

FINAL Minutes for IGDA Board Meeting 21 November 2013

Present: Brian, Dustin, Ed, Luke, Sheri, Tom

Staff: Diann, Kate, Tristin

Tardy: None

Absent: None

Brief Announcements

- Upcoming Board Meetings:
 - 19 December 2013 at 13:00 CT
 - 23 January 2013 at 13:00 CT

Meeting called to order at 13:05 CT

Review of Previous Meeting's Minutes

- Board reviewed previous meeting's minutes and resolved any outstanding comments/changes.

Sheri moves to approve minutes for 17 October 2013 meeting, Luke seconds. Motion passed unanimously.

Review of Last Meeting's Action Items

- Kate started thread about GDC 20th Anniversary celebration event
- Luke said that UKIE is preparing a proposal/contract to send to Kate and it's in progress
- Other contract threads were started
- Tristin, Luke, and Ed have started discussions on membership cards but are pulling together some numbers to get better numbers; work is being done to reduce hosting/online services costs and in December Tristin will have a better idea on the numbers
 - Those changes are due to adding lifetime member cards, server reduction, and MailChimp changes; Luke is currently estimating \$250
- Kate recapped her report on the MultiView payment process and the advance
 - Sheri asked about what happens if the advertiser doesn't pay the full amount and will MV still send us our share or do we have to wait until they get money; Kate will ask them about that
- Kate talked about the MultiView opt-out rate and how we started with a small list and have now bumped up to about 29k emails; so the average opt out rate is .18% with the average unsubscribe per week being 50.
- Kate talked about how the original open rate was almost 50% but when the list was expanded we're hitting an average of 24% which the industry average is 15-20 so for now we're still marking above the average

Executive Director General Org Update

- Website:
 - Kate hopes everyone has had a chance to poke around a bit
 - She's said we're getting mostly positive reviews on it, but they recognize that there are items to address
 - They are focusing on Phase 2 now which is primarily focused on getting Chapter and SIG leaders to use the site and the creation of the "at-a-glance" pages that YM is working on; Kate is waiting for an update from them on the timeline for getting that template done. Kate wants to roll all of that stuff out to the Chapter and SIG leaders at the same time as a package thing instead of rolling it out slowly
 - Kate does not have the metrics in front of her but we've had a lot of membership sign-up activity through the site. Kate says she looks at the YM dashboard every morning to see what kind of sign-ups we're getting and she feels it's looking good and showing a positive trend
 - They are also thinking of possibly adding a Resources tab at the tab where the icons are like advocacy and get involved so that eventually once they have docs ready to go for members they can put it there and possibly the FAQ but that's under discussion
- IGDA Insider: So far she thinks it's been well received and she's getting contacted by sponsors who want to get in on that and she is passing them off to MultiView
- Chapter and SIG engagement:
 - This kind of touches upon all the traveling she's been doing lately
 - It's been great to get to interact and engage with them locally
 - Some of the chapters, like IGDA Mexico, have been shocked she's even showed up.
 - She's been getting lots of great feedback, what kinds of things would they like to see from the IGDA
 - This goes along with the push for partnerships and benefits we're pushing in the metrics
 - Currently working with IGDA Paris; Egypt and Hungary are also wanting to get started
 - Also with the SIGs as well there's at least one SIG that wants to create a new Game Credits SIG. Sheri asked about the old Credits Committee and how it should stay a committee and so Kate is working on putting the groups together.
- GDC:
 - Kate is pretty happy with the contract that's been negotiated.
 - Kate mentioned Luke and Sheri have already given the thumbs up on the contract
 - Once everyone else gives the approval or the review timeline ends then she'll get it signed and moving forward
 - They are already prepared to start moving forward on the other GDC items by end of the year.
 - The most important part is Sponsorships, there will be a spreadsheet she created

