIGITE conference will be held in Orlando, Florida October 10-12, 2013. Ray from IIT is planning to attend to promote GNH. Greg from RPI is also planning to attend. Ray would like to host a table at the conference if there is enough participation. Even if it can't be manned the whole time, it might be worth having the material out and available. A banner and additional promotional materials can be developed. Ray will also look into getting GNH onto the main agenda and at the very least into the department chairs meeting. Getting established as regulars at the conference while it's still relatively new will help in the long term.
 - **Follow up:** Ray will encourage all current GNH chapters to attend the conference.
 - Paper proposals for the fall conference are due June 1. Someone might consider writing a paper about establishing a chapter of GNH.
 - IIT will be putting out a call for papers to attend the conference. IIT will be sending 2 students with Ray.
 - The 2014 ACM SIGITE conference will be held at DePaul University in Chicago. IIT will definitely be attending this conference with students, faculty and alumni in order to promote GNH.
- ❖ Corporation business
- Review Articles of Incorporation - No annual report required. We have an Employee Identification Number (EIN), but not sure if SS-4 form was ever completed. This form needs to be filed.
 - **Follow up:** Employee ID Form – Lessa will follow up to find out if Employer ID # is still valid and will complete the SS-4 if needed.
 - **Update:** According to the IRS the EIN is valid and no additional follow up is needed.
 - 501(c)3 Status – Board discussed completing this paperwork and moving forward with non-profit status. Is this something that we need to do now (Josh)? Ray believes that we should be getting corporate support and we can't do this until we are established as a non-profit. Fees associated with annual filing fee can be shared between all chapters. Donations will be tax deductible as soon as we have non-profit status and will help when asking for donations for support.
 - **Follow up:** Ray and Madeline will complete the 501(c)3 status (24 page form).
 - Alumni chapters may need separate non-profit status, this will be investigated as we move forward.
- ❖ National and Chapter dues – The board discussed creating national dues.
- RPI just started collecting chapter dues this year. A one time \$50 fee.
 - The national organization can use national dues in order purchase logo items in bulk and distribute as new members join. Money would be used to buy pins, stoles, and certificates. A list of entitlements should be included with dues. Dues should be forfeited if you leave school, or are made inactive.
 - Some national organizations charge \$85 for national fees.

- National dues \$100/chapter per calendar year starting January 2014, plus \$50 per new inductee, then chapter can set chapter dues as they see fit. We will have a standard package to distribute that will include a membership pin, stole, and keychain. These will be sent to new chapters before their first induction.
- GNH can create a Cafepress type store to include other GNH logo items.
- If a new chapter doesn't have funds before their first induction ceremony the national board will consider, on a case by case basis, sending the initial induction materials for no cost. After the first induction the new chapter will be expected to pay for all future inductions.
- Resolution
 - Motion is to charge dues of \$100/chapter per calendar year, plus \$50 induction fee per new member starting in January 2014.
 - Greg made motion, multiple people second the motion. Vote passed unanimously.
- Resolution
 - Andrew made a motion, Bill seconds, that all chapters must pay induction fee for all new collegiate members and must purchase regalia through the national organization.

❖ Strategies

- Marketing
 - Society Identity – Madeline England's mother will be creating a new identity for us.
 - **Follow up:** Madeline England's mother is still on board to do all of our branding, identity and new logo. Madeline will work with her to develop GNH's new identity.
 - Logos, badges and emblems - Current logo doesn't lend itself well to branding in the long term and looks dated. Get ideas from members and then Madeline England's mother can come up with logos to choose from. Once we have a final design Madeline England's mom can create an identity standard. This can be used for all documents moving forward and will applied to the website. Ray would like Open Source Typefaces. Designing around type is preferred.
 - Brochure
 - Regalia: stoles, cords and other items – Compare all sample stoles to determine best price and quality. Madeline England will follow up and investigate.
 - **Follow up:** Lessa will send RPI stole to Madeline England.
 - **Update:** Lessa mailed stole on July 25, 2013.
 - Tag line – “The National Information Technology Honor Society”. Remove Honor Society from first line on the homepage. Gamma Nu Eta is small caps instead of upper and lower case? All of this is part of the identity.
 - Motion to make this the official tagline made by Ray, Maya and Bill seconded. Unanimously voted to approve.
 - **Follow up:** Lessa will update the website to include the new tagline.
 - **Update:** Website updated by IIT.

