**Minutes of the Meeting**

**26 July 2018**

**Approved IEEE-HKN Board of Governors Meeting, August 23, 2018**

**1. Call to Order, Roll Call and Introductions.**

The IEEE-Eta Kappa Nu (IEEE-HKN) Board of Governors met on 26 July 2018 on the WebEx meeting platform. President Steve E. Watkins called the meeting to order at 2:32 pm EDT. A member quorum was confirmed, and attendance was as follows:

**IEEE-HKN Board Members Present**

|  |  |
| --- | --- |
| Steve E. Watkins, President | Karen Panetta, President-Elect |
| Tim Kurzweg, Past-President  Ron Jensen | John DeGraw  Katie Lewis |
| Ed Rezek | Rakesh Kumar |
| Michael Benson | Kyle Lady |
| James Conrad |  |

**IEEE-HKN Board Members Absent**

|  |  |
| --- | --- |
| Sean Bentley | Enrique Tejera |

**Other Attendees Present (Ex-officio Members, Staff, Committee Chairs, Guests, etc.)**

|  |  |
| --- | --- |
| Nancy Ostin, Director, IEEE-HKN | Burt Dicht, Director Student & Academic Programs (joined the meeting at 2:50pm) |

**2. Review and Approval of the Consent Agenda.**

A motion was made to approve the Consent Agenda; **the motion passed.** The motion included approval of the 14 June 2018 minutes.

(Reference agenda item 3)

**3. Review and Approval of Agenda.**

A motion was made to approve the updated agenda as presented; **the motion passed**.

**4. President’s Report**

Steve E. Watkins presented the President’s report with the following highlights.

* Review of IEEE-HKN current membership report as presented by IEEE.
* Thank you to the Computer Society for hosting the charter ceremony of the Mu Tau Chapter of Waseda University on 25 July during their annual COMPSAC meeting in Tokyo, Japan. The Board recognized and sends appreciation to the Mu Nu Chapter of the University of Torino for mentoring the chapter and presenting sessions on behalf of IEEE-HKN at COMPSAC, and to Paolo Montuschi, Mu Nu Faculty Advisor, for representing IEEE-HKN at the official Charter Ceremony.
* The IEEE-HKN Wikipedia page and the IEEE-HKN Engineering and Technology History Wiki page have been updated by Steve Watkins. Board members are asked to review and invited to send information, updates, or additions to Steve Watkins as he is an approved Wikipedia contributor.
  + https://en.wikipedia.org/  
     wiki/Eta\_Kappa\_Nu
  + http://ethw.org/Eta\_Kappa\_Nu

A Wiki Branding Project dashboard is included in reference item 29.

* Steve Watkins announced that *THE BRIDGE* received a 2018 APEX Award in the category of Design and Layout – Cover. APEX Awards: https://www.apexawards.com/
  + Issue 3, Volume 113, 2017   
     Cover: Intel UAV Light Show  
     https://hkn.ieee.org/media/the-bridge/
* An Alumni Committee is included in reference item 28.

(Reference agenda item 4)

**5. Executive Session**

A motion was made to move into Executive Session**; the motion passed.**

A motion was made to invite Nancy Ostin and Burt Dicht to be present during Executive Session; **the motion passed.**

A motion was made to move out of Executive Session**; the motion passed.**

**Report out from Executive Session**

A motion was made to rescind the approval of the Outstanding Young Professional Award for 2018 and to not present the Outstanding Young Professional Award for 2018; **the motion passed in executive session.**

**6. 2019 Election Report**

Tim Kurzweg reported on the work of the Nominations and Appointments Committee.

* 2019 Elections for:
  + President-Elect (three year commitment)
  + Governor Regions 3-4 (three-year term)
  + Governor-at-Large (three year term)
  + Two Student Representatives (one year term)
* HKN currently has 14 nominations across all positions, with at least 2 candidates for each position.
* The N&A Committee will provide the Board of Governors (BOG) with a proposed slate of candidates for BOG approval at August 23rd meeting.
* The election dates are 1-31 October.

(Reference agenda item 6)

**7. Marketing & Communications Update**

Nancy Ostin presented an update on our video and print resources currently in development.

* Video:

1. A 3-5 minute “Showcase” Video is in development to provide a high-level view of “What is HKN?” This video is intended for use by chapters at their “Invitation” meeting, for our website to assist anyone who wishes to know more about IEEE-HKN, and for corporations interested in partnering with IEEE-HKN and donors.
2. A “Mock Induction” Video and resources is in preparation to educate new chapters and reinstating chapters on how an induction is setup and held.
3. A “SLC Promotional Video” has been developed to assist in promoting the HKN Student Leadership Conference; it will be used on our website and social media.
4. The “Pathways to Industry” sessions were recorded by IEEE-HKN, are being edited, and will be available shortly on IEEE-TV. These resources can be used on our website and for cross promotional activities with co-sponsor IEEE-USA.
5. A series of “Sage Advice” videos are in development. Video content from speakers at the Student Leadership Conference and other events will support a series of 30-45 second videos to be used both on our website and on social media.