- that she'll share with us soon that tracks all of her discussions going on
 - We have no sponsorships secured at this time but Kate feels that the launches of the new consoles has made discussions stall/people are busy.
 - There are discussions going on and there is some interest but there is no concrete commitments at the moment.
 - We will have two meeting rooms on Monday-Tuesday, and SIG meeting rooms for Wednesday-Friday, including speaker passes.
- Sponsors: Definitely on some of these trips she's having talks with people about sponsoring and some of them are showing interest as well.
- Software Discounts/Other Tangible Benefits: She is still in discussions with several companies and will be working with Ed on securing some of those discounts/tangible benefits. Once she shares the spreadsheet we'll get a better idea of what's going on.
- Research: Kate has been talking extensively with Wanda Meloni and Celia on moving forward with the Developer Confidence Index survey that will now also touch on the Diversity/Demographic issues, as well as Quality of Life issues, to get a better overall feel. Kate is looking to get the survey out and the results compiled before GDC to launch the results and has been working heavily with Wanda and Celia on this. The goal is to have a data product they can use and to support the industry.
- She is also talking with Johanna about the QoL survey that's done every 5 years and they have been made aware of the DCI but they want to prepare the survey and do the QoL survey later in the year and message it correctly.

Financial Update Discussion

- Membership stuff is starting to show up since it's amortized over several months but we're over performing there.
- Combine that plus the unexpected advance from MultiView and we had higher revenue.
- Kate's been traveling all over the place and even though some of it is covered we still pay quite a bit and so none of that is expected and we're only making it up because we are saving money on the website expenses.
- Overall: we spent more than we planned but we made more than we planned so instead of losing \$500 for the month we made some money.
- Ed expects us to continue over the next two months to have an upward trend.
- His main concern is cash and we have some checks that have not come in yet but once that comes in we'll be closer to where we want to be. So Ed wanted to say that it would be really great if we could sell more memberships, especially studios. Kate said that's her goal.
- Ed's been started on the budget, Diann gave him a great draft to start on and now he's ready to bring in Kate and Diann for the next step. Ed asked Kate to take on setting up that meeting.
- Ed's goal is to get to a break-even budget for next year.
- Dustin asked about membership numbers and is the website helping that and we talked about current numbers but how it's hard to tell until we're farther out; Diann to pull together some numbers; Sheri to send the latest dashboard to the group.

- Sheri asked Ed about if the projected numbers for the end of the year take into account expected unexpected expenses or variances. Ed talked about potential variances and how he's expecting no more unexpected expenses from Kate's travel and that we'll continue to spend less but we should be good with his current projections and that not spending all the money on the website is really helping.

Appendix Updates Discussion

- Dustin talked about the Events update, in particular looking at ways that local chapters could be assisted to participate in conferences in lieu of IGDA HQ's direct participation. Kate questioned how this would be handled since she was not part of the discussion, Dustin spoke about the local chapter's volunteers being trained and supplemented with Board or Super-Volunteer support. Tom talked about the possibility of creating a small package that chapters could use for branding, with printouts, popup banners etc with webinars to assist. Kate wanted to ensure that the relevant chapters had the resources and bandwidth necessary before something like this was attempted.
- Sheri asked (by text) if there was a roadmap currently available for the Phase 2 rollout of the website, Kate said there currently was not.
- Ed queried a note from Diann for expenses he saw from YM, Diann and Kate confirmed these are small and relate to the template creation and are budgeted at \$225

Bylaws Discussion

- Changes suggested to be made to the bylaws were:
 - Tom revised the date and made several clarifications on the formatting of percentages to be "<number as written> (X%)" format
 - Changed Article 4, Section 2 to "up to" three Special Appointed Directors
 - Brian pointed out that the original intention was to have three, Tom countered that the current wording forced us to have three, so we needed to change the wording or mandatorily appoint to fill the seats
 - Added "if appropriate" to the Ex-Officio Director role to account for situations where a Chair Emeritus is not appointed
 - Quorum for elections was proposed by Tom to be reduced to 10% (from the current 20%) which would give more likelihood of reaching quorum and allowing the members to elect the directors themselves, rather than relying on the Board to appoint in-line with their wishes.
 - Ed liked it, Brian is also in favor of it but reiterated that if we lower it we cannot raise it again as that would require a vote for the membership, which is why Dustin is opposed to this change. Dustin says we don't currently meet it and he doesn't see us meeting it even if member numbers continue to go up and so if we have to appoint anyway even at 10% then why don't we leave it. Tom didn't understand why it would really make a difference even if we get more engaged.
 - Dustin asked if there was a studio that would cover 10% of the membership and Tom talked about how that generally doesn't happen as they'd have to not only become a studio membership but also vote as a unit, but it is made harder by the

way we now run studios. Sheri talked about how she got over 10% of the membership to vote for her during her election year.

