

**Mid-America American Studies Association
Fall 2014 Executive Board Meeting via Skype
MINUTES**

Officers:

President: Tom Oates [present]
Vice President: Ben Looker [present]
Treasurer: Michael Krysko [present]
Secretary: Jeannette Jones [absent]

Elected Representatives (at-large):

Joseph Bauerkemper [present]
Matthew Calihman [present]
Erica Hannickel [absent]
John Kinder [present]
Michael Krysko [present]

Faculty Representatives from Degree-Granting Institutions:

Ruben Flores (Also regional rep to ASA) [present]

Graduate Student Representatives:

Tom Collins [present]
Mingwei Huang [present]
Hannah Bailey [present]
Alan Blair [absent]

Editors, *American Studies*:

Randal Jelks [present]
Sherrie Tucker [present]

I. Call to Order and Approval of Agenda

The meeting began at approximately 11:10 C.S.T. Tom Oates led the meeting. The agenda was approved. Matt Calihman took minutes.

II. Treasurer's Report

No report was made. Michael Krysko will contact Executive Director/accountant Walt Kihm and get Walt's report. Then Michael will report to the Board via email.

III. Executive Director's Report

See II above.

IV. American Studies Editors' Report

Sherrie Tucker introduced the journal's new managing editor, Hannah Bailey.

The editors delivered a financial report for the period 7/20/14-10/4/14. (See Appendix A below.) They will likely request a greater budget allocation for postage and may get a postage meter (through a company like Pitney Bowes).

The editors discussed their success in publicizing the journal via social media. (See Appendix B below.)

The editors noted that submissions are holding steady (after a large jump last year).

The editors said that they need to obtain the current list of MAASA members. Matt Calihman emailed to Sherrie and others the name and email address of the JHUP representative who supplied this list in 2013.

The editors reminded the Board about the upcoming Ralph Ellison centennial issue of *AMSJ*, and they mentioned the possibility of additional special issues in the future (perhaps an environmental issue). The journal will continue to publish an annual summer reading issue.

The editors discussed the possibility of holding a symposium featuring editors of American studies journals.

The editors mentioned the annual MAASA/*AMSJ* event at ASA. (Also see VI below.)

V. Website/Webmaster Report

Webmaster Jake Friefeld was unable to attend but sent a report via email. (See Appendix C below.) Tom Oates will get in touch with Walt Kihm about paying Jake. Tom asked the Board to review Jake's draft version of the new website. The response was very positive. Randal Jelks said that he would like to talk directly to Jake about coordinating updates, sharing files, etc.

VI. American Studies Association Conference

In advance of the meeting, Ruben Flores submitted a proposed budget (see Appendix D below) for this year's MAASA/*AMSJ* event, which will be co-hosted this year by KU/*Women, Gender, and Families of Color*. Ruben noted an error in the report. The MAASA contribution should be \$2,556.00. After correcting the error, the Board voted on the proposed budget. It was approved. Ruben also reported that Jennifer Hamer, of *Women, Gender, and Families of Color*, asked if

KU could reimburse MAASA for the amount that KU pledged to contribute. The Board voted on this request and approved it.

The following Board officers and representatives are currently planning to attend ASA: Ruben Flores, Sherrie Tucker, Randal Jelks, Hannah Bailey, Mingwei Huang, and Tom Oates.

Sherrie said that she would be happy to distribute at ASA any relevant promotional materials, etc. provided by regional institutions (i.e., if the institutions will not be sending faculty or graduate student representatives to ASA).

VII. Discussion of ASA Positions on Salaita Case and Israel and Clarification of MAASA's Stance

Tom Oates made clear that ASA's Israel boycott and its position on the Salaita case do not apply to MAASA but that MAASA can choose to support ASA or take other positions on these issues. The Board discussed the possible purposes of MAASA statements on these issues. In addition, the Board discussed ways of opening broader mid-America dialogue about these issues. Conversation concluded with (A) Joseph Bauerkemper offering to bring to the Board a draft MAASA statement on the Salaita case and (B) the journal editors offering to bring to the board a draft plan for online symposia, featuring faculty and activists, on such topics as the Salaita case, the Israel boycott, and Ferguson.

VIII. 2016 Conference

Tom Oates asked Mingwei Huang whether or not UMN will be appointing a faculty representative to the Board, and she said she was not sure. Tom Oates will follow up with the UMN chair.

Tom will also contact UMN to follow up on the possibility of their hosting the 2016 conference.

Ben Looker said that he would talk informally to SLU about the possibility of holding the conference there.

Tom noted that, if we need to make any changes to the MAASA constitution, then we should present Board-approved proposed amendments at the 2016 meeting, for these amendments will require approval by the MAASA membership.

IX. Spring 2015 Board Meeting

The Board voted on a proposed revision to the "Compensation for Board Service," which was submitted by Ben Looker. (See Appendix E below.) The proposal was approved.

The Board also discussed the possibility of offering more financial support to graduate student representatives. Michael Krysko will check with Walt Kihm about the feasibility of raising the standard allocation for graduate students or about further revising the policy to allow the Board to give a greater amount of support to graduate representatives under certain circumstances.

The Board discussed possible venues for the Spring 2015 Board meeting. The two possibilities mentioned were Iowa City and St. Louis. Tom Oates will send the Board a Doodle survey listing some possible Iowa City dates and some possible St. Louis dates.

X. New Business and Announcements

None.

