

Minutes
2012 Midterm Board Meeting
The World Bank ■ Washington, D.C.
2-3 November 2012

Present: Luis Sanchez, Stephen Lintner, Greg Radford, Pamela Gunther, Wes Fisher, Ana Maria Esteves, Juan Quintero, Rita Hamm, Bridget John

Apologies: Sandra Mols, Jong-Gwan Jung

President Sanchez called the meeting to order, welcomed all of the Board members, and thanked Lintner for hosting the meeting at the World Bank. After reviewing the plan of action, the Board approved the agenda.

I. Interim actions and progress report

The first action of the Board meeting was to minute the interim Board activities since the meeting in Portugal on 2-3 June 2012.

A. Progress Report on Action items from AGM & Council

1. Hamm invited David Burack to serve on TPDC in light of his presentation on professional practice at the AGM.
2. Hamm drafted new guidelines for IAIA committee rotation to address TPDC request for clarification on expected committee rotation; the IAIA Board reviewed and approved these guidelines. Copies available from IAIA HQ on request.
3. SCC in consult with Jennifer Howell set Sections Coordination Committee meeting time for future years as the evening before opening day of conference.
4. Gunther created a 1-page timeline/task guideline for Section Chairs (subsequently revised by Ben Cave, SCC Chair).
5. A Task Force to review affiliate requests has been convened and work is underway.
6. The suggestion to use the expertise of the CSRSM Section to better engage corporations in IAIA has been incorporated into the Strategic Action Plan as SAPB3b.

B. Board Actions

In the interim since the Board's meeting in Porto, the Board approved

1. Minutes from Board meeting in Porto
2. TPDC training course recommendations for IAIA13
3. Date and location of midterm meeting
4. Proposal and subsequent date change for the IAIA special meeting on Biodiversity & Ecosystem Services in Impact Assessment
5. Site selection visit to Chile and subsequent approval of Viña del Mar as the site for IAIA14, pending letter of agreement with organizers

C. Finance Committee Actions

1. Approved amendment to IAIA13 budget to allow for local expenses

D. Representation at Global Events/Venues

1. Luis Sanchez: Participation at Rio+20
2. Rita Hamm: Exhibitor at HIA2012, Quebec City
3. Maria Partidario, Board liaison to UNECE, Aarhus Convention on Public Participation

II. Treasurer's Report

Gunther reported on the Finance Committee meeting which was held 1 November. As recommended by the Committee, the Board tentatively approved the 2013 budget, pending any additional changes that might evolve from the forthcoming Board discussions. Gunther also reported on the Committee's decision to investigate three alternatives for one of IAIA's mutual funds. The Board reviewed the historical comparison charts for conference income and expenses, and John will prepare a graphic that shows annual conferences separate from special meetings.

Agreed: *Board tentatively approved 2013 operating budget.*

Action: *John and Hamm to discuss possible mutual fund alternatives with IAIA's financial advisor.*

Action: *John to prepare separate charts showing annual conference revenue and expenses and special meeting revenue and expenses.*

III. Strategic Action Plan 2012-2015

A. Increase the value of membership

1. Strengthen interaction between new and existing members: John reported that members who joined IAIA in August were asked to answer a handful of questions, some personal interest and some professional, which were then posted on IAIAConnect. Responses were received from half of the new August members. New members from September have also been contacted. Feedback both from the new members as well as existing members has been positive, and consideration is being given to extending this initiative to existing members as well.
2. Maintain IAIA annual conference as the premier event: Hamm provided statistics on proposal submissions for IAIA13, showing that the number of sessions proposed was roughly double the time slots available, and indicating the increasingly competitive nature of the submission process. She also reported on the increased diversity of event formats. Although this is a desired outcome from both participant feedback and Board directive, it will affect the number of paper presentations able to be accommodated. Lintner expressed desire for IAIA to increase both the number of student delegates and the number of posters at IAIA conferences.