- We talked about worst case scenario and about perception of packing the votes and any other issues with what can be done/not done by going that lower.
- Dustin talked about how he had zero issues with any other items that were on there except for the quorum change.
- Ed talked about how he was in favor of it because it means that it's more likely that we can meet quorum and win the election and that lowering it he felt didn't make it any easier and that the 20% level doesn't really protect us much more from anyone trying to take over anything. It just sets what the minimum number of people needed to certify election. What we're doing is avoiding the discussion of that we have a low level of voter participation and that's an issue. So, for example, if Seattle wanted to take over more of the board then by not hitting elections then they could just elect/appoint them after the quorum is not met. Either way Ed doesn't think it matters either way and this is why he sides with Tom. He thinks its better to have the election results based on the will of the membership. Luke totally agrees with that and thinks it helps empower the members and makes them feel better about the results.
- Dustin talked about the nomination committee being a bigger perception issue but Tom talked about that for the majority of years where we have an election and then in the next board minutes where we validate the elections we have to say in the board meeting minutes that we didn't meet quorum and we're now nominating these candidates. There have been discussions about who to nominate and not worry about having to also just appoint those who were higher vote getting and make it feel less like of a failure.
- Brian noticed the % of quorum to remove a board member would then not be the same thing as seen in the bylaws for elections but since that was just noticed the board agreed to table that change for now and discuss before next meeting.

Tom moved to approved the changes to the by-laws for everything except Article 4, Section 3; Ed seconds. No objections. Motion passes unanimously. (Procedural Note: A majority of the board is required for by-laws changes, not just majority of a quorum.)

Tom moved that we amend the bylaws for Article 4, Section 3 that would reduce the quorum for a board of directors election from 20% to 10%. Luke seconds. Motion passes; Dustin objected. (Procedural Note: A majority of the board is required for by-laws changes, not just majority of a quorum.)

MultiView Contract Addendum Discussion

- Dustin talked about how Kate had brought forth some ideas on a business directory to the board with a contract addendum. Since Sheri had created an objection to that addendum it has now been brought here to the board.
- Kate mentioned that the dedicated mailer did not require an addendum and she brought it

to us as a courtesy. The resource guide will take 3-4 months to get implemented.

- Dustin clarified that the dedicated emailer is just a nod to let us know and the addendum is only the guide
- Sheri talked about her objections she brought up in email some of which included:
 - Termination of Agreement Terms
 - Stability: We've already introduced several new things lately and most of them are still in Phase 1, e.g. the website. I would rather have those up, running, a bit more polished, and with a good track record behind them before trying to throw another new thing at our members.
 - Branding: The Insider is already adding a lot more advertising, walls of text, and amounts of communication to our membership.
 - Values: I think it would reflect very poorly on us to engage in a partnership with someone like our recent partner and then turn around and directly add our 'own' product offering that competes with our partners. I definitely don't want to set the precedent that people should be leery of partnering with us on the basis we're going to find another way to do it ourselves and cut them out. We should be creating a community, not taking it over for the sake of a quick buck.
 - Revenue: One more George Brown or MGS is the equivalent to potential annual revenue in some of the estimates we've seen for the additional items mentioned in this thread.
 - Value Add: I would much rather say "Microsoft Studios is a proud supporter of the IGDA" than "Microsoft Studios is an advertiser in the IGDA business guide."
Mission: I still am not completely sure how we see this fitting into our mission
- Kate said that was not what she felt Tom said a month ago; Tom said he's never felt that this was a good idea.
- Brian would like to hear Kate's thoughts on it since she's the most closely associated with it.
- Kate said when she talks to member she gets a lot of comments about wouldn't it be great to have a place to list their company and let them know about their services. So in the course of those discussions MultiView said if you've ever thought about this we have something similar as well and people advertise in it. So they talked about how members would get to list in there for free but if MV wanted to find companies to advertise that is something they can do. So Kate felt that this was something where members could talk to about an IGDA member company instead of looking somewhere else and she thought that was a cool idea. She thinks it increase the value of membership as it gives them something free. Kate talked with MV about having a logo denoting they are a member.
- Kate felt that the dedicated mailer is a no-brainer and it's something we've been doing for years and we consolidated everything and it would just be adding one email a month.
- For the resource directory, she's happy to answer any other questions about it.
- Sheri asked about this 'company member' where we support individual developers not companies and so how will this logo go on there.
- Dustin talked about running a small business and being a lifetime member and the revenue he's brought in from IGDA and he'd prefer to find those freelancers and

contractors who are IGDA and give back to the community.