- Recruiting
 - Brigham Young University, who has the oldest program in IT (started in 1989), did a survey that looked at 225 programs and their criteria (ACM, IEEE, CS, AIT). It appears that most of these 225 schools comply to the ABET accreditation. This list only looked at undergraduate programs.
 - Ray is training to be an ABET evaluator and will become very familiar with requirements and schools that will be good to recruit into GNH.
 - Board should reach out to professional members to help recruit their alma mater.
 - The board needs to have a frank discussion about why schools aren't joining.
 - Madeline England suggested creating a media package to promote GNH.
 - **Follow up:** Madeline will work on media kit to send out to potential schools. Electronic version, then follow up with a hard copy with additional materials.
 - **Follow up:** Madeline Heller, Ray and Josh will all send Madeline England language to create letter/email to send out.
 - Seek out capacity building grants to create new materials to help promote and build the organization.
 - UPE/GNH - Some IT programs are included in UPE. The one sheet Ray developed includes information about why they should have second honor society to enhance their IT programs.
 - Bill had an idea to create a poster to send to high schools to promote quality IT programs.
 - **Follow up:** Ray will follow up with George Mason, Brigham Young, CMU, West Point and Naval Academy. He will also visit Perdue and DePaul. Ray will share his University of Washington contact with Josh.
 - **Follow up:** Josh will look for people at Microsoft to help recruit. Josh will follow up with University of Washington.
 - **Follow up:** Greg will continue to promote growth and will follow up with University of Michigan, Syracuse and Penn State.
 - **Follow up:** Madeline Heller will reach out to friend at CMU.
- New Chapter Formation
 - Rutgers had their induction ceremony on April 26, 2013.
- Professional membership – Greg Hughes was initiated as a professional member of the Beta Chapter!
 - Professional members are a good source of speakers for induction ceremonies, recruiting new chapters and recruiting corporate sponsors. RPI might want to consider professional members. When selecting a potential candidate, GNH should look beyond those that meet the minimum requirements and invite those who will be committed to the organization for the long term. IIT inducts no more than 3 per induction. Chapters can choose to induct members remotely if needed.
 - In the future GNH might consider having the National Board induct professional members. Right now it's on a chapter level. Financial support is not expected from professional members, however it would not be declined.

- Corporate sponsorships – GNH should begin reaching out to corporations for financial support once the 501(c)3 status has been established.
 - Money can be used to support:
 - National activities, conferences, talks
 - Scholarships
 - Long term - Corporate support would allow us to hire an executive director that would be able to work full time towards advancing the organization. IIT has space to house this person/position. Financial commitments are needed first.
 - Potential donors:
 - IBM might be a good source
 - RPI has a good relationship with Cisco
 - Johnson and Johnson, GE, and Goldman Sachs
 - Smaller companies in local area(s) of schools
 - Gift acceptance policies need be created. Down the road we will need to discuss in more detail and create a formal policy regarding who and where funds are donated from.
 - We need to expand the organization before we begin seeking corporate sponsors. Look into seed grants for \$10k or \$20k first.
 - Professional Organization Affiliations/Partnerships
 - Association of Information Technology Professionals (AITP) might be an organization we reach out to for support. The AITP conference was the same weekend as SIGITE and Ray was not able to make it. Ray will seek the opportunity to meet with the AITP board in order to promote GNH.
 - Association for Computing Machinery (ACM) - UPE has very formal relationship with ACM. UPE gives you a free membership to ACM.
 - CompTIA might also be considered and are very close to IIT Wheaton campus. **Follow up:** Ray will reach out to them.
 - Information Technology Association of America (ITAA) – They have corporate members not individual memberships.
 - There are Information Security organizations but they are too specific to seek out at this time. Association for Information Systems (AIS) is more MIS related and is also not worth pursuing.
 - Building these relationships are important, sooner rather than later. GNH can provide a pipeline of future desirable members. Student conferences may also be an option for AITP if a formal relationship is formed. AITP regional has a relationship with IIT and has no problem giving them a table at conferences.
- ❖ New Business / Additional discussions
- Question from Maya: Is there a standard for induction? The only thing that will be required is the pledge, beyond that ceremony is up to the chapter.
 - The board should recruit members from Rutgers and Gallaudet.
 - **Follow up:** Ray will ask Rutgers and Gallaudet to participate in the national board.
 - Greg Hughes moved to include Madeline England to be on the National Board, Josh seconded. Motion unanimously approved!
 - Next year's meeting should be held on the east coast. Dates for next conference will be April 4-6, 2014.

- Alumni Chapters – Work on establishing alumni chapters in NYC, Chicago and California.
- Numbers for official GNH colors need to be added to website.
 - **Follow up:** Madeline will send Lessa colors.
- Website updates -
 - Change Board of Directors page to Governance page
 - Add new National Constitution
 - **Follow up:** Lessa will update the website
- Plan quarterly conference calls, to check in with each other.
 - July 9, 2013 (postponed to July 31, 2013)
 - October 8, 2013
 - January 14, 2014
- National Student Officers –
 - Motion - The National Student President of GNH will be the student president from the current hosting school. In other words, IIT's president will be the National student president until 2014 conference.
 - Board voted and unanimously approved.
- Will GNH allow for profit universities to apply for membership? GNH is not going to make it a policy to not accept these schools, but board doesn't think they will really work since there is no active campus life. Two year schools are definitely out for the moment. Might be considered in the future.