

## Minutes of Decisions and “to do” list from the SIETAR Europa Board meeting in Milan, 20-22 June, 2008

### Present:

(random order)

SIETAR Deutschland: Alexander Scheitza, Sabine Wagner

SIETAR Austria: Patrick Schmidt

SIETAR Bulgaria: Svetlana Aladjem, Vladimir Golobov

SIETAR Netherlands: Marianne van EldikThieme

SIETAR France: Jonathan Levy, Laurence Sicot

SIETAR UK: Maria Jicheva, Rob Johnson

SIETAR Spain: Rob Gardiana

SIETAR Poland: Dominika Lukoszek

SIETAR Italy: Elio Vera (direct member of SE Board)

Mirka Lachka (direct member of SE Board)

Ildiko Polyak, because of a severe knee injury, was not present and apologizes for being absent.

Special thanks from President of SE to Henning for his hard work on the imaging of SIETAR!

*A discussion on the issue of giving a platform to one particular speaker. These people appear with their business idea in different SIETARs venues. National SIETARs should be careful in promoting some particular people and needs to coordinate this with guidelines.*

### ***How to cohabit different professions in IC field within SIETAR?***

EV: Italy is considering in introducing different fees for “professionals” and “friends”.

The question was then raised: for whom is SIETAR open?

### **SE Board is opposed to differentiation of membership.**

Sabine Wagner made the suggestion that an **advisory board** (of academics) could be a solution of SI Board (tried out in Germany and Young SIETAR) - experts giving opinions on developments of the organisations

### ***Financial issues, cooperation with corporations*** (raised in Ildiko’s email)

A particular case of using the SIETAR logo is that of SUSA, which promotes the Portland Summer Institute.

VOTE

### **I. Do we freeze decisions on who can use the logo until we have an agreed upon policy or do we decide case-by-case?**

Freeze: 1

Case-by-case: 6

### **II. Do we allow this trainer of SUSA to use the SIETAR logo?**

***The Board agreed that he may use the SIETAR logo in order to promote the event in Prague 2009 in exchange for a “discount for SIETAR members”, which should accompany the logo and the disclaimer: This is not an official SIETAR event.***

There needs to be a policy of cooperation with sponsors and using the SIETAR logo. SIETAR Deutschland is organising a workshop in Manheim 4.8.2008 to discuss this particular topic. The outcome will be a policy proposal, which could be used for SE: Jonathan Levy will attend the meeting.- Board members will send suggestions about the policy proposals

### **Young SIETAR (MvET)**

YS voted on a long-lasting question: Do you approve with the following proposal to the SIETARs: Young SIETAR will have no age-limit, but a member who turns 35 and wishes to participate in activities of other SIETARs, will have to become a member of a national/regional SIETAR or pay the non member fee (and not the reduced fee for YSians).“

Outcome after voting : 87% pro ; 10% against . Proposal accepted. after the age of 35 for this proposal.

Next step: Christine Longe can contact YS Secretary, Jacek Hutyra, to receive a list of 35 + Young Sietarians.

YS plans a similar activity like they did in Sofia 2007 in the passageways. They hope to meet many SIETARians from all over the world and contact potential mentors. Stephan Winnicker will contact the programme committee.

JL: His concern is : What do “ SIETARs” offer to former members of YS? This may be an opportunity

SA: “Old SIETAR” can benefit from the cooperation with YS.YS is much closer to the vision that we all share

DL, as former YS member, is asked about the views of YS towards “old SIETARs”: ‘ YS exchanging ideas vs. national SIETARs exchanging business card’  
: Ideas

RJ: Different formats of events, familiar to YS

????RG: A new format for action: malleability, bottom-up approach

### **Responsibilities of SE Board members:**

Mirka:

#### **❖ E-magazine:**

Karina Gabrielan is working on the new issue. Call for papers on globalisation was sent out. SE Board will not financially support the printed version, until it is made clear that it is publication of SIETAR Europa. Maria will clarify this with Karina.

#### **❖ MemberClicks**

We will keep MemberClicks for office options (database, membership management) and leave out the option of content management.

Yumla ! Can become the new program for website designing; Henning Zorn is free to have Yumla to be implemented as the new content management system

#### ❖ **European Project Netcentric**

Project organized by Peter Isackson invited Patrick Schmidt, Mirka Lachka and Guy Trolliet to act as SE contact persons within the Netcentric project which has now been submitted to the EC.

Commentaire [N1] :  
Who will change the contract  
with MemberClicks once  
Henning has decided??

#### ❖ **Office supervision:**

Elio showed the list of tasks needed 10 hours of work, written by Christine. She should be informed what the priorities are so that the office works efficiently

Christine should in the future participate at the Board meetings and also take part in Skype conferences- Elio will transmit this to Christine.