- Tom is not comfortable with the relationship with those people and asked Ed if he has done any financial analysis as he feels they've left off a significant portion of the revenue, but Ed has not done so yet.
- Luke says he gets Dustin's point but felt it was from the aspect of a business owner who is doing hiring/firing and has bought studio affiliate memberships, so what is the bar to get this qualified? So like in Scotland the benefits aren't great to be a Studio but can they have one of their employees who's an artist sign up as a member and then have that count to sign up their company.
- Dustin asked about individuals being on there and do they count. Kate said yes, individuals, companies, etc. can all join and she'd love to have individuals on there.
- Tom asked about advertisers and Kate said it's the same as the Insider where we get to define what is OK or not OK.
- Dustin asked about the termination agreements and a way to get out if it went awry. Kate confirmed it was 5 years and will renew for 2 years automatically and we have to let them know at least 365 days in advance. Brian asked if there was a 'can we get out' clause and Kate was trying to look at the original contract to see how we can get out.
- Dustin felt if there was an introductory clause it might make things more palatable to the board. Dustin asked if she felt that MultiView would be open to amending those terms to make it more OK and Kate said she'd have to go back to raise it to them.
- Tom wanted to make it clear that he's not opposed to the value this brings but he just doesn't think it's the right vehicle, Dustin disagrees with Tom but he does think we should have more flexibility in case we didn't like it.
- Dustin talked about if we should go back and try and get the contract revised and then bring it back and Tom said he doesn't care for it either way and would prefer Kate not have to go back and try and negotiate for a contract that won't get passed anyway.
- Dustin did a straw poll saying with the ability to terminate with ease who would be in favor and Brian, Dustin, and Ed said they would agree. Tom, Sheri, and Luke said they would be opposed. So given that the straw poll is deadlocked and that we're going to add a new member and have more discussion Dustin suggested we push it off to later.
- Dustin moved us on to discussing the dedicated mailer. Tom asked for more information. Kate talked about how we would have a dedicated mailer go out once a month because MultiView would sell an email to someone. Tom confirmed this was not being done because of our media relationship or sponsors. Kate confirmed that was the case and Tom thought this was a disincentive for us to do our own sales and rely on the one company. He understood when we were doing it for media relationships or with bargaining and so the question is would we sell the dedicated email to an advertising company for one email a month. We've always had a strict policy of not having any third parties use our mailing list for commercial uses.
- Dustin thought there was a finer distinction here and Sheri asked about punting it because we are late and need to do other stuff. Dustin felt this was just getting our opinion since it was a courtesy and Sheri said we already discussed this via email and agreed to table it. Tom said that he's in favor of the Insider but it's already saturated with

ads and then to add more and keep going doesn't seem right. Kate talked about how it's a staff bandwidth issue and Tom talked about how we should look to other avenues.

- Dustin asked about general feelings, he said he knew Tom and Sheri were opposed and Luke said he was borderline negative but needs more info; Tom said he'd like to see an example; Ed says its easy to talk about the negatives but would like to talk about the positives. Brian said he thinks the revenue is good and has a positive. Dustin said we seemed to be split and asked Kate to hold off on this until we get further discussion and he promised her that there would be a follow-up promptly.

Mini-offsite Discussion

- Talked about scheduling the mini-offsite and Kate's flight and was asking people as to whether or not they are available and when they could do it on that day.
- Dustin talked about combining the board meeting and the mini-offsite. There was general discussion as to scheduling and flexibility.
- Current trend is for 8-12 PT/9-1 MT/10-2 CT/4-8 GMT

Board Appointment Discussion

- Dustin talked about how we've previously discussed to appoint Sheri Graner Ray and at this point it was mostly procedural and asked for a motion.
- Sheri Graner Ray has joined the board and we will make the announcement as appropriate.

