

AAJA Texas Board Minutes

Thursday, September 23, 2010, 8 pm

In attendance: Iris Kuo, Theodore Kim, Aman Batheja, Tom Huang, Priscilla Luong

Agenda:

- 1 - Goal-setting and financial strategy
- 2 - New web editor
- 3 – Yahoo listserv
- 4 – Ted’s campaign for national secretary
- 5 - Overview of SMU workshop
- 6 - Member outreach

1 - Goal-setting and financial strategy

Priscilla told the board that the chapter has a new bank account and was in the process of transferring the money from the old account. The total from both accounts was just under \$35,000. Priscilla suggested the chapter relaunch fundraising efforts.

Iris noted that the board’s biggest expenditure from the last year was its donation to AAJA National to help address a budget shortfall.

The board discussed fundraising issues. Ted suggested finding volunteers to help regularly plan fundraisers.

The board agreed to set a goal of holding a workshop or fundraising event within the next year. The board discussed the possibility of holding small events in several Texas cities.

2-New web editor

Iris told the board that Saerom Yoo has volunteered for the chapter’s new web editor position. The board agreed to ask Saerom to take on the position for a tryout period for the rest of the year.

The board discussed how to best leverage both the website and the new Facebook page. Ted suggested gearing the website more toward longer term content and focusing the Facebook page more on immediate news.

The board discussed consolidating the website or making it function more like a Tumblr page or blog. Aman said he didn’t think the site should be consolidated so much that it no longer looked like that of a professional organization.

3 – Yahoo listserv

Several board members wondered we should end the listserv and just focus on the Facebook page once it launches. Iris said the chapter should have the ability to email the membership directly. The newsletter system can't serve that function as easily because the chapter has to pay for every newsletter sent.

4 – Ted's campaign for national secretary

The board all said they supported Ted in his campaign. The board agreed to include a message in an upcoming communication with members about notifying members about Ted's campaign.

5 - Overview of SMU workshop

Ted talked about the success of the social media workshop the chapter co-hosted with the Dallas Press Club. The event was well-attended and attendees appeared to find the content useful. Ted said it was very helpful to partner with other groups on the workshop.

6 - Member outreach

The board discussed holding a meetup in Austin in the spring and invite the entire chapter. Board tentatively scheduled the event for late March. Iris and Priscilla suggested planning an event around the Lunar New Year, which is Feb. 3 in 2011. The board talked about creating a membership coordinator position.