



## October Exec Meeting

When 16-10-2016

Location: The Royal Society of Victoria, 8 La Trobe St, Melbourne VIC 3000, Australia

## Minutes

### 1. Opening

- a. Meeting opens at 11:17

### 2. Attendance

- a. Present
  - i. Melina Jablonka, Ciara O'Sullivan, Helen Zhou, Garth Bradbeer, Ricardo Cannizzaro, Pravind Easerwan, Jessica Woolley, James Salamy, Maxine Lotherington (arrives 11:42)
- b. Apologies
  - i. Michael Beards, Timothy Newport
- c. Absentees:
  - i. William Orrell

### 3. Minutes of the previous meeting

- a. *James moves a motion that the minutes of the previous meeting be accepted as a true and accurate record.*
- b. The motion passes with Melina, Garth, and Helen abstaining

#### 4. Overview of the month

- a. Pretty busy: Gippsland TCSE ran by Timothy which was good, we bought some new stuff, and had two socials (picnic and swimming), which both went quite well. Been preparing up to Jan. Had NatCon, which has seen some interesting things raised. Very short, only significant change is that NatEvent/NatCamp is not running for the foreseeable future. Each chapter will now pick one interstate event to really push to their chapter. We have a lot to get through today, there are big things that have come up to plan for January and talking about culture. The big thing is that Monash Blast is not going ahead: there is nothing external in January. We've been working to develop an internal program to run, which we will present later, but we will need everyone's help and resources to get this to run (we'll come back to this later).

#### 5. Culture

- a. An interesting thing that came out of NatCon was that we had a big discussion about how things are run and what cultures we want to achieve.
- b. First thing is about feedback. It's very important in being able to achieve things, and James feels that our feedback culture isn't as helpful as it could be. What we're aiming for is effective feedback: fast, without emotion, and not inflammatory, because we're all here to work together, and to reach that goal you shouldn't feel the need to shoot someone down with feedback. However, if something isn't as good as it could be, it's important that that is okay to say so that the person can take that feedback and improve. We need to be comfortable knowing that the reason we give feedback isn't to tear people down, it's to get improvement. We need to have a safe environment where we are able to ask about people's processes and decisions without it being seen as negative.
- c. We also need to balance decision by committee and executive decisions. At some point there will be calls that need to be made quickly, and so need to be made by one or two people. This means we have to trust that people in their positions can make the right decisions in those roles. Also need to understand that we are here to support each other. Concerned that we're creating too much work by always looking for decision by committee.
- d. Looking at strengths and weaknesses: what has gone well, what hasn't gone well.
  - i. Garth: things have changed as we get settled, with who needs to be talked to and consulted to help with things (having Maxine on board is good). It's become a smoother process in the production of socials, as we've had some time to think and plan ahead. What hasn't worked as well is a few people who could be consulted and talked to more, but the connection and communication hasn't been as strong as it should be. In terms of social coordinator, more bonds with the community have been formed which has been helping with getting stable attendance.
  - ii. Ciara: socials have improved, very enjoyable, not as much obligation. A lot because of Garth being bubbly, a lot because of organisation and we should continue this. One thing with socials is that swimming may not be good to keep: a lot of people don't swim, low attendance, so maybe good to remove. Not a lot of direction and instruction, so Ciara feels she doesn't know what she's doing and is too scared to ask for help.
    1. James: good to have this discussion now, with how to fix that.
    2. Garth: pre-social breakfasts have been the best thing about running socials, good to relax and have some fun before running everything, and get some of the community to stop burnouts.
  - iii. Jessica: getting more confident at making decisions, but not sure about what her role is still, and what she's meant to be doing. Not a lot of communication and requests for stuff to do, so doesn't know what she should be doing. Also possible issue, is that Jessica is going

to Borneo for a month and will be unable to communicate.