Brian moved to appoint Sheri Graner Ray to the IGDA Board of Directors for a minimum of 2 years to end the next following termination date for elected board members. Tom seconds. Motion passed unanimously.

Executive Session entered 15:06 CT

Exited Executive Session at 15:26 CT

Action Items

- Kate to share her sponsors and sales spreadsheet with the board
- Kate to work on setting up a budget meeting between her, Ed, and Diann.
- Tristin and Luke to continue to getting the numbers for membership cards and online services to Ed for budgeting purposes.
- Diann to pull together membership numbers comparing this year to last year
- Sheri to send out last membership dashboard to board_ed_staff after the call
- Kate to hold off on the MultiView contract addendum and dedicated mailer pending further discussions by the board
- Board to look at potential bylaws changes brought up that weren't prepared for in relation to Section 3, Article 5
- Dustin to get the follow-up discussions on the MultiView items started and get answers to Kate ASAP
- Dustin to talk to Sheri Graner Ray about potential options for the mini-offsite and her

ability to attend that day

- Sheri to work with staff to handle the addition of Sheri Graner Ray on to the board and any possible announcements.
- Board to work on Contract Review policy and try and approve it ASAP; Sheri to share current version of policy with Kate so she can see our progress
- Sheri to work on getting the new bylaws posted on the website and PDF'd work with staff to get it on the website and WebEx.

Brian moves to adjourn meeting.

Dustin seconds.

Meeting Adjourned 15:30 CT

APPENDIX TO MINUTES

Pre-Meeting Updates

Group/Main Updates

Chair: (Dustin)

- Continued management discussions with Staff.
- Modified Sponsor reporting mechanisms
- Discussed review documentation for Staff with Vice Chair
- Attended mid month Board discussion

Events: (Dustin/Tom)

The Events group met during the month to discuss the core three shows that Kate targeted in her presentation to the Board. Ultimately, we believe that the following events deserve IGDA HQ Presence/Participation are as follows:

GDC Prime
E3
Casual Connect SF
GamesCom
GDC China (the UBM event)

Furthermore, we believe that a plan to pull and manage volunteers from the locations that these and other events are being held is the key to broader presence at a variety of shows.

In coordination with the Chapter Committee, we would like to put together programs, including training webinars) to help chapters participate in any appropriate conferences near them. HQ or the chapters themselves will secure the relationships then HQ will work to facilitate the chapters' in providing an IGDA presence at industry events, including:

Booth Package - booth signage and files and funds to have written material for distribution.

Party Package - assistance in planning and help securing a venue for networking events

Event Package - Training in steps necessary for local chapter to host their own IGDA branded events.

We'd like to open discussion on a show volunteer program beginning with the IGDA SF to help them staff and manage a number of the shows that occur in the Bay Area as a testing grounds for broader adoption into the organization.

Finance: (Ed)

October Financials

(See Budget vs Actuals 2013 Budget tab, October 2013 column)

Membership income continues to trend above average. Since we are way over budget for total membership dollars for the year, this happy trend will continue.

We also received an unbudgeted advance of \$2500 for expected future Multi-view (IGDA insider newsletter) advertising revenue.

Combined these put us \$5888.72 over budget on income for October, which is nice.

On the expense side we were \$2644.11 over budget for operating expenses (not so nice). The majority of this was unbudgeted travel, food and lodging expenses for Kate's many world travels. We also continue to have a variance vs budget in Online Services that Tristin and Luke are working on.

These expenses are offset by a net surplus relative to budget of \$3592.26 for website expense (thanks to the switch to YourMembership).

This nets out to spending about \$1000 less than budgeted for the month. Combine that with the ~\$5900 extra income and we finish the month almost \$7000 better than budget which is very nice indeed.

Assuming that November and December look similar, I would project that we will finish the year with an operating loss around \$65,000 vs a budget of \$50,000 loss. Not great, but as I have pointed out in the past this is offset by our much better than expected cash position due to a big increase in membership sales vs last year.

All that said, it's important that we continue to push on membership to fund our expenses. Our cash position is slightly lower than I expected and I'd really like to have it back over \$100K by the end of the year.

