Saturday Feb 14, 2015 – Pittsburgh, PA

In attendance: Scott Hunsinger (President), Jeffry Babb (Vice President), Wendy Ceccucci (Past president), Eric Breimer (Membership Chair), Peter Wu (Treasurer), Lee Freeman (JISE Editor),Tom Janicki, Muhammed Miah, Anthony Serapiglia, and James Pomykalski. Leslie Waguespack attending through virtual conference due to weather. Nita Brooks unable to attend.

- Welcome (meeting commences at 8:30am) Call to order by President Scott Hunsinger
    o Weather concerns (James running late, Wendy leaving early, Wags virtual)
- Secretary elections –
    o Anthony "volunteers" – runs unopposed – elected
    o Eric – Membership director (unopposed)
    o Peter – treasurer (unopposed)
- Meeting minutes from Baltimore
    o Corrections, clarification of ex-officio for Lee/Allen/Susan – they WERE voting members, recommended to move. Nita – ex-officio, Mike invited guest
    o No other questions
    o JB moves for acceptance – passes
- Treasurer Report
    o Peter Wu – Moves report into dropbox
- Back to treasurer
    o Budgets tab
        ▪ Currently 2015 budget projects to a 1,647 loss
        ▪ Projection based on 200 members, current number is 214
        ▪ $11000 – printing/mailing
        ▪ Board travel could be lower as this meeting had lower costs of travel/food
        ▪ Increase budget by up to $1000 to pay $500 honorarium and lodging expenses for Distinguished Educator.
        ▪ Line item changed on budget projection to include annual registration fee for fellow expense for registration to be covered.
        ▪ PACE gift also added as line item in budget – to be paid by EDSIG rather than AITP ($2000 estimate)
        ▪ Computer Services also added (domain registrations) $750
            • Jeffry also brought up the need to discuss further the specifics of what domains are being acquired and to add more.
        ▪ Clarification from Tom to Peter about separate budgets for EDSIG and "New Conference"
        ▪ Legal Expenses – added – non-profit and copyright – first year to EDSIG, following may be to "New Conference" - $3500
            • Possible payback in future from conference to EDSIG once conference is profitable
            • Described as "loan" or "seed money"
        ▪ Printing costs – adjustment to $9000, question to be addressed later on why we still "Print"

- ▪ Budget vote delayed as more will be changed as meeting progresses
  - o Form for re-imbursement shared
- Jeffry Babb – membership report
  - o Note included at to the issues encountered during 2014/15
    - ▪ Organization of folders/membership 'split' at one post and reporting past September difficult
    - ▪ Thus some numbers may be questioned
  - o Number currently stands at 214, but number may be less, need to reconcile between 186 of previous year
  - o Scott wants to reconcile money trail with AITP
  - o Jeffry and Eric to hand off
  - o Numbers breakout in report. Want to specifically reconcile chapters and chapter membership
  - o Geographic model included with state breakdown
  - o Questions on company affiliation membership affiliations
  - o Strategies for 2015 Wilmington included.
    - ▪ Will re-address into the afternoon with conference conversation
    - ▪ Les – conference attendees do not identify as "members" but rather as conference attendees… we need to address this. Suggested that we need to separate conference/membership and more clearly define.
  - o Moved to accept.
- ISECON/CONISAR financials report
  - o Scott leads discussion
  - o Presented numbers provided by FITE
  - o Registration system would clean up itemization of fees/expenses/etc.
  - o We made money - $12,000 – half to EDSIG
- Ratification of e-mail votes
  - o Acknowledged – the e-mail vote to accept a name for "New Conference" – did not pass
  - o Scott - Motion to accept the votes that did pass by E-mail
    - ▪ Vote to create new corporation
    - ▪ Vote to pay up to $1000 for trademark investigation
    - ▪ Vote to approve move to non-profit status
    - ▪ Vote for Wilmington as next location with dates
    - ▪ Vote for approval to spend for legal fees up to $1000 for legal fees
    - ▪ Vote passes for acceptance of e-mail votes that passed between Baltimore meeting and Spring 2015 meeting
- EDSIG Fellows update
  - o Two were proposed.
  - o As of November this process was passed to The Fellows.
  - o Response from fellows, delay in vote as they decide what is possible with changes to board membership and organizations.
  - o Question raised if we should include wording in the by laws restricting the number of fellows per year

- o Also – "permanence" of who elects the fellows being passed to them is not actually included in bylaws or minutes from Baltimore
    - ▪ Jeff Babb moved:
        - • *Standing rule to be changes that in process bullet point two – by Feb 1 the Fellows will convey to the EDSIG board up to 3 citations outlining the designation of EDSIG Fellows to be inducted, the citation to be used during induction ceremony, and citation to be used for website publication.*
        - • Seconded – Passes – one abstention
- ISEDJ update
    - o First issue published with 6 articles
    - o ALL board members requested to be reviewers
    - o 6 issues – 38% acceptance rate
    - o Change requested that ISECON no longer appear and EDSIG Conference show with Cabells
    - o JISAR – 4 issues 40% acceptance rate

- Agenda change – AITP update
    - o Clarifications need to be made to AITP about EDSIG
    - o Some issues apparent with understanding of our mission and purpose
    - o Conference call for 30 minutes scheduled
    - o Scott has created a talking points agenda
        - ▪ Review conferences
        - ▪ Promotion of conferences (AITP National Collegiate Conference promotion to faculty advisors)
        - ▪ 4500 members of AITP – does include students and 20% academics – to educate about EDSIG and our conference
        - ▪ Want – to ask if they can provide the membership that is faculty as a mailing list
        - ▪ Registration system, AITP is willing to put together the registration system, though we would not like this and wish to gain control over our own finances. Also – the integration of our paper management system is essential.

