

SOCIETY FOR THE TEACHING OF PSYCHOLOGY (APA DIVISION TWO)

EXECUTIVE COMMITTEE TELECONFERENCE

DECEMBER 10, 2015

AGENDA

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SOCIETY FOR THE TEACHING OF PSYCHOLOGY (APA DIVISION TWO)

MINUTES OF THE 2015 EXECUTIVE COMMITTEE MEETING

OCTOBER 19, 2015

TELECONFERENCE

Draft November 29, 2015

Members of the STP Executive Committee		Present
President	Suzie Baker	Yes
President-Elect	Janie Wilson	Yes
Past President	Eric Landrum	Yes
Vice President for Diversity and International Relations	Susan Nolan	No
Vice President for Programming	Aaron Richmond	Yes
Vice President for Recognitions and Awards	Beth Schwartz	Yes
Vice President for Membership	Diane Finley	Yes
Vice President for Resources	Sue Frantz	No
Secretary	Tom Pusateri	Yes
Treasurer	Dave Kreiner	Yes
Executive Director	Ted Bosack	Yes

Call to Order, Welcome, and Introductions

President Baker called the meeting to order at 12:01 PM Eastern Daylight Saving Time.

Approval of Minutes

****VOTE 2015-10-19-01****

Motion: I move to approve the minutes of the August, 2015 Executive Committee Meeting and the minutes of the August, 2015 STP Business Meeting.

Moved: Dave Kreiner

Second: Eric Landrum

Outcome: PASS (8/0/0, Y/N/A)

Report from Annual Conference on Teaching

President Baker reported that the Annual Conference on Teaching was a success and the hotel venue was well-received. Baker thanked Natalie Kerr Lawrence for coordinating the conference.

Representation of Division 2 (STP) Officers at Future APA Meetings

The ACT/APA Subcommittee recommended that STP's leadership should be well-represented at future APA conventions. Treasurer Kreiner noted that APA conventions are often held at expensive venues, which may require adjustments in future budgets to allow reasonable expenses for travel and accommodations.

****VOTE 2015-10-19-02****

Motion: I move that we (the Executive Committee of STP) fund up to four people in leadership positions as invited by the President to attend the APA convention and interact with members, with a total travel budget of \$1500 per person or reasonable expenses.

Moved: Janie Wilson

Second: Dave Kreiner

Outcome: PASS (8/0/0, Y/N/A)

During the teleconference, President Baker indicated that STP will maintain the social hour so that members will have the opportunity to interact with STP leadership. Baker also suggested that the Past President may have more responsibility during the convention, and that STP should encourage more involvement from members of the Early Career Psychologists Committee and Graduate Student Teacher Association who plan to attend the convention. The main program on the first day could include a 1-hour panel of the presidents with a title that focuses on improving teaching followed by a 1-hour Q&A session and a social hour. STP could also include a Division Two poster at the poster session. Vice President Finley suggested that the presidents could split responsibilities to attend meetings of APA groups (e.g., APAGS, the International Committee) and that we should request that APAGS appoint the GSTA Assistant Chair to be the representative to APAGS. Executive Director Bosack will explore the cost of renting a booth in the exhibit hall. Vice President Schwartz suggested that we provide clarity of expectations for those we select to attend the APA convention as STP's representatives.

President-elect Wilson's proposed task force

President-elect Wilson plans to develop a task force on sharing psychological expertise with the community and will seek ideas and potential members of the task force via STP's listserv.

Investment Policy Statement

Treasurer Kreiner, President Baker, and Executive Director Bosack discussed their draft of an Investment Policy Statement, a formal statement of philosophy on our investment allocations. Kreiner contacted APA's Office of General Counsel who referred him to an outside counsel, Mr. David Sherman, who advised Kreiner that each member of STP's leadership should treat fiduciary responsibilities to its members similarly to managing their own personal funds. Kreiner also indicated that STP increased its budget by reasonably large amounts over the last few years and we need to consider whether the income we anticipate from investments will continue to support initiatives in the future.

