

**NOTIS Board Meeting  
MINUTES**

**March 10, 2021, 6:00 p.m. (PST) Online Meeting  
Chair: Shelley Fairweather-Vega**

**Board members present (online):** Shelley Fairweather-Vega -President, Laura Friend-Vice President, Melody Winkle -Treasurer, Yasemin Alptekin-Secretary, Members Zakiya Hanafi, María Lucas, Pinar Mertan, Tarja Sahlstén (present).  
Members Alma Lopez and Olga Cuzmanov (absent)

**I. Call to Order:** Shelley called the meeting to order at **6:02**

**II. Approval of agenda:** The agenda was approved without any changes

**III. Approval of Minutes (February 10, 2021 meeting):** The draft Minutes presented are approved for now to be final in a few days should there be some changes required in the interim.

**IV. President's Remarks:** Tove Hoyer, the marketing analyst hired as NOTIS Consultant, joins the meeting at 6:07 to present her report on her work in designing a media plan for NOTIS to improve the outreach activities. Also, she worked on the requirements and job description of the prospective Intern to be hired as a part-timer for the media plan.

**V. New Business**

**a. Media/Marketing Specialist Consultant Recommendations: Tove Hoyer**, who introduced herself as Marketing Analyst for mission driven entrepreneurs and for non-profits like NOTIS, made a presentation on Goals and 3 Objectives with key results to expand the NOTIS outreach and improve membership interaction. She worked on SWOT analysis and underscored the strengths, weaknesses, opportunities and threats to the existing status of NOTIS.

T. Hoyer pointed out that the attendance to the webshops organized for Legal Division, Community Interpreting Division, and Translators are usually fully attended. Among her suggestions are the expansion of membership geographically and in numbers among student members as opportunities, (i.e. student recruitment in other states that NOTIS covers). She presented Marketing Objectives and Key Results. "Acquiring New Members" requires attracting and creating awareness about the membership benefits, and then engaging the members into the mission and vision of NOTIS. Surveys are helpful to identify the personas of our target audience. Member benefits should be elaborated. Improvement on Digital Marketing Outreach points are underlined. She underscored "awareness, consideration, conversion, loyalty, and advocacy" of and by the members.

Choosing some of the goals and picking the intern accordingly will provide a roadmap. She reassured the members that all the recommendations in her report are doable by a part-time intern. She pointed out that persistency is very important. She left 6:40.

Zakiya, Yasemin and Shelley are already in the work-group for the next step in hiring a Media Intern, Pinar joined the planning group to prioritize the suggestions made by Tove Hoyer. Details of the report are in the Dropbox.

**b. 2021 ATA exams:** Board discussed whether to hold in-person certification exams this year, and whether NOTIS is supposed to host a certification exam each year. Last year it was cancelled. Since community colleges are closed, a different venue might be needed

should an in-person exam taking is allowed. As for the venue, a new exam room needs to be found and rented. This year, OSTI will not have an exam. NOTIS can do it in Spring although there is no mandate for it. ATA, starting in summer, will conduct online exams. Board will decide as to which direction to go depending on what COVID-19 State mandates will require by Fall 2021.

**c. Money market and investment fund options:** Melody presented the options for investment opportunities looking at NOTIS's cash reserves in the statements. Board has a vanguard account. Melody suggested to invest some of the money to be used for scholarship grants—which requires some guidelines to see how to spend the dividends. 20-5K dollars can go to that account. It can go to a conservative or moderate growth. NOTIS still has liquid cash out of 75 K after the investment. Zakiya made a motion, and Yasemin seconded it to invest 25K into **Life Strategy Income Fund**, the conservative fund. Future Board members can change the funds should they wish to do so. The most conservative with the least risk is a good entry level investment. Motion passed after some discussion. Board President will announce the decision to the membership on the website with the history of the process.

## **VI. Regular Business**

- a. Membership Report:** NOTIS has lost 6 members since the last meeting in February.
- b. Finance Reports:** The treasurer presented the current financial statements. (Details in the Dropbox)
- c. Translation Division Report:** The event planned and approved on Machine Translation is scheduled on April 2, 2021. One speaker waived the speaking fee. It is going to be a popular event. Total earnings for NOTIS is expected to be \$525.00.
- d. Community Interpreting Division Report:** Ethics workshop, a repeat, is approved to be scheduled in June. No objections to repeat the event.
- e. Updates not covered by formal reports:** Scholarship committee will meet the last week of March. For the three events already organized including the repeat class on ethics, for leukemia 23 signed up, \$450 is expected as NOTIS profit, for Drugs the expected earning is \$534. For Medical Division, vetting new trainers presents a technical problem: When the participants finish the training they need a certification to submit to DSHS –Wild Apricot's email forwarding has been causing a lot of issues, a huge challenge for the participants. CID members are expressing their exhaustion with the shortcomings of Wild Apricot, a problem that needs to be addressed and solved. The treasurer will look into the problem.

## **VII. Housekeeping**

- a.** The next Board meetings are scheduled for April 14 and May 12, online at 6:00 PST.

## **VIII. Announcements for the Good of the Society: None**

**IX. Adjournment:** The meeting was adjourned at 7:26 pm to be reconvened on April 14.