Action: *Gunther to work with Jennifer Howell to more clearly define the role of Sections in developing the conference program and include this in the Section Guidelines.*

Action: *Gunther to provide suggestions of ways to increase both student conference participation and the number of posters at IAIA conferences.*

Action: *IAIA HQ to invite poster presenters to create a video of themselves explaining their poster to put on YouTube prior to the conference.*

Action: *IAIA HQ to ask IAIA13 organizers to include rotating slides listing poster titles prior to the start of the opening plenary and theme forums.*

Discussion was also held on ways to increase Twitter posts before, during and after the conferences as well as on ways to increase conference quality by increasing the quality of the presentations themselves.

Action: *IAIA HQ to ask Student Fee Waiver recipients who are audio-recording sessions to tweet key statements throughout the session, if they have international phones that will enable them to do so.*

Action: *Ask IAIA13 presenters to include #iaia13 on the bottom of their slides, and to include their Twitter handle if they have one.*

Action: *Jennifer Howell to revise and highlight instructions for effective PowerPoint presentations to send to authors when their abstract is accepted.*

Action: *Offer a pre-conference PowerPoint Clinic session in Calgary where Student Fee Waiver recipients (as available) can provide technical assistance to presenters.*

Action: *Encourage people to send PowerPoint presentations to Session Chairs one month in advance for review and have session chairs more actively manage the presentations and actively promote presentation tips.*

Agreed: *Board approved theme for IAIA14: Impact assessment for social and economic development.*

3. Promote the use of IAIAConnect and promote IAIA through other social media: Gunther provided feedback based on the Sections Coordinating Committee (SCC) report, and John reported usage statistics of IAIAConnect, noting that posts, group membership, and page views increased between 77% and 216% from one year ago.

Action: *John to address specific issues raised in the SCC report by individual Sections regarding IAIAConnect and the IAIA website.*

Action: *IAIA HQ to include IAIAConnect usage statistics in newsletter, e-news, and Connect.*

4. Develop projects/events with other organizations: Various board members reported on training requests they have received from other organizations as well as contacts made with INECE and UNECE. Opportunities to work with other organizations to develop special meetings were discussed.

Action: *Quintero and Esteves will pursue potential special meeting concepts with their respective contacts.*

5. Maintain diversity in professional expertise and geographic spread: Hamm reported that eight longer-term affiliates renewed their MoUs with IAIA. Gunther gave an update on the Affiliates Task Force which was convened as a result of suggestions made at the IAIA12 Council Meeting. The Task Force has had an initial discussion of ideas and issues and is presently developing a survey to assess the needs and activities of all IAIA affiliates. The Board encouraged a renewed effort to obtain professional news from affiliates to include in IAIA's newsletter. John noted that non-member delegates to the IAIA SEA special meeting in Prague 2011 had been contacted with a discount offer on IAIA membership. IAIA continues to explore opportunities to reach out to Small Islands and Developing States (SIDS) and to China.
6. Develop additional training opportunities: Esteves provided a progress report on the 5-day intensive Integrated Impact Assessment (IIA) course. All proposals received were reviewed by the Task Force, and those selected will be asked to respond to a specific RFP. A targeted invitation will be extended to additional course developers. Gunther offered to send some sample RFPs and will help review the draft RFP. Discussion was also held on whether the development costs would be applied to the operating budget or taken from IAIA's investments.

Action: *Gunther to provide Esteves with samples of RFPs and help review the draft RFP.*

Agreed: *Course development costs will be applied against IAIA's investments.*

Although IAIA has an online EIA training database, it is dated, self-subscribed, and only includes information about short-term courses. The Board would like to see the database updated and its usefulness expanded to include university degree programs. The Board would also like to explore and test opportunities for webinar-based training and discussed possible key topic areas.

