

Texas AAJA board conference call, Oct. 21, 2009, 9:30 p.m.-10:40 p.m.

--In attendance: Angie Joe, Caroling Lee, Suzanne Marta, Iris Kuo, Aman Batheja

Agenda items:

- Elections
- Web site update
- Chapter president's update
- Gatherings in Houston/Austin/Dallas
- Media career summit in Houston
- newsletter

--Elections

Aman and Tom Huang agreed to run for re-election as secretary and national advisory board member, respectively.

Angie explains that Emily Tsao has agreed to run for chapter president (Secretary's note: later in the week, Emily had to withdraw her candidacy. The chapter is currently looking for a president once Angie steps down at the end of the year)

Angie said she would get out ballots later that week

--Web site update

Caroling presented to the board a draft of the new AAJA home page and an updated site map. She explained that the new home page design is focused on promoting more interaction among members and making it easier for visitors to the site to find information.

Overall, Board members were impressed with the first draft. Board members discussed the color palette and which AAJA logo to use on the site.

Caroling proposed taking advantage of a HTML newsletter feature on the new site. The cost is expected to be about \$7 for each newsletter sent. The board agreed to give it a try.

Board members discussed which social networking sites to link to on the new home page. The chapter currently has MySpace, Facebook, Flickr and Twitter accounts. Angie said she favored consolidating by taking off the MySpace link. Board members spoke about the chapter taking more advantage of its Twitter feed. Caroling proposed only linking to the chapter's Facebook page on the site and perhaps just putting smaller icon-links from the other accounts on the home page. The board agreed.

Board agreed to get back to Caroling within a week with more feedback.

Caroling said that once a home page is approved, the subpages of the site would be designed. Board members will send Caroling the content from the pages of the old site. Caroling said she would need the content pulled off the old site and rewritten by January, with hopes of getting the new site up by February.

--Chapter president's update

Angie told the board that AAJA National is in debt following the Boston conference because attendance minimums weren't met. Chapter presidents have been brainstorming ideas as to how to make up the debt.

Angie also told the board that the application process for a new AAJA-Executive Director is closed. AAJA received about 30 applicants.

--Gatherings in Houston/Austin/Dallas

Iris Kuo said plans are in the work for mixers in Austin and Houston before the end of the year. Suzanne volunteered to organize Dallas holiday get-together.

-- Media career summit in Houston

Angie explained that a group planning a diversity career summit in Houston wanted to attach AAJA Texas' name to the event and promote it through the chapter's listserv. The board said it would decide after receiving more information about the event.

--Newsletter

Aman agreed to send out a chapter newsletter by next week with an election reminder, as well as information about the upcoming mixers and the web site redesign and an update on National from Tom.