



Minutes of the Socitm Board of Directors Meeting held 03 June 2010

at Friends Meeting House, London

PUBLIC VERSION

In Attendance: -

Jos Creese	Socitm President, Chair of SBD
Steve Palmer	Immediate Past President
Steve Halliday	Vice President
Adrian Hancock	Socitm Managing Director
David Houston	Socitm Strategic Finance Director
Melanie Smith	Socitm Finance Manager
David Bryant	Non Executive Director
David Clayden	Non Executive Director
Steve Hopson	Non Executive Director
Richard Steel	Non Executive Director
Pamela Larsen	Secretary

Apologies were received from:

Glyn Evans	Vice President
Kay Brown	Vice President
Peter Gallon	Non Executive Director
Rose Crozier	Non Executive Director

Preamble

Introductions were made for the benefit of a new Director – Steve Halliday.

JC had re-arranged the agenda in order that 'significant' issues could be dealt with and day to day issues be left to those running the society.

Declarations of hospitality/gifts

DC advised that he had attended the Kommits and V-ICT-OR conference on behalf of the society.

SH advised that he had undertake work for Socitm Consulting and would absent himself should the need arise.

Minutes of last meeting and Actions Arising

Events Calendar – AH advised that this was available to all members via the website.

Website Workshop – AH reported that this had taken place with good outcomes. John Fox had identified issues which could be remedied easily and was working with David Goddard to achieve this.

International – DC advised that at the recent V-ICT-OR conference there was a lack of knowledge of whom, within the society, was involved in International duties and frequent reference was made to Peter Ryder. SH suggested there was a difference between Socitm and other organisations in that we elect a new President annually. He also suggested there should be a consistency of the person attending such events. It was agreed that an email address of International@socitm.net be set up and organisations advised to use this address for invitations. At the start of each year a decision would be made on 'who would attend what'.

Action SBD 03/06/01: AH to arrange setting up on international email address and people responsible for responding to received emails

Three Year Budget – DH advised that until the issues with Socitm Consulting were resolved and a full commercial policy decided, it was difficult to produce a three year budget. It was agreed that DB & DH would work together with the aim to have a three year budget/plan available for the September meeting.

Action SBD 03/06/02: DB/DH to provide three year budget for September Board meeting

Proposed Corporate Membership scheme

DH advised that there were two schemes being proposed. EJ is leading on the organisation scheme and KG on the supplier (corporate) scheme. It was agreed that KG would circulate proposals to SBD for information and an early draft of both proposals would need to be made available to the membership for consultation. The schemes must be approved at the September board meeting in order to be launched prior to the October conference.

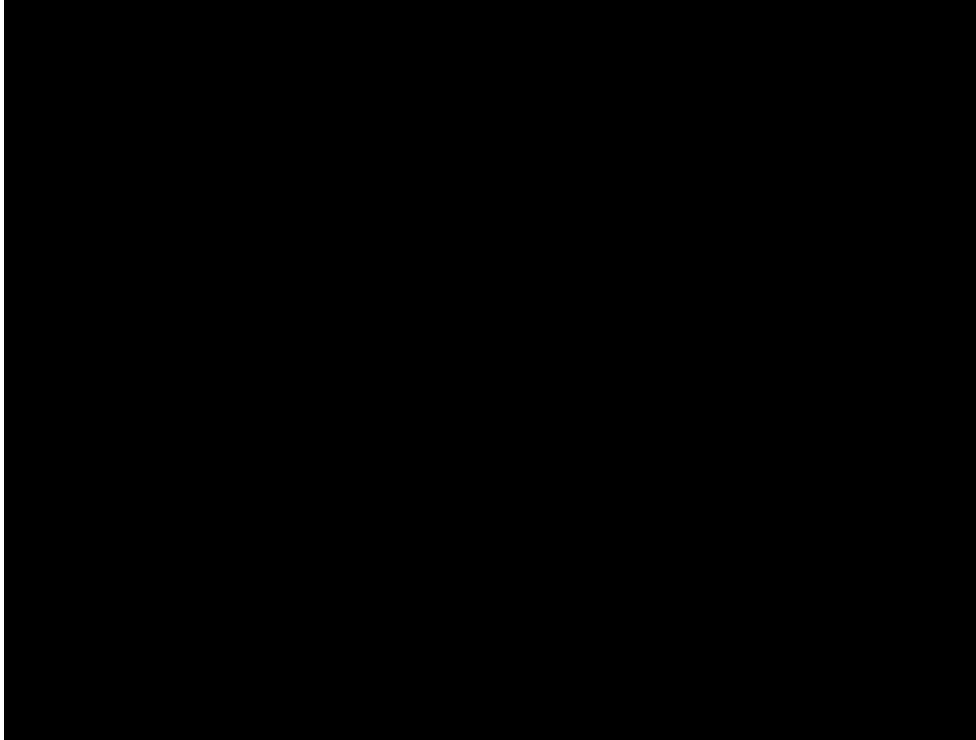
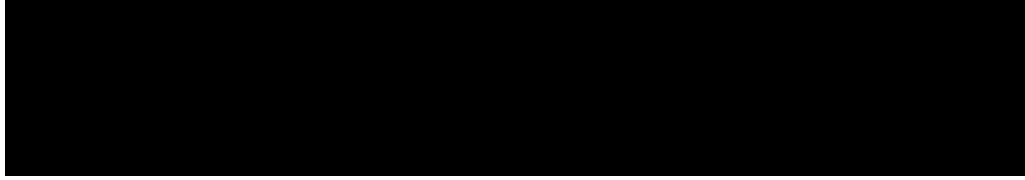
Action SBD 03.06./03: AH to liaise with EJ & KG to provide draft proposals

The minutes were accepted as a true record.