Action: *IAIA HQ to solicit a Student Fee Waiver (SFW) student to assist in updating the content of the existing EIA training database.*

Action: *John to liaise with TPDC to select possible podcast and/or webinar instructors on the topics of SIA, SEA or biodiversity and test one before 31 December 2012.*

7. Develop www.iaia.org to be the best source of impact assessment information: John provided an update on the increased promotion of IAIA publications and news via various social media channels and news outlets, acknowledging more still needs to be done. A new focus will be put on IAIA's Wikipedia page as well as increased development and updating of IAIA's own IA Wiki. The Board reviewed the Publication Committee's summary of the Web Content Survey and thanked Lea den Broeder and Bill Ross for their work on it.

Agreed: *Board accepted all recommendations provided in the Web Content Survey summary.*

8. Increase opportunities for student and early professional involvement: A summary of the IAPA Writing Assistance Service Survey was recently completed by a student but has not yet

been reviewed. The Board expressed strong interest in encouraging student participation at IAIA13, noting that the conference organizers are already working toward that end. IAIA HQ will soon be sending a flyer to universities, highlighting various student components of the IAIA13 program.

9. Investigate selling soft items (e.g., training) on the web: This item will be integrated with #A6 which relates to training.
10. Monitor debates/developments: The Board noted that trending issues are SIA, SEA, biodiversity, risk and cost, coastal/marine issues and arctic issues. The Board also expressed a desire to empower conference organizers to include topics of interest to their particular region as part of the program, to appeal to local participants.

Action: *Hamm to encourage the IAIA14 organizing committee to consider including coastal/marine and arctic issues as part of the conference sub-themes.*

11. Develop videos expanding on existing and new IAIA materials: Esteves provided a status update on the “What is IA?” video for laypeople and the Board discussed the purpose, audience, and overall vision for the project. Possible funding partners were considered to help offset the project cost. In addition, the Board discussed having an informal contest for members to submit 2-3 minute videos on “What is IA?” with the winner(s) promoted at IAIA13.

Action: *Esteves will make contacts with individuals who could possibly submit a proposal and cost estimate.*

Action: *Board to investigate possible funding partners for the project once the content has been outlined.*

Action: *IAIA HQ will develop a contest announcement and application process for brief member-submitted “What is IA?” videos and work with the IAIA13 organizing committee on promotion of contest winner at IAIA13.*

12. Connect with journalist organizations to train/inform media: This SAP item will be consolidated into SAP #A4.

13. Increase resources available: It was noted that entries to IAIA’s Impact Assessment Wiki are not particularly current, nor has it been aggressively promoted. Hamm reported that no new key citations were added in 2012, but more best practice principles have been translated. The Board discussed ways to solicit case studies and to make them useful and accessible to members.

Action: *John will initiate more updates and promotion of the IA Wiki.*

Action: *IAIA HQ and Publications Committee to develop process and format for compiling selected case studies into an annual yearbook publication.*

B. Improve financial sustainability of the association

1. Identify target groups: Board members discussed the different reasons members from consultancies, universities, government, and industry join IAIA as well as the benefits each type of member group receives from the organization. Various strategies emerged for targeting these different member groups.

Action: *IAIA HQ to create 1-2 page membership flyers that highlight benefits for different member groups.*

Action: *Jennifer Howell to check with Taylor and Francis to confirm whether it is permissible to publish IAPA abstracts in other newsletters and/or journals.*

Action: *(Pending outcome of above) After each quarterly journal release, send a message through IAIAConnect and a separate e-news that lists that issue's abstracts and keywords.*

Action: *IAIA HQ to revise and reissue the 2007 Membership Feedback Survey.*

Action: *Publications Committee to evaluate the value of the newsletter, including content and method of delivery. (Note that some of this evaluation could take place as part of the Membership Feedback Survey referenced above.)*

2. Develop corporate membership: John reported that the Corporate Membership Task Force has reviewed and approved a new structure for corporate membership and an updated flyer is being developed. Once that is ready, the corporate membership pages of the IAIA web site will be updated, and IAIA HQ will work with the CSRM Section to further develop the pages and related resources.

