



**Minutes EACH EXECUTIVE MEETING**  
**0900 - 1030 (GMT) Wednesday 29 November 2017**  
**Zoom**

Item	Subject
	<p><b>Attendance:</b>            Evelyn van Weel-Baumgarten, President of EACH            Jonathan Silverman, Past President of EACH            Karolien Aelbrecht, Treasurer of EACH (0900 - 1000)            Peter Martin, Chair of pEACH            Arwen Pieterse, Chair of rEACH</p>
<b>1</b>	<p><b>Welcome</b></p>
<b>2</b>	<p><b>Apologies</b>            Sara Rubinelli, President-Elect of EACH            Marcy Rosenbaum, Chair of tEACH</p>
<b>3</b>	<p><b>Sponsorship</b>            The sponsorship policy document for EACH was discussed. The following final changes were agreed:</p> <ul style="list-style-type: none"> <li>- The title should be amended to read 'Terms and Conditions of sponsorship for EACH'</li> <li>- Organisations asking to collaborate and/or help EACH in activities/courses are to sign a conflict of interest for any sponsorship</li> <li>- The International Property of EACH activities needs to be agreed in advance with any organisation looking to collaborate</li> <li>- To include that EACH will not endorse activities that directly or indirectly promote product brand names without prior consideration and approval</li> <li>- Document should be signed off to state that it is approved by the EACH Executive Committee</li> </ul> <p><b>FG to produce a final draft of the policy to include the amendments agreed and send to EvWB.</b></p>
<b>4</b>	<p><b>Strategic Plan document</b>            The general answers from the Executive to Andrew MacDonald's questions in the strategic planning document are as follows:</p> <ol style="list-style-type: none"> <li>1. The executive accept the analysis of the problem proposed in the strategic document, they did not agree with some of the propositions of how to solve the problem.              The executive agree that the key fundamental barrier against growth as an association is generating more income and that this would be best achieved through increasing membership and securing funding from grants/sponsorship. There was agreement that EACH need to invest in more human resources in order to make this happen.</li> <li>2. There is a general consensus that increasing membership benefits and therefore increasing membership numbers is the right way for EACH to focus efforts.              There was a discussion around how effective investing in grants/sponsorship would be, but agreement that this should be looked into.</li> <li>3. There was agreement that EACH should invest funds into moving the association forward. The exact budget and amounts would need further discussion once the market testing has occurred. There was concern that despite being a conference year, £90k was too much to spend. FG advised that investment could be done incrementally over the year and would be monitored carefully to try and minimise risk. PM advised that</li> </ol>

	<p>investment on funding opportunities should be capped as in his experience it is easy to spend a lot for little return.</p> <p>4. The executive all felt very strongly that EACH should not arbitrarily slow down the pace of work on research and policy in favour of teaching. The suggestion was that it would be good to get an understanding from the market testing to see whether there was a demand for more materials/courses/outputs in teaching but also for research and policy before this decision could be made.</p> <p>PM advised that the current programme sets out quite a few different elements, and that it might be better for EACH to focus on a few things and do them well rather than try and do too much too quickly.</p> <p>5. The agreement was that the programme should focus on what will give the greatest membership benefits and therefore translate into increased membership numbers for the association</p> <p>6. The executive did not agree that the name of EACH not matching the acronym was a big problem and the focus should be on marketing EACH and the benefits EACH offers rather than doing another name change so soon after the initial change.</p> <p>AP advised that if market testing proves that the acronym not matching the name of EACH was a big barrier against increasing membership and the growth of EACH then it should be reconsidered in the future, but that it would be good to test this first.</p> <p>7. The executive are happy for Andrew MacDonald to go ahead and seek quotes for market testing from organisations/consultants that are experienced in academic professional membership organisation. The market testing will to explore opportunities for membership growth, including where best to focus marketing efforts through a crude estimation on membership growth potential and extrapolation &amp; therefore knowledge of where to focus efforts geographically, what products would be best received to boost membership, whether there is evidence and what this is, that focussing on teaching in the first instance will lead to a quick win, or whether it is better to maintain work on research and policy too; and market testing for the possibility of increasing revenue through fundraising. The executive were advised that Andrew MacDonald thought each of these would be around £5k and the entire exercise of market testing for both scope of increasing membership and generating income through fundraising coordinated by himself would be around £10-15k. The executive agreed to go ahead with this initial investment. The executive agreed that it was imperative that they are involved in the process of the market testing and that they contribute to the production of briefing papers and are also present in the briefing meetings and also have involvement in identifying who to survey and what to ask about EACH membership appeal. The executive emphasized that they need the market testing to offer specific outputs with clear indications of concrete actions to be made.</p> <p>These minutes include input from all executive members, including those not present at the meeting. EvWB will convey this feedback to Andrew MacDonald.</p>
<p><b>19</b></p>	<p><b>WOB</b></p> <p>There will be an online Steering Committee meeting on the 7th December 0900-1030 GMT to allow the SC to vote on whether they will change their role in EACH and become an advisory board. EvWB has prepared the slides for this meeting which are there to remind the SC of the current situation and reason behind this proposition. There will be a formal vote in the meeting to ask if they are happy to make this change. If agreed, the proposal to have a NR sit on the Executive Committee will be presented with an explanation that this role would be elected</p>



	<p>through a fully transparent and formal election process.</p> <p>Lode Verreyen kindly offered his assistance during the SC meeting, as he helped lead discussions in London in September. The executive agreed that for this vote it would be best to keep things as simple and streamlined as possible and the meeting should be led only by the executive.</p> <p><b>EvWB has a call planned with LV to thank him and explain this.</b></p> <p>MR raised concerns prior to this meeting that SAS advised work on the tEACH searchable database is to be put on hold until after a decision is made on whether the EACH website will be reconstructed and redesigned (one of the recommendations from Andrew MacDonald's strategic plan). SAS are concerned that continuing work on an element such as the searchable database (and the rEACH tools database) that are hardcoded into the website is costly and may lead to EACH paying a lot more than is required as the work may end up being done twice depending on the outcome of the new website suggestion and whether this is outsourced from SAS.</p>
<b>20</b>	<p><b>Next meetings</b></p> <p>14 December, 1600 - 1730 GMT - this will be on general EACH business. <b>Please email EvWB with items you would like included on the agenda. EvWB will work on the agenda next week.</b></p> <p>29 January, 0900 - 1030 GMT</p>