# NAPA Combined Reports, Spring 2018

NAPA Governing Council Meeting

Spring 2018 Meeting: Philadelphia, April 6, 2018 Report Period: November 2017 - March 2018

Committee reports are public documents.

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### **President's Report**

TO: NAPA Governing Council

FROM: Lisa Henry

<b>Committee Members</b>	
Accomplishments	Sustaining Member
	We have successfully created a Sustaining Member category for \$50.
	Monthly Emails

I have been emailing NAPA members almost every month to keep them updated with activities.

#### Monthly GC Updates – 5/1, 6/1, 7/1, 8/1, 9/1, 10/1

I've started monthly GC updates to GC members only to keep up our momentum. My idea is that I will tap GC members mid-month for any monthly updates they want to share to the GC. I will compile and send out around the 1<sup>st</sup> of the month.

#### Banner design

Jason and his wife designed a pop-up banner and table-top banner for tabling events.

### SfAA Sponsorship 2019

We have secured sponsorship of the 2019 SfAA meetings. This means we need to put together 6-8 sessions/panels/workshops.

#### **Work in Progress**

#### **Recruitment Efforts** (please see attachment for full list)

#### A. Marketing Campaign

The marketing campaign will be ongoing. We have t-shirts, bags, lip balm, and cleaning clothes for SfAA tabling events. T-shirts will be given to anyone who joins NAPA. This will be more difficult at the SfAAs than AAAs. T-shirts will be raffled at the NAPA Networking Social. I designed cardstock invitations for the Networking Social.

#### B. Benefits List

I have compiled suggestions for the Benefits List and we will discuss at the GC meeting.

#### C. Webinars

I gathered much information on the logistics of webinars. Ellen, David, and Kevin have volunteered to pilot the webinars. We cannot make these webinars NAPA exclusive, but we use them as part of our marketing/recruitment strategies. Also, we cannot charge for these webinars (as of now).

#### **Mission Statement**

I have tasked Tim Wallace with working on the mission statement.

#### **Budget Process**

Kevin and I are researching the budgeting process to develor system to better track budget requests and modifications to the requests. This should be done by May.

	SfAA Program 2019 Ellen and her program committee are working on NAPA sessions/panels/workshops for the 2019 SfAA meetings.
	SfAA Careers Event
	We are currently brainstorming on a small careers event for the 2019 meetings.
<b>Problems Encountered</b>	101 the 2017 meetings.
and Recommended	
Solutions	
Issues / Motions for	Recruitment Efforts
<b>Board Resolution:</b>	NAPA Exclusive Programming
Comments:	

### **NAPA Treasurer Report**

TO: NAPA Governing Council FROM: Kevin Preister, NAPA Treasurer

Committee			
Members			
Accomplishments	Maintained the review and approval process for payments for materials, conference call lines, honoraria, conference reimbursements consistent with		
<del>~</del>	the approved NAPA budget.		
Current Status	Status  American Anthropological Association  Statement of Net Assets		
		ement of Net Asset Immary of All Units	S
		Twelve Months End	dina
		cember 31, 2017	ing
	Net Assets at Beginning of Year		\$129,695.05
	Revenues to Date	44,015.67	
	Expenses to Date	33,116.56	
	Change in Net Assets		10,899.11
	Net Assets at End of Period		\$140,594.16
Problems	Special features of the budget summary on the f	following nage:	
	Special reaction of the budget building on the	onowing page.	
<b>Encountered and</b>			

Recommended Solutions	<ul> <li>The "Section Dues Subsidy" was projected to be \$4445 but actually came in at a loss of \$8955, which is a significant hit on our budget.</li> <li>Our "Prof/Consult/Honoraria" costs were \$4000 less than expected.</li> <li>Travel expenses for our members were about \$8000 less than projected.</li> <li>"Meeting Food and Space" as well as "Development and Promotion" were quite a bit more than expected, attributed to more regular social networking events (with food), more promotion (and swag) of NAPA.</li> </ul>
	• I did not receive current membership numbers from AAA.  Lisa Henry and I are working on upgrading reimbursement as well as budget development procedures in order to improve our efficiency and budgeting.  See Appendix 3.