#### ❖ **Blog:**

SIETAR NL proposed a blog with a small committee to decide content formulation of the blog. SE Board decided to postpone the issue

For: 6

Against: 2

### **Saturday, 21 June**

Jonathan split the members into four working groups –

1. building SIETAR identity (Laurence, Maria, Sabine, Dominika)
2. increasing visibility (Mirka, Rob G., Patrick, Svetlana)
3. international working relations (Alex, Elio, Vladi)
4. creating energy for humanitarian/NGO projects (Rob Johnson, Jonathan, Marianne)

Results from the working groups:

1. Building SIETAR identity: We want to change, restructure it so that SIETAR is a platform for all, divided into three columns: business, research, social. What should the mindset be on the “board” (not just givers), members (not just consumers) and the structure in the congress. We need to be a platform of exchange and creativity, not of consuming

2. Increasing visibility: We created a list of the tools of what we already have: website, brochure, magazine, newsletter, platforms, civic discussions, logo, events. Action plan to finalize brochure, website, magazine, decide and communicate processes, procedures and policies to members. Need to have a distribution list, increase website visibility, create a marketing plan – maybe hiring a marketing professional, brainstorming new ideas. Show that we are partners to other organizations. Send the magazine to journalists. Need to think about visibility versus exclusivity. Do we give the e-magazine free to everyone or do we only distribute it to members? Maybe we should pay someone to design a e-magazine layout.

3. International working relations: We reflected on history, thought about and worked on values and identity. We need to have an overall umbrella for all SIETAR chapters. The Global Council is established, but it has not really started to function, apart from the Granada Congress. Need to

designate a contact person responsible for the starting of new SIETAR chapters. Exchange of ideas between SIETAR chapters.

4. Creating energy for humanitarian/NGO projects: First issue: Define the NGOs -- local, national, global. There are many organizations we can cooperate with. 2. We need to broaden outlook by addressing other groups and ask questions, such as where are we going to go with a project, how can we facilitate cooperation between NGOs. 3. Publicize the work with the NGOs, develop a network with other organizations to give us visibility. 4. Involve Young SIETAR

Alex asked the question on whether SIETAR should become a service provider or just a platform to exchange ideas.

Maria lead a discussion on an action plan for the work groups.

As one promotion activity, Sabine said she would remind the Granada committee to have a World Café for one of the evening activities. Sabine suggested that we have information and exhibition desks of the various SIETAR chapters to be seen at the Granada congress. Maria said she would talk to the financial committee so that the national SIETARS didn't have to pay for these desks. National chapters should contact Sabine concerning the set up of exhibition desks.

Action plan for finalization,: the Website (Alex and Rob), brochure (Marianne), e-magazine (Karina, Maria, Patrick, Mirka), newsletter (Rob Johnson, Mirka), platform (Mirka)

As for increased visibility via links and logos, Jonathan will first take part in the guideline meeting, conducted by SIETAR Deutschland in Mannheim on 4<sup>th</sup> August. He will then discuss the results in September.

Rob said that his Master degree marketing students in Spain would perhaps be interested in developing a marketing plan. He will report back in October.

Elio will coordinate the creation of a distribution list, in order to promote SIETAR. Request for lists from the national chapters to be handed in by end of July.

Alex suggested that we ask the Global Council to define their procedures and responsibilities. Maria will make the proposal of the above by mid-July. She will (along with Alex) officialize the GC by having it as a signed document and put it into action. The Global Council, an informal, non-registered entity, consists of delegates of SIETARS Japan, Arabia, India, Indonesia, Young, Europa and USA. All contributed small amounts of seed money to start the Granada Congress.

Rob Johnson and Jonathan will have published reports of NGOs in a SIETAR Europa or SIETAR Great Britain newsletter by the beginning of September 2008. It will first be e-mailed and then published as hard copy for the Granada congress. Jonathan would like to have a small NGO stand at the Granada congress. Laurence suggested that parts of the newsletter be translated in French for SEITAR France. Jonathan will finalize a NGO track in Granada and try to get [Young SIETAR](#) involved.

