CTO Division Executive Committee Meeting

Date: August 7th


[Marco] We have membership growth: from 1,064 last year [2022] up to 1,250 this year [2023], which is very good, because every 3 years (it was every 5 years) we undergo a self-study. The results are handled out to the AOM, and the AOM approves the division for another 3 years. This study is due the coming year, and we have a huge growth to showcase.

[Introduction of the participants: Name and role in the Division ...]

[Marco] It's hard to find the people who volunteer for these positions at the AOM. Next year we will need 2 Student representatives, Representative international at large; Representative at large, Program Chair Elect. So, we as the Executive Committee, need to think about people who can be nominated. This is work around February [2024]. I will put together a committee of people. And then we need to use our networks to approach potential candidates and ask them if they're interested in the post [e.g., as a Program chair elect or a Representative]. And you know already what's the task for the different positions, so if you have a colleague interested, this is an ideal process, especially to find Representatives. It's not too demanding, but you have some exposure.

Next year [2024] the election will be in May, as you know from this year's [2023] election. We start working on this in February, 2024. The Past chair, which is going to be me in a few days, manages the nominating committee to execute the elections.

[Marco] We had money issues. Generally, Division's money is on the basis of the membership, but also donations from NSF, from other sources. Support from the AOM is at a fixed rate: $11 per each member who pays the membership. It means, this year we didn’t have the $11 times the number of members. And as the Division, we are struggling: We got the NSF grant that we always get, but if you know a few years ago we used to give like hot food at the receptions and now there’s a sandwich. We need to be wiser of the expenses.

Next year we will have the $11 per member but we still need to look for external funds. As Officers we will take care of the NSF Grant but you as members of the Executive Committee should also do 2 things:

One is to ask for money from your Dean, e.g., “We need to sponsor that reception.” Even like $300 for the department.

The other task, for example, as Representative at large, should be to try to contact business partners like Microsoft years ago: They gave us like $3,000. Speak with your audience. Think about other things like Slack or other collaboration tools or things that can be interesting for academics, speak to companies who want visibility. There's a “Boston dynamics”, they do robots that look like dogs. They can come over to be
in the Business meeting, with a robot, they show the dog 3 min, we clap our hands, and they give us $3,000. For this company, $3,000 is a nothing. They get a lot of visibility.

[Ella] Well, hi everyone. This is Ella. I'm a communications practitioner, I work in industry. Part of the conversation we were having yesterday was for me to reach out either to previous industry partners or current employers. I currently work as a consultant so I can talk to some companies who might want that type of visibility. If you have any connections with any industry, a lot of times managers typically would approve this type of budget.

So, if you have any ideas, feel free to reach out, so that we could prepare pitches.

[Marco] Glad that you're doing that Ella and I'm sure Varun will also help with that.

[Michael] One of the ideas is that we need to consider an advisory board for the division, which would involve yourselves and maybe 3 others where we can get a critical mass of people who can connect in and have a real part for thought leadership as well as connecting into the AOM. And then we can really try to work that and see. One of the things that we all discussed, Nick and Marco and I last year, was how to maybe engage them [practitioners] in symposia and PDWs. And so that they will then see the interaction, the value, and they don't have to come for more than a day or 2.

[Marco] The other thing regarding sponsorship is that our plan, in the early fall, to elaborate on some ideas of how to structure letters, that might be used as sponsorship just to give some help as to what one could do and how to target our deans, etc. But I suggest that we put together this committee not earlier than August 16th.

[Mareike] [suggestion to ask for donations]

[Marco] It doesn't make a difference because generally you register, and you pay for the membership together, so you pay 700 or $730, it is a small difference.

[Marco] We need to go through AOM for that because we register not directly to a CTO, but we register to the AOM, and we pick 2 division. So, we would have to develop a system so that when you pick a division, there is also maybe a button that says “Donate to this division”. For fairness, we have to give all the divisions this. But it probably will require a few years for being approved.

We can also create a website with a change.org and say we needed to raise $5,000 to sponsor the reception. They will donate like a 5 or $10 out of pocket each. I don't think that they will become poor and for us it would make such a difference because we're talking about, well, let's think about 1,200 people [members of the Division] and generally at AOM Annual Meeting we have 300 people and then 150 where [CTO] is the first division and 50-60 will go to the business meeting.