APPENDIX A

Financial Report

Since Hannah Began as Managing Editor (7/20/14)

Journal Income Received:

Advertisements: \$250

Permissions: \$500

Royalties: \$552.36

Subscriptions: \$1,334.00

Miscellaneous (Back Issues, Book Sales, Watson Library): \$862.00

Total: \$3,498.36

Journal Expenses:

Office Supplies: \$138.28

Postage: \$715.99

Total: \$854.27

APPENDIX B

American Studies Journal – Social Media Report: Oct. 1, 2014

Facebook

- **827 total page “likes”:** Slow, but steady increase since the beginning of summer. Shows that Facebook users are engaging with our page directly from their own personal Facebook pages. Once a user “likes” our page, our posts show up in their feed, ensuring they will continue to be engaged in our page as long as we keep posting regularly.
- **Our content:** A variety of topics and types of posts, including (1) updates on the AMSJ publication (e.g. what issue is out and where to get it, such as Project Muse), (2) new posts to the AMSJ blog (e.g. links to the most recent book review or On Teaching submission) and Twitter, (3) interesting articles from the internet pertaining to American culture/studies in general, (4) calls for papers, (5) soliciting Book Reviewers for AMSJ, (6) notify of activities and lectures on KU’s campus and in the Lawrence community
- **Our audience:** 56% female, 41% male; most between the ages of 25-44 (61%); largest group located in Lawrence (70), then Chicago (31), New York (26), and Atlanta (21). A few from the UK and Germany (12 each). Almost all primary English speakers.
- **Trends:** Most of our Facebook fans are in the academic community (U.S), whether professors or graduate students. Multi-media, contemporary content, and the inclusion of photographs peaks interest in AMSJ’s activities
- **Goals:** (1) To continue to increase page activity and “likes,” (2) To increase traffic and engagement on our WordPress blog website, (3) To post more videos and interactive, eye-catching content, that shows AMSJ’s engagement with the KU and Lawrence communities

Twitter

- 409 Followers (Notable increase in followers since Spring), 317 Following
- 209 Photos and videos; 713 Tweets: *Photos are key*
- **Same content as our Facebook page, but in a more concise format**
- Our followers are individuals and groups, usually academically-related; We continue to be followed by more Presses and other American Studies departments, both domestic and international
- Authors of books and/or their reviewers frequently re-post our tweets if related to their work. This increases traffic to the AMSJ WordPress blog.

- Also, KU's American Studies department re-posts many of our tweets on their page.

Blog

- **Current content:** (1) On Teaching, (2) Book Reviews
- Ability for audience to link our blog posts to their Twitter and Facebook accounts (as well as other less-popular formats); Also, there is a Twitter feed in the margins and a link to our other Social Media sites
- **Need to update:** Books available for review? Newsletter? What is the status of Why Teach forum? How to increase commentary and discussion on blog? More images/color?

APPENDIX C

MAASA Webmaster's report:
Fall 2014

1. New MAASA.Net Layout
 - a. Shared this with Tom Oates and Jeannette Jones last month. There have been no major revision requests.
 - b. Please let me know if you have any concerns about the new layout; otherwise, I can start bringing it live asap.
2. Keeping Website Current.
 - a. The journal staff should send the newest jpeg of the journal cover to midamerica.asa@gmail.com whenever a new issue comes out. This will better allow me to keep this current on the website.
3. Social Media.
 - a. I have been tweeting American Studies job opportunities as well as articles about important social issues as they come up. If any board member, at any time, would like to draw attention to something on social media, send an email to: midamerica.asa@gmail.com.
4. Payment
 - a. Please ask Walt Kim to send me a check for the amount we agreed upon at the Spring 2014 meeting. (\$6,000.00)

Best Wishes,

Jacob K. Friefeld
MAASA Webmaster

APPENDIX D

American Studies Association Reception: MAASA+ Women, Gender, and Families of Color
Journal+American Studies Journal

Itemized Budget

Submitted to MAASA
Submitted by:
Jennifer Hamer, Chair
Department of American Studies
JHamer@ku.edu

Reception Information

Date: Friday, November 7, 2014
Time: 5:30-7:00PM
Place: Westin Bonaventure, Level 3, Catalina Ballroom

Budget Item	Per Item	Total
1. Refreshments		
a. 100 Thai Vegetable Spring Rolls	\$4.25 each	\$425.00
b. 100 Schezwan Beef satay w/soy sauce	\$4.75 each	\$425.00
c. 100 Thai Basil Chicken satay w/peanut sauce	\$4.75 each	\$425.00
d. 1 fruit plate for 50 guests	\$400.00 each	\$400.00
2. Beverages		
a. Beer/wine/sodas/water @ \$29.00 per guest 50 Guests	\$29.00@50	\$1,450.00
3. Space Rental = complimentary		.00
Total Pre Tax and Gratuity		\$3,125.00
3. Tax @ 9%		\$281.00
4. Gratuity @24%		\$750.00
Total with Tax and Gratuity		\$4,156.00
Musical Talent	up to \$600.00	
Graduate Student Reception Support Staff (3 KU graduate students)		.00
Final Total		\$4,756.00
KU Contribution		\$2,200.00
MAASA		\$2,756.00 \$2,556.00

ASA contact: Christine Busiek, cbusiek@inmex.org
Credit Card Authorization Agreement must be completed and submitted.

APPENDIX E

PROPOSED UPDATE TO “COMPENSATION FOR BOARD SERVICE” POLICY

<http://maasa.net/execboard.html>

Proposed additions and deletions in red.

Faculty members of the Executive Board will be reimbursed up to \$250 **per academic year** for their travel to **and accommodations at ~~the fall~~** board meetings; graduate student representatives will be reimbursed up to \$500 **per academic year** for travel **to** and accommodations at **~~both the fall and the spring~~** board meetings (**~~up to \$250 at each meeting~~**). MAASA strongly encourages the degree-granting institutions to provide matching funds to support travel by graduate student representatives to the Executive Board meetings. All board members should provide copies of receipts to the Executive Director for quick compensation.