Early Career Psychologists

Vice President Finley announced that the Early Career Psychologists Committee has decided to discontinue the practice of appointing regional representatives.

Adjourn

The meeting was adjourned at 1:00 PM.

ELECTRONIC DISCUSSION ITEMS (AUGUST 25, 2015 THROUGH OCTOBER 2015)

This is a record of substantive discussion items archived on the STP Executive Committee listserv (stpexec@googlegroups.com). Each discussion item is identified by the Subject line(s) and Date(s) of discussion, and the discussion items are organized by the officer whose responsibilities are most related to the discussion. STP Executive Committee members have access to the archives to review the full discussion on any item.

- **President**

Subject: Next steps/voting

Date: August 25, 2015 (4 posts)

President Baker provided a process for future electronic discussions and scheduling votes via teleconference.

- The President will bring up an issue for discussion on the Executive Committee listserv and allow for a period of discussion online.
- If the issue requires a vote, a member of the EC will present a motion.
- If the motion receives a second, the Secretary will schedule teleconference to conduct a vote.
- The EC may discuss and vote on several issues during one teleconference.
- EC members will have time for further discussion during the teleconference before a vote.
- Only Executive Committee members who participate in the meeting can vote on the motion.

Subject: Upcoming STP issues

Date: August 28, 2015 (1 post)

President Baker indicated the following list of issues for future Executive Committee discussions.

- President: Response to Hoffmann Report; Task force report on teaching resources for preparing students for pre-health careers
- VP for Resources: *Teaching of Psychology*: Possible organizational changes
- VP for Programming: ACT/APA Subcommittee report
- VP for Membership: Social Media Committee report
- VP for Diversity and International Relations: CIRP liaison funding issues; Translation Memorandum of Understanding
- Secretary: Approve the minutes from the August EC meeting; Future of the newsletter
- Treasurer: Investment Policy Statement
- Executive Director: Archivist position; Potential leadership development program

- **VP for Resources**

Subject: ToP

Dates: October 15-16 (9 posts)

Vice President Frantz announced that the Editor of *Teaching of Psychology*, Drew Christopher, will convene a working group to recommend changes to the organization contents of the journal.

- **VP for Programming**

Subject: Agenda item: APA 2016 convention-related decisions

Dates: September 23 – October 5, 2015 (70 posts)

This is the electronic discussion that preceded the motion for VOTE 2015-10-01-01.

Subject: ACT Meeting Time; ACT Conference Time: Discussion of IPS

Dates: October 22-26, 2015 (25 posts); October 27-28, 2015 (11 posts); November 2 (1 post)

Because the Executive Committee plans to schedule its Fall meeting to coincide with the Annual Conference of Teaching, After polling members for their preferences, Vice President Richmond announced that the dates for the next ACT would be October 21-22, 2016.

- **VP for Programming and VP for Diversity and International Relations**

Subject: Director of STP Programming at International Conferences

Dates: October 14-15, 2015 (9 posts)

Vice Presidents Richmond and Nolan announced that Dana Dunn accepted an appointment as Director for STP Programming at International Conferences.

- **VP for Membership**

Subjects: Agenda item: GSTA host institution ad; GSTA Terms

Dates: September 18-23, 2015 (23 posts); October 25 (1 post)

Vice President Finley announced that Dr. Patricia Brooks, Faculty Advisor for the Graduate Students Teacher Association at City University of New York accepted an invitation to renew CUNY's commitment to serve as GSTA's host institution for a second term (2017-2019).

- **Treasurer and Executive Director**

Subject: ED's STP Checking Account

Dates: October 20, 2015(7 authors)

Executive Director Bosack announced that he would be moving the checking account that he uses to deposit checks for dues and registrations to Citizens Bank in order to avoid future monthly charges for maintaining the current account at Bank of America. The Executive Director and Treasurer will be designated as co-signers for the account.

- **Executive Director**

Subject: Convention Booth

Dates: October 23-26 (4 posts)

Executive Director Bosack reported that costs for a booth at the exhibit hall were high (\$5000 to \$5500) and that APA requires all booths to be staffed during operating hours.

