ATMI Business Meeting
Friday, October 21, 2011
4:30 p.m.

CURRENT OFFICER INTRODUCTIONS
Jim, Gena, Jane, Rick

DINNER REMINER
We have 45-55 spaces, close to 50 RSVPs. If you did not RSVP and are interested, ask Jane

OLD BUSINESS
1. Approval of 2010 Minutes.
    a. Discussion?
    b. Motion to Approve - Judith Bowman
    c. 2nd - Jay Dorfman
    d. In favor - "say I"
    e. No opposed
    f. No abstentions

NEW BUSINESS
1. Treasurer's Report - see attached document.
   (RICK, please provide the electronic document)
    a. We have added 4 more members, and more renewing members.
    b. As of 2010 - funds have declined, however not as much as previous year.
    c. 24-25 more members would allow us to break even. To work on for upcoming year.
    d. Miscellaneous items in the budget report are things like constant contact and remember that as of the business meeting, the conference fees have not been paid.
    e. Jim - we need to think creatively about ways to increase revenue while maintaining ATMI core values/mission.
    f. James Ackman - students - good idea - students seem to be very interested in this area, should tap into this.
    g. Jim - clarify, undergrad memberships.

2. Social Media Update
    a. We need a person to take the lead on the social media part of ATMI. We need a "Facebook/Twitter" person.
        i. Overall, we have these two accounts, but nothing much is coming from them.
    b. Someone asked, should we have a closed Facebook page, or a members only page?
        i. The consensus was that it should remain "open" so if people search for it they will be able to find it.
    c. One thing we could all do is invite everyone you know to join the ATMI Facebook group. Maybe by doing this, and promoting a little more, the membership will increase (in the long run). Brenden McConvill (*not sure about name spelling*).

3. ATMI Newsletter Update
    a. Members should have received the first newsletter (or link to it) just prior to the 2011 conference.
    b. Thanks to Barbra Murphy.
    c. News letter purpose
        i. Barbara – If we had enough short articles, we could eventually shift the newsletter into a "juried newsletter."
        ii. Jim - Newsletter could be announcements, practical avenue, rather than (social rather than juried)
        iii. Gena - a good way to spread the word about what we're all doing and provide links to conference materials. Other members liked that idea as well.
        iv. To submit to the newsletter: That information is in the newsletter.

4. Constant Contact
    a. Our new way of disseminating information to the members is Constant Contact.
    b. The Newsletter and listserv are now going to this system.
    c. Thanks to Paul Soderdahl for administrating the listserv. He has decided after many years (20+) of administrating the listserv, that he would like it to be moved to a new place.
    d. Our new listserv will be run through Constant Contact and the email address is: ATMIlist@gmail.com

5. CMS/ATMI Keynote Lecture Procedure Report
    a. Technology lecture - see attached document
    b. Policy for choosing the speaker
    c. CMS now wants to vet the speaker (they will have a say -- not just ATMI decision)
    d. Discussion, Main area(s) of concern
        i. Peter and Jim: What happens if the CMS group doesn't like who we select?
        ii. Dan - It appears the document allows us to choose regardless.
        iii. Tim - CMS also has responsibility to advertise and arrange…

6. Podcast Repository - Richard Rep
    a. See his presentation information for details. We need podcasts for the repository.
    b. Here is the process:
        i. Submit a plan for approval to committee
        ii. Submit initial video for approval
        iii. 10 minutes or less in length. Peer reviewed.
        iv. QuickTime is the preferred format.
    c. What kinds of video are desired?
        i. Fits the ATMI mission.
        ii. Something that is unique (not overly done).
        iii. Research reports.
        iv. How to use certain software applications

     v.   Open to many ideas.
     vi.   Follow up to conference sessions.

7. Online Journal Discussion
   a. JTML transition has stalled and we don't see this moving forward any time soon. As a result, we think perhaps we should create our own online peer-reviewed journal. It would need to have an editor and editorial board and articles should be published in a timely manner.
   b. Discussion:
       i. Editor compensation? Minor stipend, especially to get things started.
       ii. Rick Schmunk – This should be a primary goal for this upcoming year.
       iii. Barbara Murphy - if we are going to do it, needs to be a faster turn around. Can't wait years.
       iv. Alex - IJEA - you don't have to wait for 4-6 collection - 1-2 can be published.
       v. Dan - multimedia friendly.
       vi. Jim - if this is a "yes" we need a task force.
       vii. Jane Kuehne asked for volunteer to head up the task force. She ended up volunteering to head up the task force with the following members to be included:
           1. Thomas Bagley
           2. Jan Smith
           3. Dave A. Williams
           4. Rick Schmunk
           5. Gena Greher
       viii. Peter - chair should check with other editors of journals -- what's the submission rate?
       ix. Jay Dorfman - JRTE - they get a lot of submissions with a 17% acceptance rate. ISTE runs that journal. We need to seriously consider types of submissions. A concern is -- there are areas for people to publish, so we need to be unique. Indicated support for the idea.
       x. Brendan - isn't it good to have an ebb and flow.
   c. iPhone/iPad App - formatting - should have an app.
       i. Gena - we need to begin with some kind of online presence, and perhaps we can move forward from that.

8. Anything else not on the agenda that we need to include.
   a. SIGS - Updates as reports - send to Jane Kuehne.
   b. Announcements - ATMI Listblast
       i. Music Education Leadership Academy at the TI:ME conference - limited number of spots at the national conference (paid for by a grant).
   c. Suggestion for keynote speaker for next year's conference:
       i. Peter - David Cope
       ii. Dan - Miller Pucket
       iii. Reminder - December 1 is submission deadline for ATMI 2012

      iv.   Barbra Murphy - Regional Conference - could pilot that with Brendan McConvill in 2014 - Regional CMS (ATMI).

      v.   Is the technology directory/technology wiki gone? We will look into it.

      vi.   Website - Jumla – We need someone to do this.

      vii.   Lee - CMS Industry NAMM industry summit. Is there a way for industry to partner more with ATMI? More or less? We should get as many as possible.

      viii.   Barbra - If we are going to have a technology wiki - would should have corporate members who could put in their own information.

      ix.   Rick - What is the perceived benefit for the commercial partner? What are the reasons? Are we will to give those kinds of concessions? Otherwise he is in favor.

      x.   Peter - might be good to have a small study group on this. Should have better relationship with them. Rick (lead) Peter, Richard, Jim

9. Thank you to Sue Piagentini, ATMI 2011 Program Chair

10. ATMI 2012 Program Committee: Rick Schmunk – Chair (Gena - 2013, Rick - 2014)
    a. If you 're interested in helping on the committee, let Rick know.

11. Announce election results for President and Secretary
    a. Results:
        i. President: Alex Ruthman
        ii. Secretary: Jane Kuehne

12. Thanks to Jim Frankel for his service as president for the past 2 years.

13. Action Items
    a. Post link to newsletter in ATMI website repository.
    b. Create group on FB (see above on members)
    c. Get in touch with CMS board about regional conferences (ATMI with CMS)
    d. Journal. Investigate ways to begin this.