1. James: if we want to do more, we need to go out and advertise, but only when we have things to advertise.
- iv. Pravind: Slack has been good, things running smoothly, planning ahead for socials is good. But still unsure what his role is and what he is meant to do, really Nebula is the only thing, and would like more engagement with students.
  1. James: maybe it's the issue with the MWOP title implying that you don't have an official role, so may need to rebrand that when we visit the constitution, as 'what do we do with MWOPs' has been a real issue.
- v. Ricardo: Slack very efficient, but still another thing to check. The committee has dealt with a lot of issues very well, such as improving membership and socials, and forecasting is good. Organisational memory and retention is important; how do we get info across to the next committee, so how we decide to handle that will be up to us.
  1. Ciara: some kind of archive.
  2. James: best thing to do would be collate summaries of actions while we're doing the annual report, to give to the next committee so they know what happened.
  3. Ricardo: we have had the wiki, but it requires a lot of time and effort to get going and maintain. If we're looking to use Trello and Slack mainly, focus on those for now, but if more time then look into the wiki.
- vi. Helen: improved in knowing where the money comes from and what we're involved with, and how dependent we are on memberships and TCSE like programs.
- vii. Melina: organising and delegation skills have improved, however not much time to do extra stuff outside role like fixing emails and database.
- viii. Maxine: lots of stuff, keeping busy. Not so well is communication as for when things are going to go out, so would be easier to coordinate more in advance.

James: good job in communication being up and open, but can still improve at getting the ball rolling on fixing stuff, especially bigger things that should have already happened (like renewal emails and database).

## 6. Meeting adjourns

- a. Adjournment at 11:46
- b. Resumes at 12:20

## 7. Circular Resolution Entry

- a. Circular resolutions read:
  - i. Approve the booking of the Brighton Scout Hall for December Social at a cost of \$10 per attendee
  - ii. Reimburse Melina Jablonka \$55.80 for the CAV annual statement
- b. Something out of NatCon: other chapters don't have as much rigor, they just pass resolutions generally. What matters is intent, not what explicitly happens. Don't think we need formal resolutions for every single thing; comes back to trusting people to make their decisions.
  - i. Ciara: stuff can change very quickly: amp went up within two weeks.
  - ii. James: would be in favour of more informal/efficient way of doing stuff. *We report* what we've done, rather than approve every single thing.
  - iii. Helen: how about a tolerance, so you can go over by a certain amount of an estimate.
  - iv. James: if treasurer says something is okay, then it should be okay, not everything needs to be approved. You're elected to do a job, you should be able to make the decisions. The entire committee does not need to make decisions on absolutely everything.

## 8. Resolutions

- a. Amplifier (\$112)
  - i. *Pravind moves a motion to reimburse James \$112 for the amplifier.*
  - ii. *Ciara seconds*
  - iii. Motion passes, with James abstaining.
- b. Paypal Reader (\$49)
  - i. *Melina moves a motion to approve the expenditure for the purchase a paypal card reader for the sum of \$49*
  - ii. *Maxine seconds*
  - iii. Motion passes unanimously

## 9. Discussion Points

- a. Branding (mockups and sketches) and items for branding (Maxy)
  - i. Attendance and membership down, so Maxine is rebranding membership cards and business cards, website, emails, and Facebook.
  - ii. Maxine shows some sketches. Basic plan is little illustrations of STEM related things with the YSA logo. A colour scheme will be set for emails etc., and people can then put stuff in announces.
  - iii. Idea: limited edition t-shirts for January with similar branding. People pre-order, one time buy. Can be tied in with the January camp. Possible to have people vote on what they want as a form of promotion: YSA mascot like science koala, that people vote to name and will go with our branding.
  - iv. Jessica: what will the cut be like?
  - v. Maxine: haven't looked into it yet, but can look into different wholesalers.
    1. Will get quotes from the usual place and see.
  - vi. Jessica: can people modify the merch?
    1. Definitely people can, but as long as it's appropriate.
  - vii. Maxine: website redesign. Found a nice template made for science organisation, very smooth, can be put together nicely. \$50 outright,