==== end of report

**Investment Policy Statement for the
Society for the Teaching of Psychology (APA Division 2)**

Adopted:
Last Modified:

I. Overview

The Society for the Teaching of Psychology (STP) is a division of the American Psychological Association, Inc. (APA) as defined in Article VI of the APA Bylaws as well as an independent professional organization. STP is dedicated to the support of teachers and teaching of psychology. STP advances understanding of the discipline by promoting excellence in the teaching and learning of psychology. STP provides resources and services, access to a collaborative community, and opportunities for professional development. STP also strives to advance the scholarship of teaching and learning, advocate for the needs of teachers of psychology, foster partnerships across academic settings, and increase recognition of the value of the teaching profession.

STP is managed by its Executive Committee (EC). The EC is composed of the President, Past-President, President-Elect, Treasurer, Secretary, Vice Presidents, and the Executive Director who is a non-voting member. The Executive Director is an appointed position and the Treasurer is elected by the EC; all other members are elected by the membership.

The EC has adopted this Investment Policy Statement (IPS) as a guide for managing STP's assets. The goal of the IPS is to establish investment policies, strategies, and guidelines for use in making decisions about short and long term investments. The IPS is designed to provide guidance to STP to assure that we make investment decisions that will help us meet the needs and achieve the objectives of STP.

II. Responsibility for Financial Assets of STP

The IPS is intended to be consistent with the limited autonomy given to Divisions by APA Bylaws Article VI, Section 5, and the authority to administer funds allocated to the use of a Division granted by APA Bylaws Article VI, Section 8.

As the governing body of STP, in addition to its other responsibilities, the EC has responsibility for the stewardship of funds allocated to STP, and has the responsibility for:

- establishing a suitable structure for ownership and management of STP funds;
- selecting advisors, investment managers and other investment service providers;
- recommending overall investment strategy, including the mix of short term and long term investments and the allocation of invested funds among equities (common stock), fixed income securities (bonds), mutual funds, and other categories of investments;
- monitoring and periodically assessing the performance of the investments and the investment managers and
- providing direction and guidance to STP and APA staff in implementing the EC's strategy.

III. Fiduciary Standards—UPMIFA

Because it is a division of APA, which is incorporated in the District of Columbia, STP is guided by the District of Columbia's Uniform Prudent Management of Institutional Funds Act (UPMIFA) and similar laws defining the fiduciary responsibilities of the governing boards of charitable institutions. The standard of care for members of the EC is as follows:

“In addition to complying with the duty of loyalty imposed by law other than this chapter, each person responsible for managing and investing an institutional fund shall manage and invest the fund in good faith and with the care an ordinarily prudent person in a like position would exercise under similar circumstances.” Uniform Prudent Management of Institutional Funds Act, D. C. Code §44-1632 (b).

UPMIFA provides additional guidance:

In managing and investing funds held exclusively for charitable purposes, the institution [STP]:

- may incur only costs that are appropriate and reasonable in relation to the assets, the purposes of the institution and the skills available to the institution; and
- shall make a reasonable effort to verify facts relevant to the management and investment of the fund;
- shall diversify the investments of an institutional fund, unless the institution reasonably determines that, because of special circumstances, the purposes of the fund are better served without diversification; and
- shall consider the following factors, if relevant:
 - (a) general economic conditions;
 - (b) inflation or deflation;
 - (c) tax consequences, if any;
 - (d) the role that each investment or course of action plays within the overall investment portfolio;
 - (e) expected total return from income and appreciation of an investment;
 - (f) other resources of the institution;
 - (g) the needs of the institution for distributions and for preservation of capital.

See Uniform Prudent Management of Institutional Funds Act, D. C. Code §44-1632 (c) and (e) . UPMIFA also contains mandates applicable to funds held by STP that are subject to binding donor restrictions.

III. Delegation of Authority

The EC may select and delegate to one or more external agents the management and investment of the STP Portfolio, subject to any specific limitations set forth in any gift instruments or laws. In doing so, if the EC members act in good faith with the care that an ordinarily prudent person in a like position would exercise under similar circumstances, they should not be held liable for the actions of the agent.