    - o Call in progress to AITP
        - ▪ Julian and Barbara (AITP) on other end
        - ▪ Brief history presented (see notes document from Scott)
        - ▪ Thanks for help so far (website, etc)
            - • Can Scott go to NCC? WENDY IS GOING…
            - • Include fliers, welcome packet, etc.
            - • They are willing to have us as a speaker – or to give a presentation
            - • 100 or so faculty advisors….
            - • Inclusion in "program" schedule for upcoming/next conference…
            - • Inclusion in the student newsletter (twice a year, next one soon… get it to them by Monday….)

- Their concerns on "ownership" of data with regard to membership info. They are concerned because of the ISECON e-mail blast that they may have had access to a "database" of members.
- The conference proceedings are public, and e-mails are on the covers of those papers, so it is possible that the addresses could have just been screen scraped.
- They seem interested in forging a closer partnership moving forward and are happy we are requiring membership and that board members are required to be both AITP and EDSIG….

- Lee – JISE update
  o Susan completing two special editions
    ▪ Healthcare Information Systems
    ▪ Online IS Education
  o Numbers – see document
  o 21% accepted rate
  o Catching up on dates. Trying to avoid two special issues in a row
  o Journal in the red, approximately $2-$4K a year
  o Payment options discussed, currently must pay with check, credit was handled "personally" by Susan but has not been an issue.
  o May bring that payment processing into the fold with new system to handle conference registration
  o Topic for discussion: why are we still printing?
    ▪ Would it lower readership?
    ▪ Pay site is online?
    ▪ Would it lower prestige?
    ▪ Lee's opinion is that it is inevitable…
    ▪ AGS - What is the threshold for how many print before rates increase if there is a "request a print" option?
    ▪ JB - What would be perception if there is a price savings by being online – and then membership saying where did that money savings go?
    ▪ Tom – plan on the evolution, but also password protect so there is still membership privilege that comes with membership fee
    ▪ Others (other journals) have delay in member access and release to institutions, this does not seem realistic in this case
    ▪ Quality impression does not seem to be an issue – or is diminishing to the point where it does not matter that this is "online"
    ▪ Fee question will be addressed in larger conversation regarding conference, etc…
    ▪ WAG – in general, suggestion – we begin to look at possibility of having "survey of membership" in communications of the board and the issues we are addressing to solicit opinions and keep up good flow of information from us to membership…
  o Topic – AIS – From Lee
    ▪ AIS members receive JISE, but there is no affiliation

- AIS and AIS-SIGED by observation through Lee, they didn't even realize that JISE was EDSIG
- Senior advisory board on their end was in support of making inroads and formalizing relationship between the journal and those groups.
- What is a benefit to us?
  - Can we get them promoting our conference?
  - Can a greater readership increase the rating?
  - Is there an issue of journal ownership?
- Lee looking for marching orders in regard for furthering the conversation
- Consensus is to go forward and to continue conversation and to be pushing for tie ins with conference
- Topic – "New Corporation" – Tom
  - "New Corporation" to be created to essentially run the conference.
  - We need to do this to protect individuals from exposure should any defaults happen in regard to conference planning, etc.
  - Need to establish board, Need to establish by laws, Need to include minutes/etc
  - 7 directors/ 3 appointed by this board (EDSIG), other 4 would be comprised of editor of ISEDJ/JISAR, Conference chair, meeting coordinator….
  - Assets of the "new corp" would include the conference and the two journals that come out of the conference
    - Question – why not move JISE into new corp as well?
  - Proposed that we move forward with the new corp, but the wording not be specific to ISEDJ/JISAR moving into the new corp, and that the NEW CORP consist of the conference and "academic" materials related to the conference. This will allow the new corp to be considered a non-profit.
  - Motion – TOM – recommending that there be 7 members of new corp - 3 structured seats who are EDSIG board members: (Past president, current president, and current vice president terms coincident with their EDSIG membership).
  - Passed – unopposed
  - For informational purposes – the new corp will extend invitations to Nita Brooks, Wags, and Mohammad as board members of the new corp
- New Topic – 2015 EDSIG Conference
  - Recap of last night
    - Need to create registration/payment system
      - Leverage existing paper system
      - Integrate paypal
      - Integrate new corp
    - Deadline for working model? April 1 through May 1
    - Tom has volunteers to staff registration desk

  - Attendance increase suggestions
    - Eric – Google ad campaign
      - Use links on personal/professional pages

- Asks permission to ask people (trusted subset) to start including links on those pages
- TOM – promoted from ISEDJ – ask previous authors to promote the new conference
- TOM – will send out reminder at "appropriate" times to say that we have not received your submission yet… etc
- Page rank – impression buy – to increase page rank.