Action: *Corporate Membership Task Force should be transitioned to a Corporate Investment Group, exploring ways to engage corporations with IAIA as long-term partners.*

3. Seek capacity development opportunities: Funding databases were discussed, as were the possibilities for donations from some employers of IAIA members. Lintner volunteered to check with consultants he knows about organizations like IAIA approaching foundations.

4. Create various donation categories and benefits: The Board discussed various ways to report contributions on both the IAIA web site and in the annual report, noting that recognizing contributions for only a calendar year only gives a skewed view toward donors from a conference host country.

Agreed: *Maintain the list of donors to IAIA on a five-year rolling basis for both the web site and annual report but maintain internal records for overall cumulative contributions.*

5. Develop additional strategies to raise conference-related sponsorship: Radford suggested that the two-page summary of the preliminary program, developed by the IAIA13

Sponsorship Committee, should be a regular publication to help solicit conference sponsorship.

6. Seek corporate sponsorship of individual Section initiatives: Hamm noted the biodiversity special meeting initiative organized by the Biodiversity and Ecology Section. The Board encourages Sections to develop initiatives/IAIA projects in addition to the annual conference sessions and special meetings.

IV. Review/Acknowledgement of Additional Reports

A. Publications Committee

Hamm summarized the committee's report and expressed appreciation to its chair, Lea den Broeder, for her work. The Board approved the revised Key Citations guidelines and Elsa Joao as the new Key Citations editor. The Board expressed appreciation to Frank Vanclay for his work as previous editor of the Key Citations series.

Agreed: *Elsa João will be the new Key Citations editor.*

Agreed: *The FastTips Task Force should be expanded, as requested by its chair, Maria Partidario.*

B. Training and Professional Development Committee

Esteves summarized the TPDC report as Board liaison to that committee. She noted that although the training course selection criteria generally work very well, there were some concerns expressed by TPDC members this year that the criteria may be slightly biased against approving new and innovative courses. The Board also expressed a desire to have younger members as co-instructors for of IAIA's historically "core" courses.

Action: *Esteves will recommend to the TPDC modifications to the call for training course proposals and the review criteria that will encourage "established" trainers to include younger IAIA members as part of their teaching team, as well as encourage course submissions by new instructors.*

Action: *Esteves will suggest to the TPDC that a good general goal for training course offerings at the annual conferences would be to have 1/3 as "core" courses (with the "core" to be determined by the TPDC), 1/3 as innovative, and 1/3 as regional-interest.*

Agreed: *The Board expressed appreciation for the extensive and time-sensitive work conducted by the TPDC faithfully each year.*

C. Awards Committee

The Board reviewed the Awards Committee report, and Hamm will submit their recommendations to Anne Miller, committee chair, with appreciation to Anne and the Committee for timely submission of this report.

D. IAPA Editorial Board

The Board reviewed the report submitted by the IAPA Editorial Board, expressing appreciation to Maria Partidario as the chair. The report also included a sub-report from Taylor and Francis (T&F). The Board was pleased with the transition to T&F to date and looks forward to seeing the financial outcome of one full calendar year under the new publisher.

Action: *John will contact Taylor and Francis about the list of IAPA's institutional subscribers, for possible marketing purposes.*

E. Board Nominations Committee

Fisher provided an update on the status of soliciting nominees to stand for election, noting the efforts being made to provide a balanced ballot and a representative board. The Board thanked Fisher and the committee for all of their current and future efforts and provided insight and ideas for additional possible candidates.

F. Sections Coordination Committee

Gunther presented the Sections Coordination Committee (SCC) report, noting the specific requests made by various Sections and the *Guidelines for Sections* prepared by Ben Cave. Noting the request for travel funding for Section chairs to attend annual conferences, the Board recognized that funding is an issue mentioned every year. The Board commended the Biodiversity and Ecology Section for their special meeting initiative, which will take place in February 2013, and encouraged all Sections to generate Section projects which could provide the desired Section funding. The Board also congratulated the Climate Change, Health, Indigenous Peoples, and SIA Sections for developing plans and projects the past year, as they will increase Section vitality and generate interest beyond conference participation.