Finance

DH advised that the report was slightly longer this month for the benefit of new directors.

Management Accounts



- Membership – [redacted]. It was noted that some regions allow non-members to attend events without any follow up conversion.

JC suggested that if non-members had attended regional meetings then they should be encouraged to become members.

It was agreed to invite EJ to the next SBD meeting for an update on recruiting new members.

Action SBD 03/06/04: AH to request EJ to attend SBD meeting 05 August



[REDACTED]

[REDACTED]

Cashflow

MS reported that cash position at the end of April was £1058k. This was better than predicted but worse than last year, mainly because of the increased staffing costs and the level [REDACTED] debt to Socitm Ltd.

Financial Regulations

AH reported that these had now been updated with only a small group authorised as signatories. Any expenditure over £50k or deposits against amount of £250k would need further authorisation by SBD.

The updated financial regulations will be circulated to relevant individuals.

Groups and Boards Updates

Commercial

AH had circulated a paper on Commercial Strategy. He advised that part of the slow take-up in getting the Commercial Manager's role accepted across the organisation was whilst it was working successfully with Insight [REDACTED]

KG had attended the Spring Event as an observer and his impression was we were squeezing two days activities into one day and that we could do better by running one day focussed events across the regions. [REDACTED]

KG is also challenging the [REDACTED] It has emerged that, in the past, it has been known at the beginning of a campaign that last minute discounts would be available [REDACTED].

It was queried whether or not the Commercial Strategy was available to the membership.

AH responded that the Corporate Strategy would be the document for the membership but that the [REDACTED]

Action SBD 03/06/05: AH to progress with VS

DB reported that the last Commercial Board meeting had concentrated on membership issues with a focus on web professionalism as this was perceived [REDACTED]

AH outlined the background to the Web Professionalism document in that there were moves in the marketplace by other organisations and if Socitm did not respond the opportunity could be lost.

Feedback from attendees at the February workshop was positive and there was unanimous agreement for the skills framework.

Concern was expressed on the use of certain terminology as 'webbies' do not perceive themselves to be either 'techies' or IT. The marketing plan needs to define the title and a launch is planned for 14 July.

S H suggested that there might be an opportunity to liaise with the Institute of Marketing on how to market this.

Action SBD 03/06/06: AH to liaise with KG/Vs over commercial plan

Membership Update

A paper from EJ had been circulated.

Events Update

AH had circulated two papers, Events Update and Events Review Proposals.

AH, as an example, proposed that running the Autumn Conference the way it has always been run [REDACTED]. A way needs to be found to manage all events more successfully and to balance [REDACTED]
[REDACTED]

[REDACTED]

It was proposed and agreed by SBD that [REDACTED] reported directly to KG and that AH contact [REDACTED] to inform [REDACTED] of this decision.

DC reported on his recent visit to the Kommits conference whereby their board members had engaged with conference delegates. It was suggested that, at the Autumn conference, there should be a number of 'Meet the Board' plenary sessions in order to maximise the ability to deliver key messages.

Action SBD 03/06/07: AH to liaise with KG to explore ways in which this could happen appropriately

Consulting

There was some discussion around the report submitted by DM.

[REDACTED]

[REDACTED]

It was agreed that AH would meet with [REDACTED] with proposals. There is also a need to talk with [REDACTED] be extended to cover this period.

NAC

Following a meeting with JS, AH had circulated a briefing paper with three actions/recommendations.

- That the Socitm Board agree to all non elected, non executive directors being recommended by the Board to the members for a fixed term and that members approve the appointment via an electronic channel
- That the Socitm Board agree to the formation of a body which consists of senior society figures and others, as appropriate, one of whose purposes is to offer the Board advice and counsel when requested
- That the Head of Membership reconstitute or develop an active membership body consisting of regional and community chairs or representatives to enable close and agile contact, with, and feedback from, the widest base of our members

Recommendation 1 – the Board agreed to this recommendation.

Recommendation 2 – The Board recommended an informal advisory group consisting of ex Board members rather than a formal ‘Privy Council’

Action SBD 03/06/08: AH to convey this suggestion to NAC

Recommendation 3 – this is already in process.

AOB

JC requested that the CV’s of board members on the website be updated to include their personal interests.

Action SBD 03/06/09: PL to obtain and upload Board Members CV’s

There are no more available positions on the President’s chain and no further Ex President’s medals.

Action SBD 03/06/10: PL to source replacements