

# Agenda

## ➤ Objectives

- Review status of Committee Activities
- Review status of Events
- Address open action items

## ➤ Teleconference Information

- Teleconference Number: 416-343-2604 or 1-866-576-2504
- Conference ID: 4237073

## ➤ Next Meeting

- Wednesday, May 18<sup>th</sup>, 2005 from 5:00 pm – 6:00 pm via teleconference call

Agenda Item	Responsible	Minutes
Gather and Roll Call	Rekha	5
Update from the Chair	Rekha	5
Webmaster Update	Marie	5
Sponsorship Program Update	Steven/Rekha	5
Communication Program Update	Rekha/Doris	5
Partner Program Update	Rekha	5
Program Update -April Event -June Event -September Event	Vivienne/Sue Rekha/Vivienne Doris/??	10
Open Action Item Review	All	10
Other Business	All	5
Apr Roundtable and wrap-up/adjourn	All	5

# Gather & Roll-call

✓ - Person attended meeting  
 ✗ - Regret was received before the meeting

Committee Member	Jan 19	Feb 16	Mar 16	Apr 20	May 18	Jun 15	Jul 20	Aug 17	Sep 21	Oct 19	Nov 16	Dec 21
1. Andrena Baksh	✓		✓	✗								
2. Dominic Chan	✗											
3. Doris Concepcion	✓	✓	✓	✗								
4. Gerry de Koning	✗	✗										
5. Bernie dePaulsen	✓	✓	✓	✓								
6. Andrew Gurudata	✓	✗	✓	✓								
7. Sanford Hersh		✓	✓	✓								
8. Peng Hu	✓	✓		✗								
9. Rekha Kulshreshtha	✓	✓	✓	✓								
10. Susan Muckle	✓	✓	✓	✗								
11. David Penty		✓	✓	✗								
12. Marie Shafi	✓	✓	✓	✗								
13. Vivienne Suen	✓	✓	✓	✓								
14. Steven Turner			✓									
15. Aubrey Yearwood	✗	✓	✗	✓								
16. Rodolfo Zuniga	✓	✓	✓	✓								

3 consecutive meeting attendance rule (as per constitution)

# Update from the Chair

## ➤ Steering Committee Update

➤ No updates

Steering Committee Roles	Primary	Backup
Steering Committee Coordinator	Rekha	Vivienne
Treasurer	Bernie	Aubrey
Communications Coordinator	?	?
Program Chair	Vivienne	?

Other Member Roles	Primary	Backup
Membership Coordinator	Andrew	Peng
Webmaster	Dominic	Marie
Logistics Coordinator for Events (Event Manager)	See Program	See Program
Logistics Coordinator for Operations ???		
Secretary (new role; not in constitution)	Doris Concepcion	?
Sponsorship Program Coordinator	Steven Turner	?

## ➤ Steering Committee Resumes

- Template was sent out in early February
- People who have sent their resumes: Dominic Chan, Andrew Gurudata, Peng Hu, Rekha Kulshreshtha, Sue Muckle, David Penty, Vivienne Suen, Rodolfo Zuniga
- Still waiting for resumes from: Andrena Baksh, Doris Concepcion, Gerry deKoning, Bernie dePaulsen, Sanford Hersh, Marie Shafi, Aubrey Yearwood

# Sponsorship Program Update

---

## ➤ Sponsorship Types

### ➤ Sponsor

➤ An organization or individual that donates either a financial contribution or service of an ongoing value

### ➤ Event Sponsor

➤ An organization or individual that plays a key part in making an event a success. Contributions can take many forms including dollars, food, advertising and facilities

### ➤ Donor ?

➤ An organization or individual that donates products or services that play a key part in making a Toronto SPIN program successful. Examples include promotional products and logoware that can be used as door prizes and event attendee giveaways

# Sponsorship Program Update (continued)

## ➤ Sponsorship Levels

Sponsorship Level	Sponsorship Amount	Sponsorship Period
Platinum	\$3000 and above	•24 months commencing on receipt of cheque or service.
Gold	\$1000 - \$2999	•12 months commencing on receipt of cheque or service.
Silver	\$500 - \$999	•6 months commencing on receipt of cheque or service.
Bronze	\$0 - \$499	•3 months commencing on receipt of cheque or service.