Secretary's Report

TO: NAPA Governing Council FROM: Rachel Hall-Clifford

<b>Committee Members</b>	Briana Nichols, Anthropology News contributing editor
Accomplishments	<ul> <li>Fall 2017 Meeting Minutes circulated and revised</li> <li>AN columns posted (3 live since mid-December; 2 in queue)</li> </ul>
Work in Progress	Annual AN print Sections Edition in progress     (authored by Crain and Tashima)
Problems Encountered and Recommended Solutions	
Issues / Motions for Board Resolution: Comments:	

### **Annals of Anthropological Practice**

TO: NAPA Governing Council

FROM: John Brett, editor

<b>Committee Members</b>	Tim Wallace (chair), Chad Morris, Peter VanArsdale,
	Robert Rubenstein, RuthBeth Finerman
Accomplishments	Volume 42:1 is in the hands of the publisher and
	should be sent to members in late April, early May
Work in Progress	

<b>Problems Encountered and</b>	We are still having difficulties attracting manuscripts.
<b>Recommended Solutions</b>	Tim Wallace, John Brett, Janine McKenna and the
	Wiley team have been in conversations on continuing
	marketing efforts to raise the profile of the AAP and
	get a larger number of submissions.
Issues / Motions for Board	None
<b>Resolution:</b>	
<b>Budget Request (Items and</b>	None
cost)	
<b>Comments:</b>	Any suggestions from the GC would be welcome.

### **Communications Committee Report**

TO: NAPA Governing Council FROM: Terry Redding for Jo Aiken

Committee Members	La Ailran (ahain) Amanda Waaman Dathany Craye
<b>Committee Members</b>	Jo Aiken (chair), Amanda Woomer, Bethany Grove
	(Twitter), Zelda Harrison, Sophie Goodman,
	(Facebook), Kristy Keller (LinkedIn Administrator),
	Julia Wignall (AnthroCurrents; currently on hiatus),
	Nancy Versuzco, Caroline Hanson (AnthroJobs), Beth
	Holland, Brandon Meyer (website), Amanda Tack,
	Ana Belen Conrado (special projects), Robbie Murie
	(video)
Accomplishments	Recruited two volunteers to take over AnthroJobs
	blog; spun off NAPA <i>Notes</i> team into separate
	committee;
Work in Progress	Website reorganization underway. Hope to finish by
	June. New blog series being developed by Beth
	Holland.
Problems Encountered and	Need to find someone to help with biweekly
<b>Recommended Solutions</b>	AnthroCurrents blog. Need photos and content for
	website redesign from GC.
Issues / Motions for Board	Terry Redding plans to step down from website duties
Resolution:	over the summer. GC will need to discuss recruiting or
	hiring a qualified webmaster.
Comments:	

### **Ethics Committee Report**

TO: NAPA Governing Council

FROM: Chad Morris

Committee Members Steve Pavey
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	Tracy Meerwarth Pester
	Anne Pfister
	Robert Rubinstein
	Niel Tashima
	Chad Morris, Chair
Accomplishments	Given GC approval of the revised Ethics Statement at
	the Fall AAA meeting, the statement revision has been
	submitted for placement on the spring NAPA ballot
	though AAA. The revised statement has also been
	ported to the NAPA website. The revision process and
	vote has been shared via NAPA Notes and AN.
Work in Progress	Pending election outcome.
Problems Encountered and	None.
<b>Recommended Solutions</b>	
Issues / Motions for Board	None.
<b>Resolution:</b>	
Comments:	

# Member at-Large Report

NAPA Governing Council Jason D. Lind TO:

FROM:

<b>Committee Members</b>	Jason Lind
Accomplishments	With recent efforts to create a more visual presence for
_	NAPA at both SfAA and AAA conferences, two new
	retractable banners have been created for use at
	various NAPA events including: the NAPA
	information tables, careers expo, networking socials,
	and at GC/business meetings. The main banner
	includes the new NAPA tag line: "Applying
	Anthropology for Real World Results", and includes
	icons representing what NAPA does. The small table
	top banner is to announce "Instant Mentoring" is
	available. In addition to the new retractable banners,
	new NAPA flyers were created using the theme of the
	new banners. These flyers include abbreviated
	descriptions of what NAPA is and the benefits of
	joining NAPA and other contact info.
Work in Progress	I am interested in developing a new mentoring outlet
	that focuses filling the gap between our mentor match
	program and instant mentoring. I have been
	conducting mentoring phone calls with students and
	early career professionals upon requests fielded from
	contacts (from the NAPA table, Careers Expo, and

	from e-mail). Feedback from this type of mentoring
	has been positive and there seems to be desire to
	conduct mentoring sessions over the phone or on
	Skype (or other such media). I will discuss this with
	the Mentoring committee at SfAA.
<b>Problems Encountered and</b>	None
<b>Recommended Solutions</b>	
Issues / Motions for Board	None
<b>Resolution:</b>	
<b>Comments:</b>	None

### **Membership Committee Report**

NAPA Governing Council TO:

FROM: Kerry Fosher and Fritz Lampe, co-chairs

Sheryl Horowitz Monica Hunter (research and survey lead) Peter Lee
Poter I as
reter Lee
Zarla Ludin
Terry Majewski
Carla Pezzia
Alessandra Rosa
Susan L. Schalge (outreach lead)
Yuichi Sekiya
Susan Wolman
Cassandra Workman
<ul> <li>Fully implemented new committee structure and priority activities: academic outreach, general outreach/member welcome, and survey/research.</li> <li>Completed welcome letter and are ready to start sending to new and renewing members in April.</li> </ul>
<ul> <li>Plan for further mining of survey data.</li> <li>Plan for following up on interview options for those who agreed to interviews in their survey responses.</li> <li>Adding additional data to the Higher Education data harvest in the fall</li> <li>Transferring Academic Outreach raw data to analytics software</li> <li>Beginning strategic analysis of trends in training in applying anthropology</li> </ul>

	Ongoing discussions/decisions about next steps in general outreach (see below)
Problems Encountered and Recommended Solutions	The new structure is starting to produce results and will help us overcome the committee's challenges.
Issues / Motions for Board	None
Resolution:	None
<b>Comments:</b>	None.

#### **Ongoing Discussions Regarding General Outreach**

- a. Outreach to anthropologists who can't or don't attend AAA or SfAA. Many practicing/applied anthropologists who work entirely outside of academia never come to the meetings even though they are members. Are there innovative ways we can share important happenings at the meetings with them maybe some means of highlighting especially relevant abstracts and podcasts using NAPA's existing communication venues (Facebook, the website, etc.) or other venues?
- b. Outreach to anthropologists teaching applied anthropology courses who may or may not be members of NAPA or SfAA. Create relationships and networks among and between faculty in collaboration with practitioners.
  - Guest speakers (virtual) in classes
  - Network undergraduate students
  - Network graduate students
  - Make resource (see f) available
- c. Outreach to anthropologists in other professional associations. Many practicing anthropologists are not members of AAA or SfAA, but may be members of other associations, such as EPIC, IUSAFS, AEA, PRIMR, AAAS, etc.
- d. Outreach to NAPA members who are also members of other professional organizations. Begin with personal contacts in preparation for a NAPA reception with emphasis on members who may also be members of the other orgs, offer opportunity to serve as liaison to support outreach. Examples:
  - SfAA, Society for Applied Anthropology
  - AEA, American Evaluation Association
  - EPIC, Advancing the Value of Ethnography in Industry (leverage existing liaison)
  - SMA, Society for Medical Anthropology
  - APHA, American Public Health Association
- e. International outreach are there international associations or venues NAPA could use to connect with anthropologists outside the US?
- f. Create a resource for faculty looking for other employment opportunities for themselves
  - faculty looking for resources and ideas to share with students
  - information for faculty to direct students to
  - practitioners currently underemployed (tech, marketing, research, etc.)

One Model - hold live workshop roundtable and record for future use Online Applied Anthropology Workshops - twice each year - 1 hour of topics AND Q&A Recruit 2-3, people working as applied anthropologists to contribute Use experience of Core NAPA members

enthusiasm

• awareness/opportunities

Year 1; Fall and Spring (promote at AAA)

• #1 in January);

• #2, shortly after the academic year ends. Use one to promote the next.