The EC shall establish the scope and terms of the delegation to be consistent with the purposes of STP and the STP Portfolio. Agents should be required to accept a fiduciary standard of responsibility to STP.

The EC is responsible for selecting these agents. The agents are responsible for selecting the funds and instruments consistent with the EC’s risk tolerance and liquidity needs. The EC grants its agents discretion to select specific investments, subject to the general guidelines of this Investment Policy Statements and any other instructions or agreements given in writing by STP. The EC will review the agents’ reports to monitor performance and compliance with the scope and terms of the delegation.

IV. Overall Investment Objective

As an organization providing resources and support for teachers of psychology, the primary objective of the STP Portfolio is to assure to the best of the STP's ability adequate capital to continue its established programs, enhance or alter programs as judged appropriate to STP's mission, and provide capital for special programs that STP may determine would benefit psychology teaching and teachers. It is also an objective of this plan to minimize risks to the STP's capital while achieving the maximally feasible returns under such circumstances.

V. Spending Policy

Income from the STP Portfolio may be used annually to fund STP programs and/or support its operational needs. The EC approves a budget each year that is based on anticipated revenue for the year, including a portion of earnings from the STP Portfolio. Spending occurs throughout the calendar year.

The budget should address the following objectives:

- a. Provide consistent funding for budget items that support STP's mission.
- b. Provide additional funding for existing programs and for new programs that the EC has identified as further advancing STP's mission.
- c. Allow for sufficient reinvestment of income and gains to assure that STP's invested assets provide sufficient supplemental income to keep pace with growth in the budget.

VI. Fund Description

STP funds are derived from membership dues paid by its members, tax deductible contributions made to STP or other funds (primarily the Fund for Excellence, FFE), royalties derived from its journal and other publications, registration fees for conferences it conducts, and grants that it may receive.

These funds are divided into four types of accounts.

- a. Operating capital is held in an account held by the APA and is used as fully liquid funds to cover expenditures for the current year. The primary investment objective for these funds is liquidity and ease of access; investment returns are expected to be negligible in the current interest rate environment.
- b. Short-term investments should be approximately equivalent to the Society's operating budget for six months (currently \$168,000 and may be used to meet obligations for the current budget year should income for the year fall short of budgeted obligations. In addition, funds from these short-term investments may be used to seed new programs consistent with the mission of STP, to pay for unexpected costs or opportunities consistent with STP's purposes, and to supplement existing programs should the EC determine that it would be in the interest of the organization and its members to do so. The primary investment objective for the short term investments is preservation of capital and a positive real return after inflation. Income and investment gains from the short term investment account may be retained within the account. However, any surplus above the budgeted amount for short term investments should periodically be moved to STP's long term investment account.
- c. Long-term investments are intended to be a source of capital growth for STP, should be placed in diversified funds or investments, and should involve only moderate risk.
- d. The FFE is an endowment fund. The income from the Fund is to be used each year to provide a monetary award to the winners of the Society Teaching Awards. Other activities that promote good teaching may be supported after providing for the awards and the expenses of the Fund. According to by-law, the FFE is overseen by a Board that is composed of the Treasurer and a Board of six individuals

appointed by the EC.

VII. Risk Tolerances and Control

Investment risk is defined as the expected standard deviation of return based on historical capital market data. Risk should be evaluated based on the total portfolio of investments. Risk should be minimized by diversifying across asset classes, economic sectors, industry groups, and individual securities as allowed by the target asset allocation of the portfolio. Other risks for STP include exposure to uninsured deposits, and financial institution risk. These risks may be mitigated by insurance and by establishing ratings criteria for financial institutions selected to hold STP funds.

VIII. Liquidity

The target asset allocation and asset allocation rebalancing policies in Sections IX and X of this IPS have been established to assure funding for foreseeable needs for liquidity. Withdrawals for liquidity needs may come from capital appreciation and income, and from assets upon approval of the EC.

