

University Photographers' Association of America
Midyear Board Meeting Minutes
University of Tennessee
November 16&17, 2024

Glenn Carpenter, Moraine Valley Community College, Cydney Scott, Boston University, Mark Carriveau, Elgin Community College, Lyndsie Schlink, Wake Forest University, Jason Halley, California State University, Chico, Derek Eckenroth, Bob Jones University, Kristen Grace, University of Florida, Jeff Fitlow, Rice University, in attendance, Mark Carriveau, Elgin Community College recording. Absent, Nate Edwards, Brigham Young University, Corporate Partner Chair Amanda Pitts, Freelancer, and Katherine Seghers, Social Media Chair. University of Louisiana were also in attendance.

Meeting called to order at 9:51am

Jason made a motion to accept the minutes, Cydney seconds the motion. Minutes accepted 6-0

Website – Talked about making changes to the website to help filter more extensive searches. The website is working. Went over a list of issues that need to be fixed.

Membership – 302 full members, 26 associates, 32 video, 38 students, 50 corporate partners. 7 retired, 6 life.

Cydney mentioned that we should look to other organizations' conferences to recruit members. She also said we should offer small schools with little or no budgets scholarships for membership. We will talk more about this later but the goal would be to develop a chair position and possibly rolling this out in August. Also, talked about the possibility of making a recruitment video.

Video members – Mark and Jason suggested that we need to offer video members more benefits before we raise their dues. We need to talk to Brett Szczepanski to see what video members might want from a full membership and also talk to him about any expanded video contest categories. We will also need to redo category 1.1 of the constitution to reflect full membership for video members. The goal is to put this into effect by July 1st 2025.

Member Surveys – Nate was not in attendance and did not submit a report.

Incorporation and Insurance – Glenn explained to everyone that we have insurance on the organization. There are two policies: General Liability and Directors and Officers. The new president will need to fill out paperwork to reflect new leadership.

Budget Planning – Glenn went over the new budget and divided things into separate budgets. Instead of having everything in one budget, we will separate it into 4 budgets. Operational Budget, Symposium Budget, Annual Competitions Budget and Capital Budget. This will make things easier to manage and track expenses and revenue.

We also discussed a change in fees for symposium hosts.

Jason made a motion to offer each host school 2 free symposium registration fees. Lyndsie seconds the motion. Passes 7-0.

Jason made a motion to offer Brigham Young University and Utah Valley University, respectively 2 registrations for the 2025 Symposium. Kristen seconds the motion. Passes 7-0.

Communications – Jason says he will look into how to interface Mailchimp into the website. Kristen offered to help out with communications work. Jason also announced barring a change at his university, he will not be seeking re-election.

We adjourned for lunch at 1:04pm

Re-adjourned at 1:37pm

Committee Reports

Social media – Katherine Seghers of Louisiana State University joined the meeting in person to give her report. Katherine is killing it in her role as social media chair. Katherine shared analytics and they show that most of our members are engaging with us on Instagram. Katherine will work with Cat Wolford of the University of Florida to start developing new member Mondays. They will do a feature on new members every other Monday. She also plans on developing this content for blog posts as well. The first member social media takeover was a hit. She is planning to continue this. Cydney suggests that we do a blog post that will show members how to do a social media take over. Katherine also plans on sharing David Dick's MIC Q&A posts as well.

DEI Report – Quite a few members have expressed interest in running for the board but they do not because they can't get financial support from their institutions. There has been a demand from members that the organization should be offering ways to assist them financially so they can join the board. Both Cydney and Mark gave proposals on how we should pay for this. It was decided that a dues increase would help fund this.

Developing Fundraising Opportunities – It was also discussed that we offer more scholarship opportunities to members. We can accomplish this through fundraising efforts. Glenn volunteered to chair this committee. Mark makes a motion to form a fundraising committee and that Glenn would chair this committee. Cydney seconds the motion. Passes 7-0

Contact Sheet/Blog – Matt Cashore submitted a written report. Matt stated he has 3 goals for the blog. Diversity of authors and topics. Get the board more involved in recruiting/writing/promoting. The board agrees and has already started on recruiting members to write content. Matt also stated that he wants more help. He has even stated that he would be happy to step aside from the blog or contact sheet or both. Matt also stated that he would like the board to consider a long term strategy for corporate partners provided blog articles. Matt also requested that we get a name for the blog. The board talked then Jason made a motion that we rename the blog to “Depth in Field” Kristen seconds the motion. Passes 7-0

Mentor groups – Meredith Kulwicki from University of Buffalo submitted a written report. She says, “We had 73 people complete the application and 15 different circles. The groups have 3-5 people each, depending on interests, time zones, etc. Something we found interesting was the interest in the photo/video hybrid interest group. 25 people selected this type of group; 4 selected video only; 44 wanted photos only. 82.7% of survey respondents said their group met at least once so far; with nearly 40% meeting twice or more.”

