

To: ASC Board
From: Chris Eskridge
Date: October 15, 2011
Re: Executive Director's Report

1. Web Page

We continue to update and improve the web page of course. It is a daily effort and consumes a fair amount of our office time and efforts.

2. Policy and Procedures Manual

We made all of the updates to the Policy and Procedures manual subsequent to the Spring Board Meeting and it posted on the web.

3. 2011 Elections

As you may recall, we used the electronic voting for the elections this year. We saved a few hundred dollars, but more importantly, we saved quite a bit of time for the Columbus staff. A few folks (45 to be precise) still asked for the traditional paper ballots and we will keep sending those out to folks upon request. Voter turnout was a bit on the low side (30.5 percent and we are usually in the mid-30 percent range), but those numbers will surely go up over time as our members get into the habit of using our online voting model.

4. Columbus Office Update

I visited Columbus this Fall. While there I worked on meeting logistics of course, went over some office procedure issues, visited with Sue about her retirement plans, reviewed financial statements, visited with our printer and with Doug Weese from Experient. I also spent some time in our archives and found more historical documents that I have since scanned and will soon be posted to the ASC history page. I plan to go back this Spring to see firsthand how the transition is going.

5. Annual Meeting Preparations

- A. Washington, D.C. (2011) - We did our site visit last spring in conjunction with the Spring Board Meeting. We also came back in October to work out some issues we had and to go over final details. The hotel is full, things are organized, the books are printed. If all goes as planned, the Washington D.C. meetings will be the largest meetings we have ever had.
- B. Chicago (2012) – I went to Chicago in October and got a good look at the hotel. There have been some major renovations, and things look very good. We have an all space hold on the meeting space, and will be able to hold as large a meeting as we want at this property.
- C. Atlanta (2013) – I will go to Atlanta in the Spring. There have been some renovations since we signed the contract. Bob and I have spoken about this already, and we will report to the Board in April.

6. *Student Affairs Committee Report*

The Student Affairs Committee has been very active this year. Several items were mentioned in their most recent report. Let me try to respond to them (below). I called and spoke with both the current and the incoming Student Affairs Committee Chair about all of these issues:

- A. The Professional Development topic is no longer buried under “Methods” or “Advances in Teaching Methods”, but is now a stand along topic. Secondly, The Chair of the Student Affairs Committee is now a member of the Program Committee. So from now on, those who wish to submit panels and/or papers related to students or professional development matters, or set up Students Meet Scholars panels, can do so directly thru the Student Affairs Committee Chair.
- B. There was a concern aired regarding conference costs for students. Of course meeting registration fees for students is quite low. The concern is hotel costs, and there is just not a lot we can do about that. In fact, we actually need students to stay at the conference hotel. Fully 1/3 of conference attendees are students and we need to fill the hotel/make our contracted room block, or ASC faces significant financial penalties. In the past, we listed area hotels where students could stay at a lower rate, but with the Google/internet options, students have become quite savvy at locating cheaper hotels and we just do not post this info anymore. Going back to the room block issue, I do not want to start listing cheaper hotels on our web site, as not just students, but others would gravitate to those less expensive options, and we would be facing some financial challenges re the room block matter. There have been times when we have not met our room block, but due to a variety of reasons (and some arguments and strategies), we have been able to avoid paying any penalties. If we started listing cheaper hotel rooms and then did not meet our room block, I would be hard pressed to argue that we were not without some liability in failing to fill. This sounds pretty calloused, but we run the meetings in big hotels that can hold us, and it costs money to stay there. Hopefully the students can double and triple up in the rooms, find grants, etc. We keep the registration fees low, there is plenty of food at the meetings for the students...just not a lot we can do to lower the hotel costs, and again, the savvy ones find cheaper places anyway via hotel.com, etc. Now, having said all this, we do have a plan. The Student Affairs Committee is going to start a Facebook page which will, among other features, have an annual meeting roommate connection site. We will, of course, note the web address for this Facebook page on the ASC page.
- C. The Columbus office sent the committee a list of current student members. There was a concern expressed as to whether or not the list was current, and yes, it was current. There was a question about noting annual meeting attendance in the membership database. We do not note in the membership database who did and who did not attend the annual meetings, and I would suggest that we do not need to do this. We do have a list of those who register

for the meetings, and we can cut that list by student and non-student, and can pass that on to the Student Affairs Committee whenever they want it, of course. We also have data as to the state and country of current residence for all members (including students). We collect this same info for those who attend the meetings, and can pass that on to the Student Affairs Committee if they want it. One data point we do not have is the masters or doctoral student delineation. In further discussions with the Chair of the Student Affairs Committee regarding this matter, it was decided that this was really not something they needed to know or have at this time, so we will leave that matter as is for now.

- D. There was a concern expressed about some difficulty in logging on to the annual meeting program and getting into the author lookup feature. Joanne talked about the need of getting a new password each year and some troubles with this. Actually folks do not need a new password each year, and the way to log in and get info is sent out to everyone, but agreed, this can be a bit daunting. So, I talked with the incoming Chair, Bianca Bersani, and we have a plan worked out so that she will be able to get the help she needs to get the info needed. Bianca and Susan Case and I will work this operational matter out, so no worries here.
- E. The Chair of the 2011 Student Affairs Committee, Joanne Savage, will be serving as a member of the 2012 Student Affairs Committee.

7. Ice Cream Social

I saved the best until last...you are all invited to participate in the Ice Cream Social which will take place from 1:30 to 2:45 on Thursday in the Exhibit Hall. The event will be sponsored by Wiley Blackwell this year. All current Board members, please get ready to do some scooping!