

**GOHWP Executive Board Meeting
December 10, 2013 6pm UK Time**

Present: Ishbel (chair), Ines, Tara, Ashley

Apologies: Mary, Stu, Alex, Kristen, Doug

Agenda:

1. Finalise portfolios
 2. Other business
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1. Finalise portfolios

MARKETING (INES):

Draft Goals:

1. **Develop a clear tag line** A number of purposes of the GOHWP are mentioned on the website (a-d below) and have been raised in communication (e). Depending on the audience one might be perceived as more attractive/raise more interest than the others. E.g. (a) Current mission: Humanitarian work psychology or HWP concerns the synthesis of organisational, industrial, work, and other areas of psychology with deliberate and organised efforts to enhance human welfare (b) Povio: “pro-social” applications of organisational psychology (c) Global Task Force on Organizational Psychology for Development: Unifying an international community focused on aligning prosocial agendas and decent work with local needs (d) Global Task Force on Organizational Psychology for Development: Application of organisational psychology to poverty reduction and decent work (e) Socially responsive IOP that considers different socio-economic realities and conducts research in a culture sensitive manner ☐ Which one should we use as the tag line? Which one is most strategic? Is there another one?
2. **Develop a stakeholder map**
There is great interest in HWP among students (interest exceeds capacity). Marketing efforts should thus focus primarily on already productive researchers that work in areas that fall under the umbrella of HWP but who do not necessarily call their work HWP ☐ Establish a list of people and approach these (particularly at top universities and outside of the US/in low income countries); the aim is not necessarily for them to become HWP members, but to allow students to conduct research in their own field of research under the ambit of HWP ☐ Establish why researchers conducting research related to HWP might prefer not to be associated with HWP
3. **Member benefits**
In order to maintain the existing membership base and attract new members the benefit of membership in the GOHWP needs to be emphasised. ☐ Conduct a

survey among existing members to find out what benefit they would like to draw from the GOHWP (e.g. collaborative/cross-cultural research opportunities/ opportunities for applied projects, information dissemination (articles, grant funding opportunities etc). ☐ What benefit do the GOHWP board members see as possible?

4. **Marketing through the use of conference symposia** (Or does this fit better with advocacy portfolio?) ☐ Disseminate information to the member database of relevant conference calls and suggest the submission of symposia on the topic of HWP/coordinate researchers who would want to be part of a symposium ☐ Create a list of symposia presented/upcoming symposia

Feedback:

- Re: point 1. Should the Tagline just be the mission of the organization? If not, should this be discussed via a forum, or should the Executive Board decide? Ines to email EB for feedback.
- Re: point 2. Reach out to members via forum to identify potential researchers
- Re: point 3 and 4 – need to check if **Kristen** is planning on doing this in her portfolio, as she has been working on both of these for the past year. There are two aspects of conferences 1) raising awareness amongst members of different conferences, and 2) facilitating members to submit symposia
- Whether **Kristen** or **Ines** explores what will benefit members, it would be better to send a survey to the membership to gather info on what would be useful for them, rather than forum question. Discussed forums accessibility, perhaps people feel they are difficult to engage with as are more 'formal' and 'permanent' than emails. Various different people have 1-2 questions to include in survey (e.g. **Tara**, re journal, **Ines** re researchers) so this needs to be coordinated into one, so that we do not bombard members with multiple requests for information.
- We should be generating profiles of research projects, both on the blog but also more generally/informally, so that members are informed of projects, and can identify potential collaborators. This seems like something **Kristen** might already be working on as part of the value for members portfolio? Or perhaps something that falls under **Stu's** purview?

ADVOCACY (STU):

Draft Goals:

(1) identify 'which' humanitarian issues we have something to contribute towards, e.g., from the living wage to business skills camps for girls in low-income settings to pay equity for local/expatriate workers, etc. I think we could use a Delphi technique, via the gohwp site, to do this.

(2) Collate 'what' we have managed to do/change so far. I think we could use a critical incidents format, online, to gather these from members: What practices have successfully advocated for, and which have failed, poverty reduction and other humanitarian issues.

(3) Connect with 'who' has the position and influence to make change happen. I am not sure how we can do this one, but one possibility would be to form an Advisory Board for the Gohwp network, from OECD, GDN, UN, etc. Another would be to start a system of internship placements in development focused centres and institutes, though that is a big job and one that I do not have time to do alone.

(4) Advocate on, with, and to, (1) to (3), using a combination of media interviews, invited or submitted presentations, conference roundtables, etc.