Year 2; Adjust timeline, new conversations

- Existing Model Roundtables at AEA (public health, environmental, STEM)
- Rationale Demonstrate benefit through initial distribution and then move to fee for access.

#### **Mentor Committee Report**

TO: NAPA Governing Council

FROM: Niel Tashima

	,
<b>Committee Members</b>	Emily Altimare, Noel Chrisman, Tara Eaton, Carla
	Guerron Montero, Kimberly Montoni, Robert Morais,
	and Bill Roberts
Accomplishments	I am pleased to announce that Emily Altimare has
_	joined the Mentor committee.
Work in Progress	1. Continued Mentor matches for Mentees, 3
	matches completed, 2 in process and 2
	outstanding waiting for responses from
	Mentees.
	2. Continued support for undergraduates.
	3. Continued development of focused
	messaging.
	4. Continued updating of Mentor FAQs to
	include more on Business Anthropology.
<b>Problems Encountered and</b>	None
Recommended Solutions	
Issues / Motions for Board	Request for support for next Mentor Partnership
Resolution:	project to focus on activities around the Careers
	Expo as a video lead into NAPA Mentoring, NAPA
	Instant Mentoring and an accessible video
	highlighting the Careers Expo as an avenue to
	engaging new populations and building membership.
Comments:	

NAPA Governing Council TO:

FROM: Natalie Morrissey

<b>Committee Members</b>	Natalie Morrissey, Natalie Cox, Brandon McClure, AJ
	Wildey, Allison Formanack
Accomplishments	We released of two issues of NAPA Notes, one in
	November and one this month.
Work in Progress	We will continue to gather information from GC
	members and other NAPA updates until our next issue
	in September.
<b>Problems Encountered and</b>	None
<b>Recommended Solutions</b>	
Issues / Motions for Board	None
<b>Resolution:</b>	
Comments:	

### **NAPA-OT Field School**

TO: NAPA Governing Council Rachel Hall-Clifford FROM:

	T
<b>Committee Members</b>	Rachel Hall-Clifford (Director), Gelya Frank, Nancie
	Furgang, Juliana Gutierrez, Stephanie Roche
Accomplishments	<ul> <li>Developed new student project offerings</li> </ul>
	Listed the program on <u>www.idealist.org</u>
Work in Progress	<ul> <li>New advertising strategy</li> </ul>
	Potential program redesign
Problems Encountered and Recommended Solutions	<ul> <li>Numbers of student applications were very low (8 for 12-15 slots).</li> <li>The decision was made to suspend the 2018 summer session in late February, since our model depends of student tuition to fund the program.</li> <li>We will have a call in late May/early June to plan program design and advertising to relaunch in 2019.</li> </ul>
Issues / Motions for	
<b>Board Resolution:</b>	
Comments:	We are not sure what explains our low application numbers, and we are open to ideas for student recruitment. Since the field school began, there are now more opportunities for occupational therapy students abroad.

### **Nominations Committee**

TO: NAPA Governing Council

David Himmelgreen FROM:

<b>Committee Members</b>	Lisa Henry, Elizabeth Briody, Niel Tashima
Accomplishments	Submitted nomination materials to the AAA for the
	NAPA GC positions, President Elect (2 nominees)
	and Member-at-Large (2 nominees)
Work in Progress	Completed
<b>Problems Encountered and</b>	None
<b>Recommended Solutions</b>	
<b>Issues / Motions for Board</b>	None
<b>Resolution:</b>	
<b>Comments:</b>	The process was smooth

### **Organizational Relations Committee Report**

TO: NAPA Governing Council

Cathleen Crain, Chair, Organizational Relations Committee FROM:

<b>Committee Members</b>	Cathleen Crain, Carol Ellick, Niel Tashima, and Joshua Liggett. Daniel
	Ginsberg, Fellow, Academic Relations and Practicing and Applied
	Programs at the AAA provides material support to the Committee and
	functions as an <i>ex officio</i> member.
Accomplishments	The Committee organized and conducted the 12th annual Careers
_	Exposition that will be held on Friday, December 1, 2017. Approximately
	70 professional anthropologists participated in the Expo to provide career
	advice to new and young anthropologists. Approximately 700 new and
	young professional anthropologists and faculty who mentor students
	attended the Expo providing NAPA with extraordinary exposure.
	The Committee undertook heavy promotion to continue to grow attendance
	at the Expo. And, for the first time, young anthropologists were arriving in
	reasonable numbers at the Expo as a function of the media promotion. The
	flyers continue to be the most popular means of learning about the Expo.
	The Committee continued its newtonic with the National Association of
	The Committee continued its partnership with the National Association of
	Student Anthropologists to encourage student involvement. As in past
	years, the Expo had significant support from AAA, as well as from
	Consortium of Applied and Practicing Anthropology Programs (COPAA) and from CoPAPIA.
Worls in Dungmoss	
Work in Progress	The Committee will be undertaking planning and recruiting for the next
	meeting beginning in April.

Problems and	No problems were encountered.
Solutions	
Issues / Motions for	The Expo continues to provide NAPA with a high visibility opportunity to
<b>Board Resolution:</b>	interact with young professionals and students as well as a cadre of senior,
	highly placed professional anthropologists. This is an opportunity for
	NAPA to highlight its contributions to the development of new and young
	professionals.
<b>Comments:</b>	None

### **Program Committee Report**

NAPA Governing Council TO:

FROM: Ellen Puccia

<b>Committee Members</b>	Ellen Puccia, Lisa Henry
Accomplishments	Planned GC lunch meeting and Networking Event at
	SfAA meetings in Philadelphia.
Work in Progress	Met with SfAA leadership to discuss NAPA co-
	sponsoring the 2019 meetings in Portland. Started
	talks to have an annual Careers event at SfAA.
	Working to add members to the Program Committee.
<b>Problems Encountered and</b>	
<b>Recommended Solutions</b>	
Issues / Motions for Board	
<b>Resolution:</b>	
<b>Comments:</b>	

# **Volunteer Coordinator Report**

TO: NAPA Governing Council

Wendy Hathaway FROM:

<b>Committee Members</b>	Wendy Hathaway & Jason Lind
Accomplishments	<ul> <li>Transitioned hand-off of committee responsibilities from past Chair, Jason Lind.</li> <li>Organized and staffed NAPA table at SfAA.</li> <li>Developed and re-designed NAPA information flyers</li> <li>NAPA Volunteer Award Nominations request; nominations to be submitted at GC business meeting</li> </ul>
Work in Progress	<ul> <li>Developing "Volunteer" NAPA Webpage re-write</li> <li>Volunteer of the Year Award</li> </ul>

Problems Encountered and Recommended Solutions	
Issues / Motions for Board Resolution:	
Comments:	

# **Workshop Committee Report**

NAPA Governing Council TO:

FROM: Elgin Klugh

<b>Committee Members</b>	Elgin Klugh, Ellen Puccia, Alisha Winn		
Accomplishments	(1) NAPA Newsletter announcement to solicit workshops and introduce new workshop coordinator; (2) Guidance from the outgoing Workshop Coordinator; (3) Potential workshops for AAA 2018; (4)Workshop Committee members		
Work in Progress	AAA workshop submissions: Elizabeth Briody has solicited Business Anthropology community members to see if workshop presenters from last year are interested in presenting again this year. Two that are being submitted: (1) Consulting in Organizational-Culture Change; (2) Reimagining the Customer: An Anthropological Framework for Innovation in Business and Social Enterprise  Other Potential submissions: a. How to transition into UX research in the tech industry; b. Consulting with Local Governments and Communities		
Problems Encountered and Recommended Solutions:			

Issues / Motions for Board	
<b>Resolution:</b>	
Comments:	
Comments.	