Over 50% felt their group was a “good fit”. The same percentage said their group made a consistent plan to meet through the year.

Most respondents said they are enjoying and valuing connecting with other UPAA members, and with like-minded people who share their successes and frustrations.

Some groups have had difficulty meeting because of schedules. The board agrees that the mentor groups have taken off and will only get better with time.

Competitions – Jesse Jones of the West Virginia School of Osteopathic Medicine, did not submit a written report. He only asked that APC voting does not go past Monday of symposium week. This will give him time to get the slide show done for the awards banquet.

Member Concerns

Derrick Turner asks, “How much better would it be if, when Lyndsie says, “Welcome New Members”, if we ask them to submit a photo to her. I think seeing a sample of our new members would be a better statement.” The board thinks with the new New Member Mondays that will be part of our new social media efforts will take care of this.

Michel Caron suggests that we continue to have symposium hosts put time in the schedule for campus tours. We plan to have them in Tennessee. The board will continue to ask the host to do campus tours but realize that we can't guarantee them every year because symposium logistics change from year to year.

Matt Cashore submitted some member concerns. Most of them were addressed in his committee report. Matt did ask that we change the language of the General Marketing and Illustration category. We will take his suggestion into consideration and see where we sit with this over the summer. The board will never change any categories during a MIC cycle.

Rick O'Qinn suggested that we gather data on what DAM systems members use. The board will hook up Rick with Nate Edwards to come up with a member survey to gather this data.

Mike Pierce suggested that we make some changes to the website mic scoring to see what our average score for an entry is. The board will consult with our web developer to see if this is possible and to give us an estimate on how much the change will cost. We will make a decision based on the quote.

Corporate Relations – Amanda talked about a new corporate partner to offer private insurance to members. Amanda has been working with Matt to have our corporate partners do blog posts. Amanda will work with Profoto, Adobe, and Photo Mechanic. Amanda will also work on getting more video related partners on board. Amanda also met with John Scott of Roberts and Kris Bosworth of Tamron to see what they can do with Student POY and Video shootout. Roberts Camera would like to be involved with the video shootout award. He would like to meet on a yearly basis to reevaluate things. More discussion is needed.

Student Membership description needs to be re-defined and changed in our constitution. We tabled this discussion for later.

Awards – (removed from public view)

Board Elections -

Cydney Scott – President

Mark Carriveau – Vice President

Kristen Grace – Treasurer

Jason Halley – Secretary

Jason made a motion to adjourn. Kristen Grace seconds the motion. Passes 7-0. Meeting adjourned at 5:06 pm

Re adjourned at 9:15am on 11/17

Symposium Update – Kris Bosworth of Tamron and John Scott of Roberts Camera joined us for symposium update and tour. They were representing all the Corporate Partners. We went over logistics concerning vendor roles.

Steven Bridges took us for a tour around campus. We were able to see all the spaces that will be used for sessions, breakouts, meals, and vendor showcase rooms. After that we made it back to Steven's office for more discussion. Steven talked about the Friday add on day. He would like to start out that day with a session led by Jeremy Cowart. Then plans on doing a help portrait event at multiple locations. Dog rescue, portraits for Special Olympics are a few of his ideas. Steven also says that we will travel to the places to do the shoots instead of them coming to us. He will also figure out a way to incorporate video.

Steven then showed us the artwork for the symposium. It's very orange. The schedule is starting to take shape. Still looking for speakers. Steven has done a great job with the planning and we are farther ahead than we usually are at this point of the year. Amanda then went over survey comments and host feedback comments to help make more decisions moving forward.

The last business of the day was to talk about dues. After some more discussion Cydney makes a motion to increase dues by \$25 for full members and \$10 for associate members. Lyndsie seconds the motion. Passes 7-0. Now that it has been set by the board, we need the membership to approve it before it can go into effect.

Mark makes a motion to adjourn, Jason seconds the motion, Passes 7-0.

Meeting adjourned 5:10pm