[Marco] If you get a thousand dollar from your Dean, $1,000 and from Mareike's method, $2,000 from a partner. You know, it's all money that adds to our financial issue. Let's explore this in September.

We should invite these practitioners, and actually we can also think about creating tracks in the program, but that's a different thing. And just for information we have waivers, i.e., a way for people to access the AOM Annual Meeting free of a charge and without need of registration and we can use the waivers for these speakers, so if someone wants to come and talk at an event they don't have to register, become members, pay: We give the waiver. We have like 25 or 30 and we have 2 left [this year] that we weren't able to give away.

If we find the local companies, e.g., in Chicago next year: Instead of spending $700 we invite them, we take them out for dinner, and we establish a relationship and that would be amazing also because the
AOM has a cycle, e.g., we go to Chicago once every 4 or 5 years. If we establish a relationship with this company, then it can be that every 5 years we can reconnect the company and see if we can have periodical donations.

[Marco] We already said something about the study. It's not risky, but a few years ago we had some issues. We will ask probably many of the Executive Committee members to review the study once the officers lead it and Michael in particular will lead the self study. It's like a 25 page document that takes you several months to put together.

[Michael] I had to go to the meeting today for an hour and to talk about this 3-year strategic review [self-study]. It's a change from what they did in the past 1) which was a 5 year [now 3]; and 2) they’re more focused now, so they are going to be not to require 25 pages; and 3) they were looking at most on the past, what we have done, but be more future-looking, into what we [Division] are planning to do in the future. They're suggesting it would be upwards of 10 pages that they will expect. It's not that it's easy to write short things well, but it's a relief. So here are the quick bullet points:

- We have to form a review team. That's for me to come back to them within about a month. It's optional how it's constituted but it will certainly draw from the Executive Committee, but it might also be wider than that. I think that it is valuable to get different perspectives. That will be a survey done between October 17 and November 17 [2023].
- I have asked them that they would send their standard questions and then we can customize it if we think the things that we want to hear from our members, because this survey and its results are to help us develop the plan.
- I am going ask somebody to really help with this. There is one key deadline which is: The results come in, we should have a short report written up about the results in early December, by December 8th. And the key points on that: We will have to suggest what the state of our Division is. Should not be too hard, an executive summary of 1 one page or page and a half. We will use that to really develop the strategic plan: what we are really doing well, but where we want to go into the future; strategic goals, activities, measures. And we should have it as a living strategy where we show that we are revising as we go along.

There's also another thing – which is on innovation and best practices. They are sharing across the divisions on innovations and best practices which we can start to learn from, and build and have our own. So that's another part of the document.

That's probably all I would like say for now, but just to give you a sense of the timeline, it's due February 2nd, a very tight deadline.

[Marco] So, it's over Christmas. I'm going to solicit across the Executive Committee to get support and to get all the brains that we have here to do the very best that we can and to show that we are amazing in what we are doing, and it is only one way – which is upwards.

[Marco] The other thing, we are revising the bylaws for a couple of reasons.

One is because we started to deviate from the bylaws with de facto activities. Like for example, the nominating committee according to the bylaws has to be appointed during the Business Meeting but then it never happens. So we say, why don't we do the bylaws that reflect the current practices? And then the last update was 2008. And so, I don't know if you have feedback. If you have anything that could be helpful to tweak, otherwise the process would be for me to announce the revision of the bylaws tomorrow during the Business Meeting.
And then AOM wants us to get an approval with an online vote. They want to see engagement, they want to see how many people vote for the bylaws, so remember to say to friends who are members, “Please vote”. Tomorrow I would like to say to the whole body of attendance of the Business meeting that we as executive committee have approved the bylaws. So, please, that tell me if I need to change something now or if you are fine with that or if you want to take more time. If I don't receive any emails with something that I need to change by midnight tonight, I will assume that the bylaws are approved. I don't want to force an approval with rush, but that's it is what it is.

Do you have any feedback? Anything that you want me to tweak?

[Marco] What is in there that you read in new by laws? Is that the mission statement that we updated 3 years ago? So we can tweak the bylaws, but we can, you know, override the mission statement. Otherwise, we need to revise it, which is fine. We can revise the mission statement as well, maybe not now, but why don't I add some word in pass the bylaws; and then we can think in the future of revising the mission statement substantially at that point. Is that okay with you? Okay, I will send you the edits of the Bylaws today, for tomorrow and time that you are fine with that or just make your own edits.