Section guidelines were developed, vetted and adopted by the Board in 2011. The new guidelines provided by the SCC Chair are appreciated for their improvement in presentation and readability and inclusion of the general responsibilities of the Board Liaison to the Committee. A few changes were noted for a final rewrite.

Action: *Gunther to convey desired edits to Guidelines document to Cave.*

Agreed: *Gunther to discuss the size, content, purpose, and delivery dates of the SCC mid-term report with Cave, with an eye toward shortening the mid-term report.*

Action: *Based on a request from Public Participation (PP) Section, IAIA HQ to work with PP Section Chair and a small task force of other chairs to develop a proposal to allocate student "internships" to Sections in exchange for free student IAIA membership and waiver of annual conference fee.*

Agreed: *SCC Chair should contact non-responding Sections with a final request for a mid-term report. If no report is forthcoming, the SCC Chair needs to determine if the Section is no longer active and possibly recommend the Board reclassify the non-responding Section as a "special interest group."*

Much discussion was held regarding increasing the involvement and membership of students and early professionals (SEP). Hamm confirmed, based on the SEP Section inquiry in the SCC

report, that both the Student Best Paper competition and the student research corner will be continued. The Board noted the unique situation of the SEP Section, with annual turnover of members, as they “outgrow” the Section and feed into other Sections. The question of whether it should remain as a SEP Section or revert back to a special interest group was addressed, but no decision was reached.

Discussion was held regarding Section reporting at the Council meeting, early involvement of Sections in the conference planning and development process, and Section leadership.

Agreed: *Reporting at the Council meeting should be by the SCC Chair, who will report on all Sections, as opposed to the IAIA12 approach where each Section reported individually. The report should highlight information of interest to all and focus on the annual SCC meeting held the day prior to the opening plenary.*

Action: *Hamm will communicate with IAIA14 organizers and ask Ben Cave, SCC Chair, to communicate immediately with IAIA Sections regarding the approved IAIA14 theme to allow ample lead time for Section involvement in developing their respective Sections’ involvement and coordination with other Sections.*

Noting the questions posed by Sections this year regarding rejection of proposed IAIA13 sessions and several misconceptions about the process, Hamm reported facts and figures regarding abstract submissions. In a typical IAIA conference, 12 theme forums and 64 concurrent session time slots are available. For IAIA13, 19 theme forum submissions and 148 session proposals were received, which mathematically means not everything submitted could be accepted, even assuming a dropout rate of sessions prior to finalizing the program.

Some of the Sections raised administrative-type questions or concerns, and John will respond to Sections as necessary.

V. Other Items Requiring Board Discussion

A. Budget

With no additional budget items added during the course of the meeting, the Board gave final approval to the 2013 Operating Budget. The Board also approved a plan to pilot a student conference rate of US\$250 for two years, beginning with the IAIA14 conference to see if the lower rate will increase the number of students attending the conference.

B. Board meeting at IAIA13

The Board agreed to meet Friday, 17 May, and Saturday, 18 May, which follows the IAIA13 meeting in Calgary. The Board also requested that all committee reports be submitted two weeks earlier and suggested a formatting change to the Strategic Action Plan detail to make it easier to prioritize discussion.

C. In camera session

D. Recap and closure

President Sanchez provided a recap of priorities resulting from the Board's discussions:

1. Offer a podcast or webinar once this year
2. Continue work on the Affiliates Task Force
3. Develop the Integrated Impact Assessment course
4. Pursue the video for "What is IA?"
5. Adjust the training course evaluation criteria for proposals (TPDC)
6. Revitalize the IA Wiki
7. Seek out case studies
8. Advance the quality of presentations and the annual conference

President Sanchez then closed the meeting and thanked the Board for its time and work at the meeting.