## SciX 2019 SAS Gov Bd Meeting Minutes part Two

## Unfinished Business

Rob Lascola previewed these discussion areas by highlighting how the workings of the Society are interrelated.

### 2020 Budget Discussion

Diane Parry briefly went through the Treasurer’s report.

In 2018, the initial budget assumed minimal support from many parts of the Society’s efforts, but Corporate Sponsorship, Journal Revenue and Contributions all exceeded expectations. The EC-approved 2018 budget projection was $10,977.39. The actual 2018 result, to date before taxes, is a much healthier $62,330.89. Taxes should not move this number below $50,000.

Bruce Chase created the Vanguard account for SAS in 2014, and it pays benefits for the Society both by generating interest, and by separating out a pool of money for investment. “The kitty,” as the savings beyond the money needed for annual operations is sometimes called, reached $287,696.47 in May of 2019, up from less than $10K in May of 2014! The EC has since voted to maintain the investment information “below the line,” but this does not change that SAS, once again, has a healthy financial resource that can be used to develop new member initiatives.

The Measure/Venture effort was not successful, and has been shut down. The ‘Certification’ effort has shifted towards a ‘Training’ effort.

Richard Crocombe noted the EC had extensive discussions over the 2020 budget. Although the work done over the past several years has moved the Society from running large deficits to surpluses, and has enabled a fund to be built up, the projected 2020 ‘surplus’ is modest. As such it is not an ideal budget, but he does support it.

There was discussion on the budget, especially since the ‘margin of error’ on the surplus is small, with the suggestion that the GB be given quarterly updates.

### Journal Updates /Sage

Mike Blades welcomed new members of the editorial board. The impact factor is above 2, and looks to stay above 2.

Louisa Strain gave an overview of the current status of ‘Plan S’.

### Marketing/Certification Update

Andrew Whitley – it’s clear that the Society needs to step up its marketing efforts in all areas. We have produced a number of ‘benefit’ and ‘fact sheets’ to help with membership, advertising, sponsorship, etc.

Andrew plans to visit Sage in London in December. Richard will be in London at about the same time, and will go with Andrew to Sage if the scheduling works out.

Richard – we all need an ‘elevator pitch’ – why join SAS, why advertise with SAS and the Journal, etc.

We have produced ‘Marketing’ three flyers (below).



New Business

### Membership and Survey Results

Brooke Kammrath and Bonnie Saylor described the results from the membership survey.

### Kaizen Meeting

Rob Lascola described how the foregoing discussion areas are brought together in this meeting.

Richard Crocombe described the planned ‘Kaizen’ meeting set for November. There is a formal ‘Charter’ document for this meeting. This is a *tactical* meeting, to address, as soon as possible, the problems noted below. We intend to have a meeting to address *strategic* issues in early 2020.



#### Problem Statement

Currently, SAS can see three major issues:

* Membership has declined steadily over the past 5-6 years
* Advertising and sponsorship are at risk from the transition from print to electronic/web, consolidation in the analytical instrument industry, tightening of company’s marketing budgets, and an increasing variety of marketing vehicles available.
* The Journal, Applied Spectroscopy, and its associated revenues, could be under threat from the European “Plan S” and the drive towards ‘Open Access’.

#### Results of the Problem

Resulting in declining revenue for the Society, a potential threat to its long-term financial health, and reduced ability to fulfill the Society’s mission.

#### Goal

Our desired state:

* Turn around the decline in membership, and bring it back to 2012 levels in a few years
* Transition our advertising and sponsorship revenues from print to electronic, including a robust social media presence, developing new products to match emerging marketing methods. To include maximizing the use of information and materials we already have.
* Ensure the long-term viability of income from the Journal, regardless of the move towards ‘Open Access’.

There was discussion about this meeting centering on a lack of notification to the GB, and the overall makeup of the group. The make-up is the EC, key Marketing Committee members, Long Range Planning and also the 2021 President.

The GB requested that it be copied on the outcome of this meeting.

### Conflict of Interest Policy

Richard Crocombe described the discussions leading up to the adoption of the Conflict of Interest (CoI) policy, which is posted on the web site. The policy has been adopted and will be formalized via a change in ‘Policies and Procedures’. See the report of the Constitution Committee for details.

### Adjourn

The meeting was adjourned at 2:12pm.