- a. Operating expenses must be fully liquid, held in a checking account through the APA.
- b. Short-term investments may be needed to supplement operating funds or for other use in a current year. These investments should be available within a period of three months. Short-term funds should be maintained in the amount of approximately six months' expenses. Funds in excess of the amounts needed for current operating expenses and short-term investments should be moved at least annually into long-term investments.
- c. Long-term investments may be placed in instruments having an eight to ten year horizon.
- d. The FFE is an endowment fund, so there is no expectation of liquidity of FFE principle.

IX. Target Allocation and Ranges

The time horizon for the long term investment portion of the STP Portfolio is eight to ten years. The target return for long-term investments is inflation as defined by CPI plus fund management expenses plus an additional three to five percent per year.

The overall strategic asset allocation of the portfolio is listed below. Exposure to each asset class will be measured on market value and is subject to rebalancing guidelines described in Section X.

Asset Class	Target Allocation	Allocation Range
Cash Equivalents	xx%	xx-xx%
Total Fixed Income	xx%	xx-xx%
Total Equity	xx%	xx-xx%
TOTAL	100%	

X. Asset Allocation Rebalancing

The objective of rebalancing is to ensure that actual asset allocations are consistent with the target asset allocations. Rebalancing can also be used to enhance the risk-adjusted return by selling or purchasing asset classes at relative low/high valuations. Rebalancing will be done at least annually at the discretion of the external agent.

XI. Performance Evaluation and Reporting

Investment return is to be measured in a manner consistent with the Global Investment Performance Standards (GIPS), or as directed in writing by the STP EC. The external agent will provide quarterly reports of investment returns. The report will include the portfolio's total return as well as that of

separate asset classes or funds that comprise the portfolio. Performance will be compared to all relevant benchmarks, as determined by the EC after consultation with the external agent. All asset classes should be compared to their relevant benchmarks and the benchmarks should remain consistent across reporting periods. To aid in the evaluation of portfolio trends, quarter, year to date, one year, three year, and since inception period ended returns will be reported.

XII. Specific Prohibitions on Investments

The STP Portfolio may not at any time:

- a. Acquire any security subject to any restriction on the sale thereof, or subject to any investment representation.
- b. Acquire or sell any commodity or commodity contract.
- c. Acquire any security on margin, or otherwise utilize borrowed funds for the acquisition of any security including but not limited to the use of reverse repurchase agreements.
- d. Sell any security not part of portfolio.
- e. Make any investment for the purpose of exercising control of any corporation.

XIII. Policy Modification and Exceptions

The EC will review the IPS annually. Under conditions of special or dramatic changes in financial markets, the EC may accelerate the conduct of this review.

The EC may make changes to the IPS after consultation with the external agent and/or others whom the EC may wish to consult. Upon review of the information and opinions provided by those consulted, a majority of the EC must vote in favor of proposed changes for those changes to go into effect. Any changes approved by the EC will be incorporated into the IPS.

The EC may recommend written exceptions to the IPS. Written notice of a policy exception should contain the date the exception is effective, the specific exception to be allowed, and the date the exception's effectiveness will terminate.

STP Archivist/Historian

The Society for the Teaching of Psychology (STP) Archivist/Historian is responsible for collecting, maintaining, and researching digital archival records of the Society for the Teaching of Psychology, Division 2 of the American Psychological Association. The Archivist/Historian reports to the STP Executive Director. She/he also appoints an advisory group of at least five (5) individuals. Archival policies and procedures are included in the Archivist/Historian duties described below. Any modifications will be suggested and/or reviewed by the Archivist/Historian, STP Executive Director, and Archival Advisory Group and then submitted to the STP EC for approval.

The Society's Archivist/Historian is appointed by the EC for a term of five years and is eligible for reappointment upon the recommendation of the Elections and Appointments Committee and the approval of the Executive Committee. The procedures outlined under the heading Selection of Editors and Directors, shall be followed for the initial appointment. In order to provide a smooth transition, the search for a new Archivist/Historian should begin one year prior to the current Archivist/Historian's term ending date, or immediately upon the resignation of a sitting Archivist/Historian. The search will be conducted by the Elections and Appointments Committee and will include the current President-Elect, Secretary, and Executive Director as ad hoc members.

