

Association for Equity and Inclusion in Journalism
GENERAL MEETING MINUTES FOR SEPT. 24, 2020

Thursday, Sept. 24, 2020, 2 - 3 p.m. EDT, Zoom

Attendees: Brett, Matthew, Susan, Alex, Haneen, Lilo, Safiyah, Tobin

Overview

- I. Approval of minutes and agenda
- II. Recap of Sept. 28 faculty-CTA group meeting and request for AEIJ representatives
- III. FPA funding process and CUSA club registration
- IV. Mailchimp account for AEIJ
- V. AEIJ Exec Board roles
- VI. AGM agenda and the role of general members
- VII. AGM advertising and AEIJ's social media accounts
- VIII. Plans for the next meeting and adjournment

Action items

All members

- If you haven't already, review the Exec Board roles and responsibilities doc and email Safiyah ASAP about what role you'd like to take in the coming year (i.e. general member, Exec Board role, committee lead)
- If possible, attend the pre-AGM meeting on Tuesday, Sept. 29 from 2 - 3 p.m.
- Attend the AGM on Thursday, Oct. 1, from 4:30 - 5:30 p.m.
- Expect several emails over the next few days, ahead of the AGM; we'd like to have AGM plans sorted out by the end of Sunday

Tobin

- Send out a more detailed update to AEIJ student members about Monday's CTA group-faculty meeting

Safiyah

- Send an email asking all remaining student members to confirm their roles in AEIJ for the coming year
- Create and distribute a Google Doc with the AGM agenda for AEIJ members to edit, comment and add suggestions to by the end of Sunday
- Create a poster for the AGM by the end of Friday (if no one volunteers)
- Send out Mailchimp and Gmail account logins to AEIJ Exec Board members(?)
- Send Brett a draft email invitation for the AGM, to be distributed to the student body on Monday

Lilo

- Email AEIJ members to request submissions for quotes/testimonials graphics, to be used during the AGM and posted on AEIJ's Instagram account

- Create graphics for the AGM PowerPoint/Google Slides and AEIJ's Instagram account, featuring quotes and testimonials from current members, by the end of Sunday
- Set up a LinkedIn page for AEIJ (can be done post-AGM)

Haneen

- Set up an Instagram page and Facebook page for AEIJ by the end of Sunday

Brett

- Create Zoom links for Tuesday's AEIJ meeting and the AGM
- Forward Safiyah's draft email to Sarah and Janice for circulation among the student body on Monday

Meeting minutes

I. Approval of minutes and agenda

- Sept. 2's meeting minutes approved
- Agenda approved

II. Recap of Sept. 28 faculty-CTA group meeting and request for AEIJ representatives

- Tobin will send out a more detailed update to AEIJ student members about what happened at the meeting between faculty members and members of the call to action (CTA) group
- At the meeting, there was a proposal for each body (the faculty, AEIJ and the CTA group) to select two representatives to take part in meetings going forward, in order to increase communication
 - Meeting dates will vary depending on attendees' availability, but will likely take place each semester
- Decision: every time a faculty-AEIJ-CTA group meeting is proposed, we will send out an email to the AEIJ Exec Board to find two volunteer representatives
 - This allows for more flexibility instead of designating representatives for these meetings
 - AEIJ representatives would be responsible for relaying the details of the meeting to the association's student members
 - Since the CTA group is led by alumni, Tobin would be happy to attend meetings as an AEIJ student member

III. FPA funding process and CUSA club registration

- The FPA takes requests for semesterly funding of up to \$1,000 per society to support the organization of programs, events and meetings (e.g. speaker fees, venue fees)
 - There is a short [application](#) to fill out, which asks for an event/program description, a budget, and documentation showing we have requested funding from other sources and detailing how those funds will be used
 - We also need to be recognized and funded by CUSA in order to receive funding

- Club registration can be done through CUSA's [online application](#), and a [guide](#) can be found here
- We will have to submit several documents to CUSA for registration and resubmit them every year to maintain club status (templates can be found on CUSA's website):
 - A written constitution outlining the purpose, structure, membership, executives, number and frequency of meetings, and election process of the club
 - A formal budget/ledger
 - A members list with at least 10 individuals
 - An executives list with contact information
- CUSA's Clubs and Societies Fund provides up to \$2,200 to each club per year
- Immediately after the AGM, we will discuss registration with CUSA as it is crucial to secure funding
- Lilo has experience preparing club budgets for CUSA and Safiyah would be happy to take the lead with AEIJ's registration