## ➤ Sponsorship Benefits

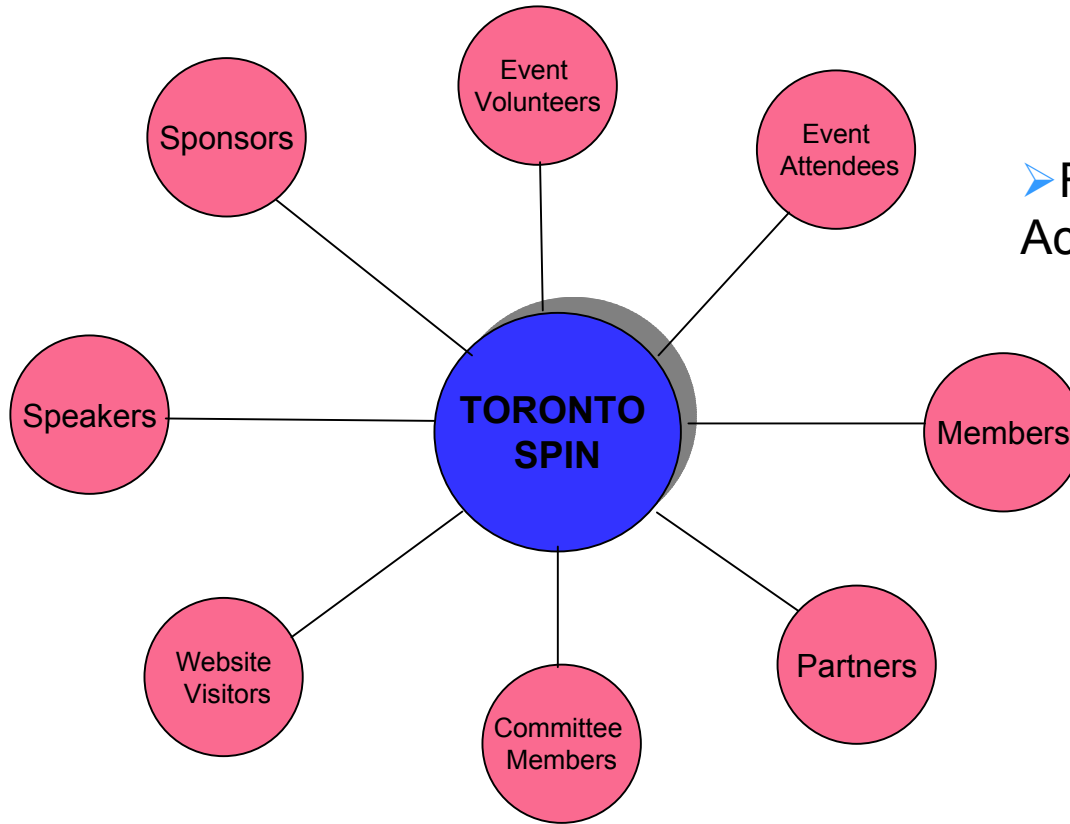
- Formal 'Thank You' letter.
- Promotion of Sponsor at events, brochures and posters for duration of the sponsorship period commencing on receipt of cheque or service.
- Notify sponsor of upcoming events, locations and topics.
- At each event during sponsorship period, announce sponsor at the introduction and display their organization logo.
- Ensure there is space available to display sponsor literature (must be satisfactory to committee)
- Sponsor information package following each event
- If requested, provide a link to sponsor's web site
- Monitor sponsor satisfaction during sponsorship period.

# Communication Program Update

---

- **Communication Program Guiding Principles:**
  - To ensure committee members feel that they are well-informed, communication to them will precede communication to general membership.
  - Communication delivery will be done by the most credible and appropriate source(s) for that particular message.
  - Each communication campaign will be based upon specific objectives. At the end of each campaign, these objectives will be evaluated and follow-up measures will be taken as appropriate.
  - Messages should be delivered several times as appropriate.
  - Any communication on behalf of the organization should be vetted with the committee for approval.
  - Changes to commitments should be communicated in a timely manner to allow alternatives to be put in.

# Communication Program Update (continued)



## ➤ Formalizing Communication Activities

- Objective
- Frequency/Schedule
- Media
- Person responsible for creating content
- Person responsible for sending message
- Estimate to complete

Audience	What we Owe to Them	What we can expect from them

## Communication Program Update (continued)

---

- Types of Active Communication we currently do:
  - Steering Committee Meetings
  - Annual Planning Session
  - Event Planning Meeting
  - Actual Events
  - Direct Mailing (email to members)
  - Ad-hoc sub-committee meetings
  - Ongoing sub-committee meetings (e.g. sponsorship, membership, communication, etc.)
  - Website content
  - Partner communications (e.g. CIPS, TASSQ, OSQA, Montreal SPIN, etc)
  - Committee member personal networks
  - Promotional campaigns
  
- Other desired communication types – any ideas ???
  
- Anyone on the committee that would like to volunteer to further develop the Communication Program ???