Description:

The primary responsibilities of the Archivist/Historian include collecting, maintaining, and researching STP digital archival records. She/he also assists in the development of policies and procedures for the archives. These responsibilities are described in detail below.

- Collecting Archival Materials
 - acquire and appraise new archival materials (i.e., any materials that represent the work and products of STP Leadership members and their related functions, including reports and publications of the Society, photographs, and other materials) through ongoing solicitation from current and past STP leadership;
 - periodically review, download, and index materials from STP listservs and the STP web site;
 - identify and acquire (or at least provide an electronic link to) materials published on STP activities in non-STP sources for archiving (e.g., articles in the APA Monitor and other similar publications);
 - where necessary, convert paper documents to digital (currently searchable PDF format);
 - arrange, describe, and index acquired records (this will include noting provenance and maintaining original order, where possible).

- Maintaining Materials
 - work with the STP Internet Editor to maintain all digital public materials STP Members only website;
 - coordinate with the Center for the History of Psychology at the University of Akron to send them original paper documents and copies of electronic documents on a periodic basis;
 - coordinate with the APA Legal Office concerning the appropriate maintenance and storage of confidential documents;
 - when necessary, coordinate with the Executive Director on procedures for obtaining copyright permission in order to post some documents on the Archive Website (e.g., addresses by STP Presidents);

- coordinate the development or modification of policies and procedures for the archives with the STP Executive Director and Archives Advisory Group;
- assist in the development of policies and procedures for the archives.
- **Research Services**
 - upon request by STP Leadership, Committee and Task Force Chairs, and Members, provide research, answer archival inquires, and assist individuals with the interpretation of archival documents;
 - assist with the planning, research, and organization of archival exhibitions or descriptions published in STP forums.

Timeline/Duties:

Ongoing: Solicit and process archival documents from STP Leadership (see duties outlines above).

Quarterly: Send financial expense report to APA Accounting.

Annually: Update Archival Website with new materials.

Proposal for the Social Media Committee

As social media outlets have multiplied and become more important as public relations tools, overseeing all of the STP social media has become cumbersome. I am proposing a Social Media Committee (SMC) be formed (not a standing committee since that would require a bylaws change).

The Chair of the SMC would be chosen first. The chair would be responsible for overseeing the various outlet Coordinators. The Chair would be responsible for helping choose the subcommittees. The Chair would communicate any STP business that needs to be widely communicated (e.g. tweets, FB) to the Coordinators who would then make sure the information is disseminated. The Chair would write the twice yearly reports to the VP.

The first tasks for the SMC Chair would be to

- 1) deactivate Google + group
- 2) create LinkedIn group (I thought we had one but it seems to have disappeared.)

Subcommittees would be:

- 1) Listserv - I think we have 8 monitors? Do we want the Executive Director to be the Coordinator or should it be someone else?
- 2) Facebook - Coordinator plus 2 monitors as well as GSTA and ECP FB folks (chosen by those groups)
- 3) Twitter - Coordinator plus 2 others to help with tweeting.
- 4) LinkedIn - Coordinator plus 2 monitors

I would also leave it to the SMC to decide if we need Instagram (suggested by some) or any other SM outlets. If they think so, they would need to propose it to VP Membership who would then bring it to the EC).

Recommended Rotations: (staggered so that not all expire at once)
All terms would be 3 years to be consistent with other STP terms once the rotation is going.

SMC Chair 2016-2018

Listserv -- Ted - what is the rotation if any?