- Tom – has sent first e-mail blast to previous authors
- Scott – asks Lee to send call to JISE authors
- Lee - Reach out to - IAIM – Al Harris
- Scott - AIS LISTSERV – busy channel, can't hurt, but don't expect much
- Wendy - Fellows – stoke the fire and get them involved.
- Jeff – continued on themes – including past authors. Can we do a phone call? Restrict to maybe the last two years. Prepared script and we divide up to 20/30 each… Jeff very positive on this method but stresses the importance of the personal touch.
    - Wags and Tom suggests the idea of just targeting the former board members with the phone call.
- Jeff – expresses the low worth of the canvassing idea in regard to the return on investment
- Anthony – Case studies with theme of building repository of materials of lesson plans/labs/cases for the "Introductory Course" could increase submissions in this area
- Scott – Social Media – someone needs to take ownership. Scott proposes James to make a more consistent effort
    - James proposes campaign of profiles of members, etc…
    - Anthony supports idea with comment that we need to keep putting EDSIG names and faces in front of any campaign as this reminds everyone who we are as opposed to some other websites for some other conferences that have no names/contacts/pictures of who is involved.
    - James mentions LinkedIn special interest group
- Scott – congratulates Eric on job well done with the website…
    - Eric – updated mission statement, asks for validation
        - Need to remove "model curriculum"
        - Wags - Motion - that we recommend the following change to the by laws – Seconded by Jeff – to be voted on by the membership at next conference:
        - Updates mission – "EDSIG promotes and strengthens information systems education by encouraging dialog between practitioners and academic professionals, facilitating linkages and collaboration opportunities between industry and academia, disseminating innovations and best practices through the publication of scholarly

journals, and organizing conferences in information systems education and information systems applied research."

- Scott – Motion to allow Eric to spend up to $200 on google ad campaign
  - Passed
- Peter – suggests communication from different people to different channels be "approved" through Wags for consistency of message and to avoid too much overlap.

- Distinguished Educator award
  - Jeff – wants to revisit process –
    - Is there a committee? In the past there has not, but it is in the bylaws.
    - Do we want to look at author/publisher affiliation? This is suggested for this year as it continues to attract further participation of said publisher.
- Keynote Speaker
  - Conference chair to be in charge of selection.
- Confirmation of conference team positions
  - See Feb 13 notes
  - Chairs not filled:
    - Vendor/publisher
    - Communication - "Promotions/Marketing"
    - Professional workshops
  - Looking for past board members that may be interested taking a role
  - Cameron Lawrence – suggested.
  - Also those that ran for board in Baltimore and did not get in suggested to fill roles
    - Belle Woodward

- NEW Topic – location for 2016
  - FITE already in contract at William Penn for Pittsburgh in 2016
  - Possible:
    - Nashville
    - Las Vegas
    - Orlando
    - Austin
    - San Antonio
    - Columbus
  - Narrowed
    - Nashville
    - Vegas
    - Austin
  - Time –
    - Mid week is preferred – lower rates/less time away from family
    - Time of year – Nov – 6/7/8 or Oct 24/25/26

- New Topic – Budget
    - Spreadsheet prepared from Friday night.
    - Based on past conference
    - Estimate of 90 (115 - 2014) – to show minimal profit
    - Estimate of $219 per person costs
    - Dues – was $420 – proposed $295 (+140) (Early bird)
    - WAS - $540
    - TOM – MOTION – registration fee $295 (membership fees additional) (Prior to Oct 1) - $350 regular price (Post Oct 1) – Guest Package $50 – Student fee ($225) (PhD/Masters) – Second paper/Same conference $100 (without separate registration) (Lee second)
    - Passes unanimously

- NEW TOPIC – Conference name.
    - ISCAP – "New Company" – Information Systems Computing Academic Professionals – will run the conference
    - Combining to one conference name has support from the members present for efficiency/cost/identity
        - Muhammad is opposed with the opinion that CONISAR has built name recognition and it would be too much change to loose both conference names in a short time cycle.
    - Motion – TOM – Move that in the year 2016 we choose one conference name that encompasses both EDSIG and CONISAR conference activities (second by multiples)
        - Vote passes
        - This note to clarify that there will still be two distinct tracts within the one conference – one for applied research and the other focused on education/pedagogy.
    - See doc for complete list of possible names and URL status: Potential Conference Names 2016
    - Question:
        - Can "Education" be included in the name
        - Philosophically – "Computing" – "Science" – "Systems" – "Academic Professionals"

    - Peter motions we do a yes or no on each line item – majority vote would be to keep it on the list for further investigation
        - Eric will prepare list for dissemination post meeting through electronic communication methods.

James moves we adjourn – seconded – unanimous. Meeting is adjourned at 6:10pm a thank you to all who participated and especially Peter Wu for providing additional resources for the meeting.