Feedback:

- Great idea to collate what has been done so far. The general perception of HWP is that the organisation and movement has been launched, but that it is lacking depth, so we need to highlight what people are actually doing. This will also give non-members a better idea of what HWP is.
- Would advise holding off on establishing an advisory board until we know what our focus should be. Suggest waiting till next year, unless we really need specific expertise. Would suggest this year looking at the kinds of positions we might want represented on an advisory board (eg geographic representation vs research focused vs INGOs). The next step would then be to create the advisory board and then step 3 would be to create internships.
- Would be helpful to identify/develop a process for responding to global events, such as the Philippine Tornado, or other earthquakes etc. We should be responding at the least by reaching out to our members in those places, and if possible ultimately through a process which allows for mobilization of members.
- We need to identify organisations with whom to create strategic partnerships (eg The Alliance, SIOP, SHRM, Regional I-O groups, development groups like GDN, etc). **Ines** to work with **Stu** to coordinate who to reach out to, and who will do the reaching out.
- We discussed the distinction between Advocacy and Marketing portfolios, and concluded that they are clearly aligned and **Ines** will reach out to **Stu** to coordinate and ensure no duplication. Given the amount of work of the Marketing portfolio, **Ines** will not be able to take on additional work in the advocacy portfolio.

****Doug:** Could you please check that Ines is signed up to the Forums on the website? She is not receiving digest emails. Thanks!

COMMUNICATIONS & SOCIAL MEDIA (ASHLEY):

Draft Goals:

1. Establish brand consistency (Uniform branding for all social media outlets)
 - a. Same look, feel, font, color scheme, logo
2. Povia- kill povio and combine with public forum?
 - a. Adding ppl to forum
 - b. How to we blast some kind of message to all HWP members?

3. Create streamlined direction for emails
 - a. Info@gohwp.org flow chart of who topical emails may be directed towards
4. Promotion
 - a. Promote newsletter, blog, communication through social media channels
 - i. Create twitter (launch)
 1. Goals to get follower
 2. Goals for post
 - ii. Work with Alex- Facebook goals
 1. Posts per week
 2. Follower goals/follower posts
 - iii. SIOP related groups
 - iv. Email blog and newsletter posts
 1. Work with Tara- blog portfolio (linking blog/twitter/Facebook/forum and blasting everywhere)
5. Instagram/vine/pinterest/etc.
 - a. Strategy—how do we get in touch with people all over the world?
 - b. Contest to see where people are—who can submit the most photos? Pic of the day, etc.
 - c. Research other social media outlet
6. Email communication
 - a. Discuss/consider creation of “gohwp.org” email addresses for board members

Feedback:

- yes, go ahead and migrate povio to the public forum. This was a decision made by the previous EC. **Ashley** to talk with **Doug** about how to do this – should she add people, or will he do this?
- **Ashley** to be gatekeeper for info@gohwp.org email address (to work with **Doug** to set up) and she will also develop a flowchart of who gets what type of email to respond to
- In terms of twitter, there is nothing worse than a twitter account with no updates, so we need a clear strategy for dealing with tweeting. Same goes for anything else we decide to do (instagram, pinterest, mysiop etc)
- **Ashley** to contact SIOP to see if we can be listed on their website as an I-O related org
- Gohwp.org email addresses already exist. **Ashley** to liaise directly with **Doug** to see who they are forwarding to, and make sure all are appropriate etc.
- **Ashley** to explore different online platforms for meetings (eg Skype, Webex) and advise which we should purchase for EB meetings and full membership meetings (would be good if it was something which could be both online and via phone)

BLOG & NEWSLETTER (TARA):

Draft Goals:

- 1) Finalize a style, format, and frequency for the newsletter and blog
- 2) Finalize a set of recurring columns: e.g., letter from the editor; spotlight on member; spotlight on region; kudos/awards; research summaries; news; etc.
- 3) Recruit content writers, both regular and guest features
- 4) Coordinate with webmaster, social media master, and other team members to make sure efforts are not redundant

Feedback:

- EB needs to provide assistance/input on columns, id a set of features, help identify volunteers (particularly amongst our students)
- **Tara** to write up a call for contributors with as much legitimacy as possible to attract students. Will include that columns can involve more than one person. EB to look at draft and provide feedback.