Facebook - Coordinator 2016-2018

Monitor 1 - 2016-2017

Monitor 2 - 2016-2018 (note 4 years so there is some continuity)

Twitter - Coordinator 2016-2019 (note 4 years so there is some continuity on SMC and not everyone rotates off at same time

Monitor 1 - 2016-2017

Monitor 2 - 2016-2018 (note 4 years so there is some continuity)

LinkedIn- Coordinator 2016-2019 ((note 4 years so there is some continuity on SMC and not everyone rotates off at same time

Monitor 1 - 2016-2017

Monitor 2 - 2016-2018 (note 4 years so there is some continuity)

"Ads"

STP is forming a new committee - the Social Media Committee (SMC) - in order to better organize all of our social media outlets. The term is three years (2016-2018) and report to the Vice-President for Membership (VPM). The SMC Chair would oversee the committee which would consist of four Coordinators (listserv, Facebook, Twitter and LinkedIn). The SMC Chair would serve as the conduit for STP announcements to be posted on social media outlets. This first SMC Chair would also decommission the Google+ group and establish a LinkedIn group for STP. The SMC Chair would oversee the requests for Coordinators and subcommittee members in consultation with the VPM. All committee chairs write two annual reports: a short one for the Executive Committee midyear meeting and a longer one for the end of the year.

If you are interested in serving, please email Meera Komaraju - Vice-President for Membership - at _____. Please put STP Social Media Committee in the subject line. Please send a CV as well as a statement of interest in serving on this committee. Deadline for receipt of applications is _____. Position starts _____.

STP is looking for four Coordinators for the four Social Media Committee (SMC) subcommittees. Each coordinator would be responsible for overseeing their subcommittee and making sure that STP announcements (sent from the SMC Chair) are posted. It is expected that members would rotate the responsibility but each Coordinator is responsible for oversight. Coordinators would help with the selection of subcommittee members. Specific duties are below:

- 1) listserv - approve postings
- 2) Facebook - approve new members; monitor list for inappropriate postings per STP policies

and APA policies

3) Twitter - tweet periodically and from STP events (e.g. Annual Conference on Teaching, APA Convention). If no subcommittee members are attending these events, they should find someone willing to take over twitter duties.

4) LinkedIn - approve new members; monitor discussions for inappropriate postings per STP policies and APA policies

If you are interested in serving, please email _____ Social Media Chair - at _____. Please put STP Social Media Committee/ _____ (specific outlet, e.g. Twitter) in the subject line. Please send a CV as well as a statement of interest in serving on this committee. Deadline for receipt of applications is _____. Position starts _____.

STP is looking for members for the four Social Media Committee (SMC) subcommittees. Each outlet is responsible making sure that STP announcements (sent from the SMC Chair) are posted. It is expected that members would rotate the responsibility but each Coordinator is responsible for oversight. Specific duties are below:

1) listserv - approve postings

2) Facebook - approve new members; monitor list for inappropriate postings per STP policies and APA policies

3) Twitter - tweet periodically and from STP events (e.g. Annual Conference on Teaching, APA Convention). If no subcommittee members are attending these events, they should find someone willing to take over twitter duties.

4) LinkedIn - approve new members; monitor discussions for inappropriate postings per STP policies and APA policies

If you are interested in serving, please email _____ Social Media Chair - at _____. Please put STP Social Media Committee/ _____ (specific outlet, e.g. Twitter) in the subject line. Please send a CV as well as a statement of interest in serving on this committee. Deadline for receipt of applications is _____. Position starts _____.

P&P Language:

Social Media Committee

The Social Media Committee (SMC) is charged with overseeing the social media outlets of STP. These include the STP listserv, Facebook, Twitter and LinkedIn. They should accept new members and make sure that postings follow STP and APA policies, particularly in regards to non-allowed advertising due to 501 3(c) restrictions of APA. The Vice-President for Membership will share items to be posted with the Chair of the SMC who will then pass them to the Coordinators who will post to the various outlets. Coordinators will share these duties so no one person is "on duty" at all times.

Timeline:

For specific tasks - ongoing is sharing STP announcements

May-June

- Write a brief report to the Vice-President for Membership to be presented at the annual meeting. This report should a membership summary (estimated users) and a statement of completed activities.

December

- Write a report to the Vice-President for Membership. This report should include a list of activities completed to date, and a list of proposed initiatives for the Executive Committee to review.