[Sabine] I said it was last time a pretty long process changing that mission statement.

[Marco Marabelli] No, we can't do this now. But we can think, you know, if needed, we can definitely update everything.

[Sabine Brunswicker] Yes.

[Marco] I mean, the Division has to be fluid and especially we talk about technologies.

[Sabine] I agree on that. I would start that now, but if you want to pick changes, I would do that right away.

[Marco Marabelli] Yeah, we can fit into that. Alright, so I will make some small changes. We will send them to Nick for approval. And then the bylaws are approved. Everybody is fine then. Actually, I can send the edits to him and copy everyone.

[Marco] The communication part. I ask Sameer to go over slides. And then we need to tell him or suggest how we can promote the Division.

[Marco / Sameer] We will present these slides to the larger audience in the Business meeting but just for the Executive Committee. Okay, we need more members. The communication team has 4 permanent members: it's me, Anand [online], Lydia and Yulia [online]. So, 4 of us are trying to think about how we can improve communication and hopefully you have seen some of the evidence during this Annual Meeting.

[Sameer] So we took some lead from Nick, his posts and the attention he was getting and we decided that LinkedIn is our goal regarding the social media, because many things are changing in social media.

There are core objective on the slide:

+ We want to engage our current members; we want to inform them about different activities;
+ We also want to attract new members because we want to communicate our ideas to as many academicians and practitioners as possible.

[Sameer] So that is the core objective and these are specific things that we thought of as communications team. Again, the individuals who are doing the communication are only 4, but hopefully the ideas will come from all of you.
[Marco] We are already getting good ideas, but I don't think it's a work of these 4 individuals to do. They will do the work they'll post on the media, created YouTube videos, e.g., like from the last AOM which are getting also good traction But if you have any ideas about what can be done, share them: I think we want more ideas.

[Sameer] So, we have a QR code for our LinkedIn page because we want more people to join but I will do the Google form to share, that's a good idea.

[Marco] Nick's point is about catching them [new members] young, as the doctoral students are part of the consortium. Making sure they're part of CTO throughout and maybe doing some different types of communication to explain to individuals that this is a big point and everybody is welcome.

[Mareike] One thing we might do is ... to get, PDW is what we do the best. So getting more interdisciplinary individuals as part of this group [Division]. The point in the room was about the co-sponsoring with other Divisions and how that has helped us multiple ways, including communication because I usually tag these divisions on social media and we get even more traction.

[Sabine] So that's what I was doing and I don't know whether you got some feedback from those that I attended or people I spoke to, I think our PDW's were well received.

[Marco] Alright, just looking at the time, let me just proceed with the communication piece. We expect the executive team to reshare posts on social media. And we are going to use microsite but that’s going to be the permanent home for some of the resources as well as job posts.

[Marco Marabelli] So I'm going to tell the members tomorrow that when they post jobs on our microsite they should tag it with a specific tag.

[Marco / Sameer] In the business meeting, we will ask members to help us with the communication effort and communication is not just social media. I mean that is one aspect of it and it usually works well during the AOM Annual Meeting. But then for the rest of 10 months we still need an ability to engage with our members and it's not a job of individuals, especially the young ones who are not aware of the entire CTO community. So that's where I think the executive team has to play around in helping with the communication ideas that we can implement. Or the other members of the community because all of us attend different conferences. Not everybody attends all the conferences so it would be helpful if someone is travelling they can send us pictures. And we can then communicate to the larger audience.

[Sameer] I also try to cross-post on LinkedIn, we have about 270 followers now. We started from 0 a couple of weeks back. Now we have 270. On Twitter, we are 1,000 followers and we are also on Instagram.

[Marco / Sameer] I don't know how many of you are on Instagram; nobody uses Facebook: I do cross-posting on Facebook, but we don't get a lot of traction. Instagram is new because the PhD students are on Instagram for sure.

...

[Marco] Maybe, and you, Michael, then decide in August, but maybe we should have a periodic, Executive Committee meetings on Zoom, like maybe 2-3 times a year, like maybe one in October, where we specifically discuss these communication strategies rather than just the February one.