IV. Mailchimp account for AEIJ

- Safiyah made a Mailchimp account for AEIJ and has started putting together a mailing list through which we can communicate with students and AEIJ members
- Three people reached out to our Gmail account after JSOC Welcome Week, and another three students reached out through the form on our website
- There will be two separate mailing lists:
 - One for members and students who are interested in getting involved
 - One for those who just want to receive newsletters and stay up to date with AEIJ's work
- Allies can join the non-member mailing list for now
- Safiyah will share the Mailchimp and Gmail account login info with the Exec Board mailchimp and gmail accounts' logins

V. AEIJ Exec Board roles

- At the moment, only Safiyah, Tobin, Haneen, Lilo and Alex have expressed interest in serving on AEIJ's Exec Board for the 2020-21 school year
 - Safiyah - undergraduate representative
 - Tobin - secretary
 - Lilo - social media coordinator (graphics, outreach)
- Exec Board positions will eventually be held in two-year terms, but for this inaugural year, execs will serve only for one school year
- Safiyah will send out a last-call email asking members to state what role they'd like to play in the coming year
- Exec Board meetings will likely be biweekly

VI. AGM agenda and the role of general members

- The AGM is set for Thursday, Oct. 1, 4:30 - 5:30 p.m. ET via Zoom
- At the AGM, we should clarify what responsibilities come with general membership

- Members will eventually join committees for different communities or functions (e.g. event planning, working with faculty)
 - We will not set up an ally group for now
- General meetings will likely be monthly, depending on the number of members
 - We should decide on a general meeting frequency so that interested students can anticipate the commitment they'll be making as members
- At the AGM, we should also introduce the benefits of membership
 - We should explain what they can gain by becoming members
 - We should also start a list of the things we've accomplished since our founding, from the amount of funding we've received to the events we've hosted
 - Lilo has volunteered to make PowerPoint/Google Slides graphics for the AGM with quotes and testimonials from current members
 - Lilo will make different colour schemes for our AGM meeting PowerPoint and our Instagram posts
- AGM agenda:
 - Exec introductions
 - Faculty liaison introductions
 - It is up to the current student members whether we'd like Brett, Matthew or Susan to attend, or keep the AGM a student-only gathering if that would make the space more comfortable
 - Our mission, what we do, and the things we've achieved
 - Our goals and plans for the year (e.g. one internal and one external event)
- Safiyah will make and circulate a Google Doc with the AGM agenda

VII. AGM advertising and AEIJ's social media accounts

- We are aiming to have a poster made by the end of the day Friday
 - If no one volunteers to create a poster, Safiyah will make it
- Points to include in our AGM-related communications to the student body:
 - We should mention allies should join our non-member mailing list (i.e. membership will currently be limited to those with lived experience)
 - We should provide interested students who have accessibility needs with multiple methods of giving us that feedback ahead of the AGM (e.g. reaching out to us via email, calling us)
 - In emails and on the event poster, we should include a bit.ly version of the Zoom link so that students can easily access the event
- We can ask JSOC and the j-school's social media accounts to share our poster and post on Facebook journalism class groups
- Haneen will set up an Instagram page that we can direct students to after the AGM
 - Lilo will also create Instagram graphics using current members' quotes and testimonials to start building our IG feed
- We will also set up a Facebook page with the execs as admins
 - We can link our Instagram so that content will be automatically reposted

- We are aiming to have all of our social media accounts and materials prepared by the end of the weekend so that we can post on Monday
- Lilo can also make a LinkedIn page for AEIJ, perhaps after the AGM
- Safiyah will draft an email to the undergrad and grad journalism student body and send it to Brett for circulation on Monday
 - Brett will create a Zoom link for the AGM

VIII. Plans for the next meeting and adjournment

- The next meeting will be on Tuesday, Sept. 29 from 2 - 3 p.m. EDT to finalize our plans for the AGM
- Safiyah adjourned the meeting at 3 p.m. EDT

Next meeting: Tuesday, Sept. 29 from 2 - 3 p.m. EDT



Tobin Ng

Approved Sept. 29, 2020