### **Appendix A: Recruitment Efforts**

#### **Existing:**

- 1. Mentoring
  - a. Ongoing
  - b. Instant at conferences
- 2. Careers Expo
- 3. AAA workshops
- 4. Networking Social (AAA and SfAA)
- 5. Tabling at AAA and SfAA
- 6. Social media/website
  - a. Blogs
  - b. AnthroCurrents
  - c. AnthroJobs

#### New:

- 1. Marketing campaign t-shirts, swag, table cloth, banner, etc.
- 2. Academic Outreach roadshow to campuses
- 3. Revised benefits list
- 4. Webinars
  - a. Evaluation and methods training
  - b. Ethnography as a Tool for Changing Management Paradigms
  - c. Elevator speeches
  - d. Explaining to parents what you can do with an anthropology degree
  - e. Entrepreneurship
  - f. Career options for MAs
  - g. How to impact policy
  - h. Charting your course
  - i. ...any of the business anthropology workshops from this year
- 5. SfAA 2019 co-sponsor
- 6. SfAA some type of careers event
- 7. Promoting a home for practicing/applied anthropologists at the AAA level

### For Discussion:

- 1. NAPA exclusive programming (this needs more discussion)
  - a. AAA breakfast?
  - b. Mentor match?

Ellen: "Need to make NAPA something more than at the meetings"

### **Appendix B: Notes on Student to Professional Path** and How NAPA Can Contribute

(draft: I am including this so we can keep looking at it to see how it might inform our work.)

1. training on elevator speeches 2. explaining to parents what we do 3. need fieldwork training 4. could do fieldwork

training at AAA and have them report back to GC meeting

5. conversations with campus career centers

6. general outreach

graduate students

1. training on elevator speeches

2. more fieldwork training

3. networking

4. general outreach

1. filling the sk gaps
2. promote entrepreneurs
3. how to sell anthropology
4. resume development
5. trainining of 1. filling the skills

entrepreneurship

5. trainining on elevator speeches

1. how do we impact mid-career policy the federal

2. how do we impact

government

3. how do we create affinity groups

4. how do we raise the profile of the profession

5. how to sell anthropology

6. training on elevator speeches seasoned professional

1. encourage them to give back...to mentor

2. present to career centers

3. present at conferences for others

4. sessions with programs and practitioners

faculty

1. identify gaps in programming

2. how to support your students

3. sessions with programs and practitioners

# Appendix C: NAPA Budget and YTD Expenses

#### American Anthropological Association Statement of Activities

**Summary of All Units** 

For the Twelve	Months Ending	Sunday.	December 31, 2017

For th	e Twelve Months Ending Su	nday, December 31, 2	
	Current Yr Actuals	2018	
Description	YTD	Annual Budget	
REVENUE:			
REVENUE.			
Membership - Regular	\$9,825.02	\$10,185.00	
Membership - Student	1,255.85	1,140.00	
Subtotal Membership	11,080.87	11,325.00	
Subscriptions	598.33	850.00	
Section Dues Subsidy	(8,955.66)	(4,445.00)	
W-B Royalty	8,627.33	8,495.00	
Sales	20.00	0.00	
Registration Fees	17,600.00	30,800.00	
Workshop Registration Fees	2,362.00	2,400.00	
Other Income	9,653.49	0.00	
Intrafund Transfer/Release	3,299.31	0.00	
TOTAL REVENUE	44,285.67	49,425.00	
EXPENDITURES:			
Salaries & Wages-AAA	0.00	1,050.00	
Prof./Consult./Honoraria	10,395.72	14,885.00	
Travel & Related Expenses	14,649.69	22,830.00	
Awards & Honors	0.00	1,000.00	
Section Web Sites	0.00	180.00	
Postage	120.00	750.00	
Office Supplies	734.26	0.00	
Telephone	139.19	1,101.00	
PhotoCopy/Duplication	40.13	640.00	
Insurance	1,283.00	1,500.00	
Miscellaneous Expense	211.83	8,240.00	
Meeting Food and Space	8,220.20	2,750.00	
Meeting Equip. Rental	0.00	400.00	
Field Editor Expenses	270.00	4,900.00	
Development & Promotion	6,278.20	4,650.00	
YTD Pubs (Rev) less Exp	(8,955.66)	(4,445.00)	
TOTAL EXPENDITURES	33,386.56	60,431.00	
CHANGE IN NET ASSETS	\$10,899.11	(\$11,006.00)	