International Growth/Formalization: (Dustin/Luke)

- Discussed how Academic memberships are impacted by Chapter Formalization
- Reviewed finalized GamelS Partnership

Membership Group: (Ed/Sheri Rubin)

- Continued to track membership stats and see where numbers are headed post-move to YourMembership
- Received updates from Talley on the transition to YourMembership for some emails, like renewal notices, and their work on cleaning up other data
- Lifetime membership cards are finalized and nearing production
- Received updates from Kate on the various discounts and other benefits she's working on getting to add to our list of tangible benefits

SIGs and Chapters: (Luke/Sheri Rubin)

- Transitioned into more of a support/maintenance mode to allow staff room to operate for execution based items
- Used Chapter and SIGs as a lens for other board discussions
- Continued to use our expertise and network of volunteer leaders to provide information and guidance for all board discussions on chapters, SIGs, and chartering/formalization

Sponsorships/Sales: (Dustin/Ed/Tom)

- Continued Introductions for Kate
- Assembled the status on overall sponsor sales

Individual Updates

Brian:

No update provided

Dustin:

- Did normal chair duties in an ongoing fashion
- Met with a number of key sponsors in the Bay area
- Attended GMIC
- Met weekly with Kate to discuss ongoing matters
- Coordinated sponsorship for IGDA LA's GDC Next event
- Worked to coordinate Board Mini-Offsite
- Reviewed Bylaws modifications
- Read the IGDA Playbook

Ed:

- No update provided

Kate:

- Presented to the board on 30 Oct. regarding my broader vision for the IGDA

IGDA Website:

- Engaged YM regarding the creation of the Chapter/SIG "at a glance" pages; currently pending completion before the end of Nov.
- Working with Tristin on various Phase 2 tasks, chiefly preparing for Chapter/SIG leader use of the site

IGDA Insider (Multibrief):

- Continued to review IGDA Insider content on a weekly basis; current revenue
- Since 1 Oct., advertising revenue from *IGDA Insider*: \$36,200 (IGDA cut is 30% or \$10,860 - almost to the \$12K/year goal to fund the expanded *Perspectives* newsletter)

- Discussed Business Resource Directory and Dedicated Email options with Multiview and forwarded to the board for review (pending decision)
- As of 6 Nov., open rate is 24% and averaging 36 opt outs per week or .001% (out of 28K+ delivered)
- Confirmed that Multiview payments are paid out to the IGDA on the 25th of every month. The advertisers may choose payment terms if they aren't able to pay in full on the day of sale. They can purchase the ad spot by placing 10% down on a credit card and then agree to full payment within 30-60 days by check or credit card, so the IGDA won't see the revenue until the advertiser pays Multiview, and then MV pays us on the 25th.

Chapter/SIG Engagement:

- Numerous with various chapter leaders about a range of issues, from getting meet-ups going to funding to formalization
- Discussing restarted/new chapter activity in Paris, Egypt, Hungary
- Negotiating chapter formalization with Montreal and Japan
- Discussing SIG re-engagement with Tristin, in addition to potentially new SIG activity (e.g., the "Game Credits SIG")

Events:

- GDC 2014:
 - Revised the UBM-IGDA contract for GDC 2014, passed by the board for feedback and forwarded to Meggan for negotiation. Meggan responded on 20 Nov with minor revisions, Kate accepted and forwarded to the board for input.
 - Met with Carly Slater (here in Seattle) to discuss her possible help to find sponsors/venues
 - Followed up with Seda (LOGIN Conf.) about helping locate a 20th anniv. event venue in SF; still pending.
 - As per studio outreach section (see above), still soliciting numerous companies for potential support. One of our main leads confirmed they will not be able to support us.
 - Raised the 20th Anniversary Celebration to the board for discussion; received various points of feedback that will be taken into consideration
- Raised the broader event strategy issue to the board for feedback; still pending decisions about 2014 event planning (particularly the IGDA Summit plans)

Sponsors/Benefits:

- Negotiating with a platform maker on a dev kit discount for IGDA members
- Negotiated with an engine maker regarding discount; short-term result is a discount on their conference, but Ed was escalating to their CEO
- Continuing to pursue long-term software discounts with several engine, app, and platform holders.

