



Date: January 25, 2011

Teleconference details:

N° de tél. / Tel.: 1-408-792-6300

Access Code: 88 06 92 41

Attendance

Attendees:	Absent
Cynthia Schenck – Board member	Izabel Arocha
Bill Schenck – Corp member	
Lola Bendana	
Paul Penzo	

Agenda

- Introductions
- Positive Focus (Review last month action items)
- Proposed Goals – Focus on “Why is this an achievement”
- Discussion / information items
- Identify action items for upcoming month

Discussion Points

- Corporate members have been members for several years, but have been essentially inactive in this division
- These are monthly meetings
- We need to list benefits of being a corporate member
 - We need to showcase them in a special way
- The interpreter directory use to be exclusive to corporate members – it is now public information
- Possibly have the division sponsor some kind of get-together (cash bar, snacks, I can speak about the division, make introductions, explain its existence) at the annual conference on Saturday night – The conference goes from Friday afternoon through to Sunday night.
- Theme is “client education – everyone’s responsibility” – we can create a roundtable or panel to discuss an ISP’s role in educating clients
- It would be interesting to know how many are profit vs. non-profit corporate members. There are 2000 members, 60 of which are corporate
- Promote ISP standards (i.e. AILIA-NSGCIS)



Goals

Goal	Why is this be an achievement?	What steps need to be taken?	What is the First Action?
1. We need to attract more corporate members to the committee (currently approximately 60 listed)	<ul style="list-style-type: none"> To do promotion, get sponsor various activities, promote their businesses 	<ul style="list-style-type: none"> Email blast to people registered as corporate members Write content Make calls 	<ul style="list-style-type: none"> Write content – we need a volunteer
2. Increase number of benefits available to corporate websites	<ul style="list-style-type: none"> Increase association revenues 	<ul style="list-style-type: none"> IMIA to research and set-up benefits comparable to those offered by associations targeting ISP and TSP organizations (i.e. http://www.atc.org.uk/, http://www.atc.org.uk/, http://www.atweb.nl/index.php?lang=en, etc.) <ul style="list-style-type: none"> Begin offering similar benefits 	<ul style="list-style-type: none"> IMIA to identify achievable corporate benefits
3. Encourage Corporate members to use new IMIA logo	<ul style="list-style-type: none"> Increase awareness of IMIA Improve corporate member brand image 	<ul style="list-style-type: none"> Email blast with section and links to logo and allowable use 	<ul style="list-style-type: none"> Write content – Only one volunteer need apply ☺
4. Promote ISP standards such as the AILIA-NSGCIS certification	<ul style="list-style-type: none"> Educate corporate members on best practices Improve quality of service provided 	<ul style="list-style-type: none"> Add section at annual conference to speak on ISP standards Ask corporate members (certified and not) to speak on the topic Include content on website Include information in newsletters 	<ul style="list-style-type: none"> Ask corporate members (certified and not) to speak on the topic
5. Division to sponsor some kind of get-together at the annual conference on Saturday night	<ul style="list-style-type: none"> Increase awareness Increase division participation Increase profile of member who currently pay highest dues 	<ul style="list-style-type: none"> Put it on the agenda Ask for sponsors Confirm Renato's availability to co-host with Paul Develop speaking notes 	<ul style="list-style-type: none"> IMIA to put on agenda, ask for sponsors, and confirm with Renato



<p>6. Create a roundtable or panel to discuss an ISP's role in educating client</p>	<ul style="list-style-type: none"> Identify issues resolved when an ISP properly educates a client. Increase importance placed on ISP's and how they can help interpreters better perform their role 	<ul style="list-style-type: none"> Put it on the schedule Create an appealing invitation Make phone calls Include in email blasts notifying members of the conference 	<ul style="list-style-type: none"> IMIA to create an appealing invitation
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Action Items

Action	Owner	Completion Date
Send minutes to Kyra for distribution	Paul	done
Notify division members of the monthly meeting details and send reoccurring outlook meeting reminders to end this time next year. Meetings are now set to every 4 th Thursday of the month at 3:00 pm EST (next meeting is Feb 24 at 3:00 pm)	Kyra	
Volunteer to come forth to write the content	Kyra	
IMIA to identify achievable corporate benefits	Kyra	
Inform division how many members are profit vs. non-profit corporate members	Kyra	