



**AS4SAN Committee Meeting Minutes**

*Wednesday 29 March 2023 at 12pm Melbourne/Sydney Time*

**Attendees:** Sarah Whittle (SW), Jessica Hazelton (JH), Nandita Vijayakumar (NV), Stephanie Wong (STW), Travis Wearne (TW), Ute Kreplin (UK), Michelle Kelly (MK), Sherry Chen (SC).

**Apologies:** Fiona Kumfor (FK), Pascal Molenberghs (PM), Juan Dominguez (JD)

1. Diversity Reminder (ALL)

SW reminded everyone to keep diversity issues in mind for the meeting

2. Confirmation of minutes from previous meeting

STW & JH confirmed the minutes from the February meeting.

3. Committee member news (ALL)

JH passed her oral examination for her PhD. STW was successful in obtaining MRFF funding for developing a test for spatial navigation in dementia.

4. Action items (ALL)

- PM obtained a society credit card at the end of 2022.
- SW to email PM to remind him about the financial overview and income for society.
- PM and SW emailed regarding the membership list for the society. NK advised there were 326 members on our list, with 60 to 70 current members (approximately). She



also updated that you could use Mailchimp to tag members for specific groups. It was agreed to delete the current tags and update these with new current tags. It will be easy to email members based on these tags, although it is difficult to email members with multiple tags (e.g., lapsed membership and students).

- SW emailed JD and he confirmed that he had placed two videos from the 2022 conference on the YouTube channel.
- SW provided a short presentation on the analytics from Mailchimp. 40% of subscribers are regularly engaging in email content, while 44% are rarely engaging in AS4SAN emails. In terms of 2023 conference emails, 197 unique individuals opened the email (although the email has been read a total of 588 times). The emails engagement is consistent with average peer performance (i.e., it is benchmarked against other NFP organisations). The click-rate is slightly lower compared to benchmarked peers, with the program link most likely to be clicked by members. For newsletters, the open rates are slightly less than average peer performance (i.e., 33.4% compared to 41.2%; click rate is considerably lower compared to other NFP organisations). Overall, members are opening newsletter emails but not really engaging with it. The emails on the researcher project grant were consistent to slightly above engagement compared to other NFPs. TW said it was comforting to find that the analytics are somewhat consistent (except for newsletters) with other NFPs and the field at large. There was a general discussion around the cost/time to benefit of the newsletter.
- STW has set up the membership payment option on the AS4SAN website. This allows the society to separate the membership and conference registration.



- FK and other committee members had met to discuss membership strategies. There is a document in the dropbox folder that outlines this strategy, and it is open for other committee members to provide input. TW to add a link to the document in subsequent agendas.

#### 5. Update on Society YouTube Channel (SW/JD)

Held over as JD was not in attendance, although he did email with an update. In 2022, we have 1464 views and 13 new subscribers, and in 2023 we have received 245 views and one new subscriber.

#### 6. Conference planning (STW)

STW advised that there would be no capacity to record presentations at the venue. It was suggested that STW could set up a video camera or laptop to record the presentations via zoom. STW to test the recording capacity within the venue. JH offered her assistance if STW needed extra help or support managing recordings during the conference. STW asked the committee to think about the best time to have a committee meeting during the conference. At the time of the meeting, there had been 30 abstract submissions, and STW had asked committee members if they wanted to consider submitting an abstract. STW advised that there was quite a spread and backgrounds of the submissions. Committee members to email contacts and ask them to submit abstracts. Poster presentations are to be open until one month prior to the conference. STW raised that academics appear to be prioritising international conferences and travel in 2023. It was also raised that universities are quite limited in supporting conference attendance in the post-COVID era.



7. Succession Planning & Recruitment

Nil thoughts raised by the committee. SW has emailed some committee members directly. JH raised the need to nominate a student member.

8. Update on Social Media Take-overs and #meetAS4SAN initiatives & Subcommittee  
(JH/SC)

Held over.

9. Other business

Nil

**Next meeting:** 26 April 2023 @ 12pm Sydney/Melbourne Time