- will send link to template to everyone later.
- b. Social metrics (Maxine):
    - i. Measuring success and having data to back up if we think socials are good.
    - ii. Not a lot of data from past years so can't compare at the moment, but can build something up.
    - iii. Email tracking (clicks), Facebook (event engagement, clicks), attendance vs RSVPs. Also basic survey (scale of 1-5) to get a really quick feedback loop. Will have to discuss implementation.
    - iv. Analysis: cost vs attendance.
    - v. We have numbers from this month, so we can start comparing for next month.
  - c. December social
    - i. James: sent out paperwork to Tony at scout hall, who gave us cost and invited us to collect the keys. Not sure if we will need a deposit. Someone will have to pick up keys in December. Official start time will be 6pm on the 9<sup>th</sup> (through to the 11<sup>th</sup>), so people can set up around 4.
    - ii. Want to announce in the next week, so need to figure out packages for how long people want to attend (1 day, 1 night, 2 days, etc.), so people can pay in advance.
    - iii. Discounts/schemes: bring a friend discount, membership discount.
    - iv. Will do more planning etc. later, but want to announce soon.
      - 1. Maxine: what activities will there be? Should know a bit.
      - 2. **ACTION POINT: James to write a blurb for Maxine to write announcement email.**
      - 3. **ACTION POINT: Announce for November to go out in next week.**
  - d. National event subsidies (James)
    - i. A good system is to send people interstate to get people back.
    - ii. Sending people over for free could be really beneficial so when they come back with those skills they can use them for us.
    - iii. Jessica: want to be really clear what we expect from people, so they don't feel backstabbed.
    - iv. James: make clear we want them to be active members of the community and participate in at least one outreach program. Would like to send younger people, who have a lot of time to do this stuff.
    - v. Would like to get advertising for events out as soon as possible. We can push really hard for one thing that will work, rather than trying to do everything. Going to push Sydney's PASS event, as that holds most value, with perhaps only partial subsidies for some Adelaide and Brisbane's event.
    - vi. Maxine happy to organise and plan campaign.

## 10. Summer plans

- a. James: Want to run something with a similar structure to TCSE. Top four and Maxine have been looking at accommodation, possible activities and tours (draft of these plans in appendix).
- b. James: if people have specific connections, let us know so we can use them.
- c. James: what it would look like would be:
  - i. Saturday- welcome, social, activity in hall at night.
  - ii. Sunday- speakers from YSA community in morning, YSA games in the afternoon, and relay quiz.
  - iii. Monday, Tuesday, Wednesday: Unis and RSV to present lectures, tours, and activities. Possible museum tour and IMAX movie. RSV networking in evening (similar to November social).

- iv. Thursday: pickup and close.
- d. James, Maxine, and Tim to take head on organisation and leadership (like Kahunas) and when applications go out, opportunities for 'gopher' roles to help out and lead. Need to decide numbers.
- e. Goals: keep members we have interested, get some new members. Pitching more to 17-18 (people who would staff). Pitching into schools would be good as well.
- f. Maxine: solution to capacity issue would be providing 'day passes' for people who don't stay the nights, but still attend the program. Perhaps including friends of members, who are new and not as committed.
  - i. James: Mount Waverly scout hall probably best, cheapest.
  - ii. Maxine: Mount Waverly is a little too far from public transport to be the best.
  - iii. James: if we can get Brighton for cheaper, then we can use it, but otherwise probably Mount Waverly. Can look into other Scout Halls though.
- g. Maxine: other issue that came up is selecting people. Can't select based on some sort of ability, as we're not staffing a program. The best way to do it would be first come first served, as there's no fair way to select people otherwise.
  - i. James: can we reserve places for younger people?
  - ii. Jessica: if we reserve some places and we can do it fairly, it would work.
  - iii. James: as long as we keep goals in mind of keeping members in and drawing new blood while selecting. Can work out exact hall capacity and sort it out, because we want to get as many people as we can.
- h. Maxine: need to work out application process, like renaming Gophers so people don't expect just TCSE, and having tickboxes for just day program. Need to avoid brand connection with TCSE, so we don't disappoint people.
  - i. James: can use 'instead of TCSE' to draw people in, but don't want to continue that connection throughout the program.
- i. Maxine: should cap to only 2 people as helpers, so leadership team isn't too big.
- j. Garth: should avoid crossover with December: refer to December more as Christmas Sleepover than a camp.
- k. Maxine: also need to name the January camp. Summer Science etc.
  - i. Jessica: YSA Summer Science? Doesn't need to have a big formal name.
  - ii. Maxine: Summer science; S-squared? If more names let us know, but that seems good.
- l. Ricardo: good, but ambitious. Going to need a lot of financial commitment, needs major consideration. Looking at attendance is going to dictate ticket pricing.
  - i. James: public transport, and choosing places we can get to easily in groups (such as RSV and Swinburne). Cost-wise, it would be run like TCSE, where people pay for their own transport. Possible price tag around \$75, including membership. Can also ask for deals with Unis, where we advertise for them and we can attend their Uni at a discounted price (like coffee for a lecture)
- m. Pravind: will we be looking at setting up separate advertising and portals for the program, or using our website etc.?
  - i. James: can set up another form on the website, and have people pay by paypal (or EFT).
  - ii. Ciara: how much per person?
  - iii. James: Under \$100; similar to staffing TCSE price. Buying or making own food (e.g. campus centre) because people don't associate that with the cost of the actual program.
- n. This can also be brought up at the meeting with Mike Flattely next week (Monday) and we will have a proper proposal written up to bring to Sarah at