* Print:

1. The “Are You HKN?” Ad has been updated and is being developed in different sizes. We will add this resource to the library of IEEE Ads and ask Technical Societies with whom we are working to use an ad when possible to help us identify and reconnect with our alumni.
2. We are developing an “I make an Impact” testimonial campaign. These testimonials will be used on our website, social media, *THE BRIDGE*, and in our newsletters.
3. We are preparing a customizable digital tri-fold brochure for HKN Chapters to use in their recruiting and promotions. One panel will be customizable to allow each chapter to add their own information.

Examples for videos are given in agenda links.

(Reference agenda item 7)

**8. MGA Alignment**

Ron Jensen reported on the status of tools for HKN chapters and advisors..

**9. Ritual Committee**

Michael Benson reported on the work of the Ritual Committee.

Projects in development include the following:

* Best Practices
* Chapter Officers Handbook
* A “Passing the Gavel” Officer Installation/transition ceremony.

The monthly Chapter Officers calls are continuing; the next call will be on 30 July at 3 pm (EDT) and the August call will be on 22 August at 6:00 pm (EDT). Members of the Board of Governors are invited and encouraged to attend.

The Chapter Operations template will be updated and available for review one week prior (August 16) to our next meeting (August 23), and will be on the agenda for approval.

(Reference agenda item 10)

**10. Founders Day**

Katie Lewis reported on the plans for Founders Day 2018.

A presentation will be made to the Chapter Leaders on the 30 July conference call to review plans and get feedback. Plans include:

* Social Media postings, event announcement, pre-scheduled posts
* HKN Website
* Article for THE BRIDGE
* Contest
* Engage the Regional Governors.

(Reference agenda item 11)

**11. Mock Induction**

Steve Watkins presented the Mock Induction Ad Hoc Committee report on behalf of Amy Jones.

The deliverables for the committee will be short video tutorials on key aspects of an induction and a longer video showing a complete model induction. The raw footage has been provided by the Gamma Theta chapter and the tutorial scripts are in progress.

(Reference agenda item 12)

**12. Development/Financial Strategy**

Ron Jensen and Ed Rezek presented a discussion on the future financial needs and growth of HKN to meet the strategic direction and plans of the Board.

The Finance Committee is preparing a financial strategy to outline both future expenses and income required to meet that growth. The goal is to have this plan developed and presented to the Board this fall. The plan will have a heavy reliance on an increase in revenue and the sector with the greatest potential is from donations and corporate support of IEEE-HKN. In order to put this plan into action the Finance Committee is recommending that IEEE-HKN work with the IEEE Foundation to hire a development consultant. The recommendation includes funding this effort with monies from our Endowment Fund held by the Foundation.

The Board endorsed this strategic direction and asked the Finance and Development Ad Hoc Committee to move forward on this plan.

**13. Strategic Planning Committee Report**

Karen Panetta presented an update on the strategic goals for the year. The Strategic Planning Committee is working on projects and goals that will continue or new in 2019. A recommendation was made that the Alumni Journey mapping happen in 2019.

Michael Benson and Kyle Lady reported that the several chapters have submitted content for chapter directory pages. These updates to the chapter directory pages are in process. Several pages of content will be used to test an automated script that will upload and populate pages. This script is currently in development. Pages that are not needed for the script test will be uploaded by the end of August.

Karen Panetta reminded each Board Member to develop and share their personal IEEE-HKN “Elevator Pitch”, please share these with Karen Panetta and Nancy Ostin.

**14. Announcements**

Nancy Ostin informed that Board of Governors that Aaron Novelle will no longer be with IEEE as of Friday 30 July 2018. The Board asked Nancy to relay their best wishes to Aaron in his future endeavors

Michael Benson announced the next two Chapter Leaders Conference Calls:

* Monday, 30 July at 3 pm (EDT)
* Wednesday, 22 August at 6:00 pm (EDT),

**15. Old Business**

There was no Old Business.

**16. New Business**

There was no New Business

**17. Adjournment**

The Motion to Adjourn was made at 3:31 pm EDT; **the motion passed.**

Submitted by:

Marcus Huggans, Secretary

Nancy Ostin, Director IEEE-HKN