The Brochure: After hearing the different opinions of the Board, the Board voted 6 to 0 to have Henning change and improve the cover of the brochure -- image of the tree.  
Marianne will communicate remarks about the tree & go ahead for tree and MC to Henning & designer

### **New Roles and Responsibilities**

Maria and Alex will be leaving the Board. Maria had the responsibility of the global function, Young SIETAR and Alex the starting up of new SIETARS. Jonathan will be leaving the Presidency in January 2009. Rob Johnson has volunteered to take over Alex's role of supervising the start up of new SIETARS, with Elio as substitute. Rob, Sabine, Elio and Mirka will work in the external and internal communication (Website, magazine). Ildiko will be asked if she wants to be the Global SIETAR representative. Ildiko volunteered to be treasury. Concerning relations for international organisations, Jonathan Levy will remain in charge, with Patrick and Elio as substitute. Humanitarian Project Group will be lead by Jonathan with Rob Johnson as substitute. Young SIETAR relations would be Marianne's responsibility, Mirka as substitute. Member Administration/Website/E-Magazine will be abandoned. Office Supervision and Member Clicks will be headed by Elio.

Ildiko suggested the role of a project manager. Jonathan thought it would be better for individuals to be chosen [depending on the nature of the project](#). Marianne will be in charge of University of Groningen project and Patrick will be in charge of the Netcentric project. Rob Johnson will take over the links for the Race Relations in Manchester. Patrick will be in charge of the IJCCN (Frank Brück) book project.

### **The New Website of SIETAR**

Alex presented PowerPoint slides, illustrating what the designers in Holland created.. Board decided to delete "forum". Website should be finished one month before the Granda congress. Marianne presented the idea of having a blog, but the Board decided it would decide on this issue later on.

Decision :

- Alex and Rob continue on the website text
- Marianne informs Henning that a blog has not been decided on so far

### **Fees for the new SIETAR chapters**

Procedure for giving emerging SIETARs financial support. Example: Italy now pays fees to SIETAR Europa. Two years before registering as a legal entity, prospective Italian Sietar members pay fees to SIETAR Europa. The future SIETAR Italia then gets back 100% of the fees paid by future SI members (first year [minus two], 75% for second year [minus one]). From the moment they register their organization, they then can charge fees for their own organization. They are exempt from paying fees to SIETAR Europa for the first year after registration. From the second year we use the slide scale as described in the guidelines.

Decision:

Rob Johnson and Alex will write new additions to the guidelines.

There was a discussion on whether the sliding scale should be abandoned and that national SIETARs would pay only 20% of their fees to SIETAR Europa.

## **Sunday, June 22**

**Next SIETAR Europa Board meeting** will be from the evening of Friday, November 28 to Sunday, November 30 in Strasbourg, France. Christine will be asked to arrange the hotel lodgings.

Alfredo from Sicily and Candela from Spain were introduced.

## **Granada Congress**

Maria strongly recommended that for future congresses, marketing should be outsourced. She proposed that the 10% discount for registration be extended until the 15<sup>th</sup> of July. As to whether we have an additional marketing push, wait until the 30<sup>th</sup> of June to see how many registrations have arrived. The break-even point is 560 participants. She believes that we will have about 800 participants. Maria proposes to maximize the total participants to 800, otherwise we can not manage the congress .

Decision:

Rob and Candela are to go to the PR company in Spain to find out what they have done and what they expect to achieve for the congress.

UPS from the US has committed Euro 6000, Jeff Jackson U.S. \$5000. Confirmed paid sponsors amounted to about Euro 13,000 at this moment. All together, we hope we will have about Euro 30,000. About one third will be devoted to the scholarship fund.

Decision:

Clara and Alex will decide on who will be granted reductions. Rob suggested for future congress that when people register, they could click a box to pay an extra Euro 5 for the scholarship and travel funds.

On another matter, meeting rooms that were not sponsored by firms could be sponsored by the individual SIETARs.

Over 300 proposals were made and about one third were rejected. There will be 13 parallel tracks as there are 13 rooms. The two keynote speakers will be Miguel Gandert from the University of New Mexico as well as Nancy Adler.. The third speaker will be Juan Montabes Pereira, professor at the University of Granada and president of the European Arabic Foundation. The keynote speech should be held in English.

Profit and losses ; costs to be spend by SEu and S USA .....

The board discusses on the following: bottlenecks & workload

- George will be available for Granada in July and August. There after he will be training a lot and less available for Granada .

The congress programme etc. is behind schedule there is a lot to be done this summer & Candela ( 25 hours contract but works double time) needs urgently help .

Candela will be in Granada frst week of July ( Rob J aas well )

Decisions

Candela : more hours & should get assistance of an intern for Granada congress.



**Congress & board members & congress fee**

- Board members pay congress fee (unless they have been waived because of extraordinary time -- “outstanding commitment” -- for the congress – there is a list of names)
- If there is a board meeting during the congress SEu/ national SIETARs pay accomodation for 2 nights
- Separate case for board members who must be earlier in Granada because their task requires so

Task JL will prepare a proposal for payment direct members / national SIETAR members attending next board meeting in November

**FilmFestival**

Was not discussed, but MvET can tell that it is on schedule.