## Partner Program Update

---

### ➤ What is a Partner Organization?

#### ➤ Decision to Designate an organization as a 'partner'

- The ultimate decision to designate an organization as a 'partner' will be made by the Toronto SPIN Steering Committee (assuming agreement to terms by the partner organization)
- The committee will use the guiding principles as a basis for decision-making

#### ➤ Guiding Principles on attributes of a partner

- Partner organization has similar mission, goals and objectives as Toronto SPIN
- There is some degree of overlap in the expected subject matter interest between Toronto SPIN and partner members
- Partner is not aiming to profit financially from partnership with Toronto SPIN
- We will never share our members distribution lists with any other organizations

#### ➤ Designating a new 'Partner'

- Work with partner organization to describe parameters of partnership and activities required
- All external communication about the partnership should be approved by both parties
- Present partnership proposal to SPIN Steering Committee for approval
- Initiate partnership activities

### ➤ Partnership Levels

#### ➤ Communication of Partner Event

- Partner agrees to communicate information about upcoming Toronto SPIN events to their members
- Toronto SPIN agrees to communicate information about upcoming partner events to our members

#### ➤ Joint Events

- Partner and Toronto SPIN are collaboratively involved in the management of a joint event (from planning, topic selection, speaker selection, announcement, financial management, volunteer recruitment and closure of an event)

## Partner Program Update (continued)

Item	Description
Information to be Retained about an Active Partner	<ul style="list-style-type: none"> <li>•Partnership Level</li> <li>•Partner Event Name</li> <li>•Partner Event Date</li> <li>•Partner Event Location</li> <li>•What they do for us</li> <li>•What we do for them</li> <li>•Partner Web Site</li> <li>•Partner Contact Information</li> </ul>
Current Partners	<ul style="list-style-type: none"> <li>•Kitchener-Waterloo Software Quality Association (KWSQA)</li> <li>•CIPS</li> <li>•Toronto ASQ – Software Division</li> <li>•Agile Users Group</li> <li>•TASSQ</li> <li>•Montreal SPIN</li> <li>•Ottawa SPIN</li> </ul>

➤ Anyone want to volunteer to help with the further formalization of this program and revive the relationships ???

# Program Update

---

Event	Topic (Speakers)	Event Coordinator	Backup Event Coordinator
April 2005	Agile Methods (Scott Ambler & Kevin Aguanno)	Vivienne	Susan
June 2005	RUP/Rational (Panel Discussion – Methodology, Tools, Roles, ROI)*	Rekha Vivienne (Question Handling Process?)	Peng (Backup coordinator?) David (Moderator?)
September 2005	Testing (Reginald Braithwaite-Lee + colleague* & Tony Templeton)	Doris	???
November 2005	ROI (Khaled El-Emam?)	Peng	???

\* - means speakers not confirmed yet

## Open Action Item Review – from December 2004 - March 2005

Ref #	Action Item	Date Initiated	Target Date	Prime	Status
82	Need to fully staff Steering Committee positions	01/04/2004	4Q2005	All	Open
87	Consider big name event	01/14/2004	3Q2005		On Hold
94	<b>ASQ/TASSQ – need to establish linkage exchange criteria 04/20/2005 – Roll this into the Partner Program Development effort</b>	<b>03/01/2004</b>	<b>3Q2005</b>	<b>Rekha</b>	<b>Closed</b>
95	<b>Formalize relationship with CIPS and plan joint event 04/20/2005 – Roll this into the Partner Program Development effort</b>	<b>05/15/2004</b>	<b>2Q2005</b>	<b>Rekha</b>	<b>Closed</b>
100	Issue reported by Sanford regarding non-PDF file attachments	11/17/2004	2Q2005		On Hold
102	Revisit rules for 'Not for Profit' organizations and see if we are adhering to them; need to check what administrative burden falls on us to maintain our status (e.g. election process)	12/14/2004		Andrena	Open
103	Need to draft a proposal on the details for membership fee rules	12/14/2004		Andrew	Open
104	<b>Investigate relationship with Ottawa SPIN 04/20/2005 – Roll this into the Partner Program Development effort</b>	<b>12/14/2004</b>	<b>04/04/2005</b>	<b>Vivienne</b>	<b>Closed</b>
105	Investigate relationship with Software Quality Magazine	12/14/2004			On Hold
107	Need to draft a Speaker Guidelines and a Snapshot Guidelines	12/14/2004		Peng	Open
108	Need to add to the Event Manager Checklist, a process for handing over 'stuff' to the next Event Manager	12/14/2004	02/15/2005	Rekha	Open
109	Need to find a backup to Marie as Webmaster	1/19/2005	2Q2005	Marie	Open
110	<b>Committee members to submit 1-page bio to Rekha</b>	<b>12/14/2004</b>	<b>03/09/2005</b>	<b>All</b>	<b>Open</b>
116	Need to formulate a communique to our members regarding our Members Reward Program	2/16/2005	04/15/2005	?	Open

# Open Action Item Review – from December 2004 - March 2005 (continued)

Ref #	Action Item	Date Initiated	Target Date	Prime	Status
118	Confirm if a conference room at IBM York Mills is available for the June event. <b>04/20/2005 – No longer required as we plan to have one panel discussion now.</b>	02/16/2005	04/15/2005	Rekha	Closed
119	Schedule a Membership Program Committee Meeting (Andrew, Rekha, Peng, David, Rodolfo)	03/16/2005	2Q2005	Rekha	Open
120	Initiate Communication Program development (Doris, Rekha) <b>04/20/2005 – Roll this into the Communication Program Development effort</b>	03/16/2005	2Q2005	Doris	Closed
121					
122					
123					
124					
125					