- Swinburne and similar people.
- o. Maxine: can get priority list for contacts, who we go to first etc.

James: YSA expenditure should be kept to around \$3000, a little more than a normal TCSE. Worth it.

## 11. Meeting adjourns

- a. Adjournment at 1:21
- b. Resumes at 1:26

## 12. Tasks to be assigned

- a. Database research – Pravind
  - i. James has been talking to people at Monash with suggestions, but this is on the backburner for a bit.
- b. Rebranding/advertising plans – Maxine
  - i. If anyone has suggestions, send to Maxine, but good for now.
- c. Mailchimp data entry
  - i. After exams, Maxine might show everyone how to use Mailchimp properly.
  - ii. Melina will have to extract stuff from database and Helen financial records, so we can put this info into mailchimp, make a new list, and send renewal emails.
- d. Renewal emails
  - i. Maxine working on it. James would like to send mid-november.
- e. November social
  - i. Maxine and Garth for branding and advertising, to discuss with Ricardo.
- f. December social
  - i. James and Garth
- g. Paypal reader acquisition – James
- h. Summer program
  - i. Requires all of us to do what we can. In terms of organising camp and accommodation section, Timothy, Maxine, and James
  - ii. Also need day parts to work: Timothy, Maxine, and James calling around places and organising things. Contacts can be divided up and then contacted. Everyone at table needs to give all the contacts we have, like pushing to schools, friends, etc. Also pushing to friendship circles for attendees.
  - iii. Garth: is this public information now?
    - 1. James: yes.
  - iv. Maxine: need to talk to interstate people (like Dan and Ben Kiernan) who may want to come down and help out.
  - v. Ciara: need a blurb of what we're doing so we can advertise to friends.
  - vi. James: need a timeline for advertising and applications. Need enough time to talk to contacts and finalise program before applications can open. Hype in about 2 weeks, applications in about 3.
    - 1. Maxine: how long to have applications open?
    - 2. James: roughly a month?
    - 3. **ACTION POINT: Maxine to write application form.**
  - vii. Ciara: actual dates?
    - 1. James: program from 7<sup>th</sup>-11<sup>th</sup>, final clean-up and dismissal is

- 12<sup>th</sup>.
- viii. James: lots of freedom for what we want to do, such as having a party one night. Send ideas and contacts ASAP. Will start contacting next week.
  - ix. Helen: is this going to be mainly science based?
    - 1. James: STEM-y. Depends on who we get to talk, we get to decide, don't limit what we want to sell.
  - x. Helen: university-like?
    - 1. James: Don't want to bore uni students, essentially. Pitching slightly higher than TCSE wiffens, keep it interesting for people our age, because that's who our attendees are going to be.
    - 2. Can always divide the group up and run activities based on age: uni Q&A for younger kids, jobs in science Q&A for older kids.
  - xi. Ricardo: given this is essentially TCSE replacement, should we talk to SSF about our plans? Don't want to cause conflict between us.
    - 1. James: how should we handle this?
    - 2. Maxine: because we aren't targeting the same students as them, we aren't so much stepping on the SSFs toes. Pitching older, not attempting to steal their students.
    - 3. James: make clear this isn't a permanent replacement, say we need this to keep doing science engagement with them in the future.
    - 4. Ricardo; they may also be able to provide resources and contacts.
    - 5. **ACTION POINT: James to contact SSF.**

### 13. Other business

- a. Garth: Made \$100 profit on picnic social

### 14. Meeting closes

Meeting closes at 1:46

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*End of minutes.*