- Productive discussions with publisher VPs in Montreal about potential sponsorship

Studio Affiliations:

- Still working on various conversations with 10 studios as potential studio affiliates

Travel:

- Very productive trips to Mexico City (Dev Hour MX), Melbourne (GCAP), LA (GDC Next) and Montreal (MIGS) (see separate emails to board about trip specifics)
- Upcoming trip in Dec. to SF to speak at (possibly) Appnation V, (confirmed) QA & Localization Forum and Google

Research:

- Working directly with Wanda Meloni and Celia Pierce on revising the demographic survey (fka "diversity survey") as part of the "Developer Confidence Index" survey
- Plan is to be able to launch the DCI survey and yield results/report in time for GDC in March

Luke:

- Usual Board meetings, emails etc
- Worked with Tristin on consolidation and migration of hosting.
- Met with UKIE to discuss pushing further collaboration
- Worked with Board/ED to nail down vision following on from Kate's presentation.
- Distributed vision proposal for Chapters/SIGs group and discussed with Board
- Attended networking event for local students
- Continued outreach to chapter leaders and other super volunteers
- Met with representatives of Scottish government to discuss the IGDA and potential avenues for collaboration on future policy-making
- Supported staff with several requests from UK people
- Drafted first post for new Board Blog initiative (pending proofing and review by Sheri)
- Connected key female members of IGDA Scotland community with WIGSIG
- Ongoing preparation for GamesWest event in December
- Secured sponsorship from UKIE for IGDA Scotland AGM
- Met with marketing/PR expert to discuss sponsorship strategies for IGDA Scotland going forwards
- Met with representative of U.o. Abertay and agreed to host an event in partnership with them
- Met with representatives of local GGJ sites to establish support required at national level
- First meeting with new IGDA Scotland Board
- Hosted AGM for IGDA Scotland
- Launched multiple new initiatives for IGDA Scotland
- Contributed to two articles on Scottish games industry in local public-facing newspaper "The Scotsman"

- Gave an interview to a PhD student undertaking research into the state of the Scottish industry
- Oversaw roll out of GDC Scholars applications for 2014
- Worked with the Scholars Committee to revise the website for 2014
- Worked with the Scholars Committee to identify potential new members for 2014 judging panel
- Responded to multiple inquiries from prospective Scholars applicants for clarification on points related to eligibility, criteria etc
- Updated the Board on prospective academic affiliations in the UK

Tristin:

IGDA Website:

- Continued learning of new website tools/features
- Working on reporting and group functionality for Chapters/SIGs
- Continued work with YM/Talley on migration questions/feedback
- Various website updates: events added, news posted, Chapter online presence updated, etc

Membership Cards:

- October membership cards sent for production
- Lifetime membership cards final and ready pending approval
- Discussions with vendor to get breakdown of associated costs

Chapters (Pro):

- Final draft of updated Chapter Handbook out for feedback/edits; prepping for final review
- Finalized IGDA Scotland elections (Congrats Luke Dicken, Lindsay Kirk, Andrew Macdonald, and Brian McDonald)
- Sent materials to IGDA San Diego for rebooting purposes
- Conversation with IGDA Wisconsin re: elections

Chapters (Academic):

- Membership verifications for Academic Chapter creation
- Conf call with volunteers managing Academic Chapter relations; welcomed new volunteer

GDC 2014:

- Landing page prepped and posted
- Kick off meeting with Cat to prepare for print and graphic needs
- Working to secure a game (or two!) for play at conference
- Spoke to vendor re: possible new design for IGDA MVP awards
- Initial outreach to charging station vendor

Misc Tasks:

- Cleaned up MailChimp to reduce costs by an estimated 62% (to be confirmed with December invoice)
- First step of web hosting and services consolidation completed. Prepping step two. (Cost reduction should come in once step 2 is completed.)
- Copy written/edited/sent, mailer approved/sent for four (4) IGDA Insiders since last meeting
- Spoke to PechaKechu folks to finalize IGDA's use of "powered by PechaKechu" nights; preparing for Board review
- Membership verification on a handful of projects for curating on Indiegogo/Kickstarter
- Continued handling of both member and non-member inquiries

Sheri Rubin:

- Completed chronic Secretary tasks including minutes prep, update notices, and action item follow-ups
- Created the content to update the board blog and the board page on the new website
- Helped the Scholars committee with opening up the call for GDC applications, approving social blasts, etc.
- Continued my work as a volunteer proofing the IGDA Insider emails and other blasts as requested
- Participated in board threads, calls, etc. as we move forward on several discussions and had a call with the Vice Chair to move forward on specific board items as well as a call with Sheri Graner Ray on other items
- Worked on IGDA Chicago tasks and presented at the November meeting including a large section on getting involved with the IGDA, IGDA Chicago, and the IGDA Scholars program where we've now recruited several volunteers for both IGDA and IGDA Chicago.
- Started discussions with IGDA Chicago BoD on potential offsite and transition plans, elections are in progress.
- Provided some support and info for several SIGs I participate in.
- Attended finance committee and membership committee calls and provided info and support where necessary
- Helped Tristin with some follow-ups for GDC as well as getting some Google groups transitioned over and starting on Google docs next

Talley Management Group - Submitted by Diann:

IGDA Website:

- Main focus over this past month has been getting the YM configuration complete and new processes enhanced and developed.

Finances:

- Finalized financials through October
- Prepared a draft 2014 budget

- Moving forward with finalizing the IGDA Group exemption.

Tom:

No update provided

Non-Board Group Updates

Anti-Censorship and Social Issues Committee Update

NYT Op Ed:

NYT declined to publish after delaying for over two months. Their “Broadcast Thought” Op-Ed appears to be in violation of numerous NYT standards. The question for the IGDA Board is – what do we want to do about it? How should we respond to their reasons, which does not appear to hold water? Do we confront the NYT with their own apparent rules violation? Do we go public with an accusation of the NYT appearing to violate their own rules? This would have the advantage of potentially making the IGDA look substantial for taking on a major player like the NYT. It could also have the downside of making the NYT not publish future IGDA editorials (though based on this experience I would not hold my breath.) The ACSI board would appreciate some guidance from the IGDA Board on how to proceed.

Media Psychiatrist Op Ed

The op-ed is strong and would make good copy. We will shop it around to other outlets, seeking to publish it in a high profile newspaper (NYT rivals, for instance). We have started the search for another paper. Considering the NY Daily News, NY Post, Wall Street Journal, Washington Post, LA Times, SF Chronicle, etc.

Challenging Media Psychiatrist Credentials:

Some media psychiatrists appear to be in violation of medical ethics by publicly diagnosing patients they have not treated. For example, Dr. Ablow has been criticized for this prior to doing it again on video games. Would the IGDA board support making a challenge to his board certification and medical license on the basis of these violations?

AI- Jazeera TV appearance video:

I assigned the ACSI committee with digitizing a video of my 3 minutes GTA V segment on America Tonight on Al Jazeera and uploading it to IGDA and Youtube. We should have it before the end of the month.

Red Cross

The first draft of ACSI open letter endorsing some of the Red Cross proposals should be ready in December.

<http://www.icrc.org/eng/resources/documents/film/2013/09-28-ihl-video-games.htm>

ACSI committee members are kicking around the language and some examples of how

to accurately deal with real-world war crimes to games complete with penalties and rewards for following or violating the real rules of real world war. Sample language: “The consequences of war crimes can enhance gameplay. Just as video games are more fun when they include accurate depictions of weapon systems, military tactics and combat, they can also be more fun when they include accurate depictions of the consequences of military actions.”

The open letter will strongly caution that governments not make such inclusions compulsory.

Planning:

The ASCI is creating responses in the works for:

- Promoting the Glasgow study
- Criticizing Massachusetts State Senator Brownsberger for pejorative language in his bill calling for more studies.
- More answers to student questions for student reports.

Scholars:

- Worked with volunteers to make changes to the website and get ready for launch of the GDC phase of the program.
- Continued adding to our volunteer base to help support this program and improve it for the 2014 program year.
- Continued discussions related to our post-mortem and things we want to change, improve, or remove from the program.
- Discussed details of judging panel for 2014 so that we continue to vary some of the judging panel each year.
- Worked with Kate to determine the number of passes likely to be allocated to the Scholars program for GDC
- Launched the call for applications for GDC 2014 including working with staff and volunteers to create and promote the call on all the Scholar and IGDA channels.
- Reached out to the IGDA Foundation for feedback on the 2013 selection process and to ensure they are built into the 2014 process