MEMBERSHIP PORTFOLIO & WEB MANAGER (DOUG):

Draft Goals:

Membership Portfolio

- *Adding new members* – periodically check membership survey; as new members join, add them to the database and give them an account on the forums; consider adding an interested member to the portfolio to help with this work.
- *Membership dues* – develop a proposed structure for dues at each level; consider alternate dues structure for members with limited income and members from developing nations.
- *Updating and streamlining the membership process* – examine whether the survey meets our needs (e.g., question/question format; customization to have a GOHWP “feel”); explore ways to alert us when a new member joins;
- *Get mailing lists up and running* – update and test out our website’s membership mailing list functionality (i.e., phplist), then launch it; get exec board up to speed on how to use it; relatedly, finish integrating Povia into the website

Webmaster Portfolio

- *Add Content as necessary* – put up content (e.g., files, images, text) as it becomes available; finish adding photos of the executive board members.
- *Increase blog activity* – work with other portfolio leaders to develop a stream of content so blog updates are more regular (at least monthly?); establish easy way for non-website folks on the EB to contribute directly to the blog without moderation
- *Add profiles of HWP work and those doing it* – note that this might fall under blog activity, but also create a separate page which focuses on just these types of

blog posts.

- *Update gohwp.org e-mail addresses* – retool web-based e-mail addresses so they fit the current structure of the GOHWP leadership.
- *Forum maintenance* – regularly check to ensure that the forum is operating properly and spam-free; possibly identify an interested member to assist with moderation of posts as needed; add MODs as appropriate (e.g., for notification of new posts to moderators); discuss possibility of moving communication and work within the Executive Board from e-mail to the forums.
- *Miscellaneous improvements* – identify ways to add functionality and ease of use (e.g., moving the language bar somewhere more convenient).

Feedback:

- Critical is to ensure no duplication, we need to ensure we are coordinating our activities carefully
- Is it possible to integrate the blog and a forum, eg so that comments on the blog go on a forum?
- We need a process for reporting and actioning changes to the website
- We need to ensure there is some way for others to access website administration in case Doug is unavailable for some reason
- We need to develop a space on the website to 1) store shared documents the EB is working on and 2) store final versions of documents for members to access (eg bylaws, code of ethics, meeting minutes). 1) could possibly be dropbox or googledrive instead? **Alex** – was going to organize the google drive area so that all important documents were organized in a logical place; need to check on progress and see if this should be assigned to someone else now.

STUDENT REP (ALEX):

Draft Goals:

1. Ensure the Facebook group is updated once/month with a relevant bit of student-relevant news/update;
2. Respond to inquiries on Facebook within 48 hours of posting;
3. Develop and update twice per year an online student guide to HWP with examples of HWP career options, a list of various funding opportunities, and potential places to study/professors to study with;
4. Pilot a research project that many people of varying academic levels can participate in;
5. Help to build partnerships between labs/students from different countries.

Feedback:

- key goal should be promoting HWP to students, to increase membership
- discussed feasibility of having organized online student activities, like a group chat, and decided this wasn't feasible for a large group

- Suggest important goal to facilitate creation of student groups/chapters around the world – send out a call for groups. Related to this also encourage students to advocate for HWP at their own institution.
- Related to above, develop a series of one page ‘tip sheets’ for students. Eg: ‘how to start a student chapter’ which includes resources GOHWP offers, ideas for activities, how to find faculty who might be supportive, etc. Other tip sheets could include ‘how to convince your advisor to support your HWP research’, and ‘FAQs’. Ashley mentioned the ‘intro to HWP’ folder she was given when she joined Lori’s lab – this would be helpful to have on the website (ie 2-3 key resources which are the most important in the list on the website), but we discussed that this might be something for the general audience, not only students, so perhaps fall under **Kristen’s** purview?
- Would be good to have students take leadership of organising meet-ups at conferences related to HWP, and this could be facilitated by **Alex**.

ORGANISATIONAL STRUCTURE PORTFOLIO (MARY):

Draft Goals:

1. Formal Registration of GOHWP:
 - a. Review work already done on this by Jeff Godbout, particularly for New Zealand
 - b. Identify open issues (e.g., taxation, use of multiple fee currencies, etc.)
 - c. Identify relevant individuals/organizations to follow up with
 - d. Contact relevant individuals/organizations to get further details on open issues and process for moving ahead, if appropriate
 - e. Explore opportunities beyond New Zealand if that country proves to be not an appropriate location for GOHWP registration
 - f. Repeat c. and d. for other countries, if necessary
 - g. Draw up documentation detailing the terms and conditions of registration for dissemination to Executive Board
 - h. Bring recommendation for registration location to the Executive Board
 - i. Register GOHWP
 - j. Post registration update information on GOHWP Forum/disseminate to all GOHWP members

2. Development of GOHWP Code of Ethics:
 - a. Review work already done on this by Stu Carr, Jeff Godbout, et al., including correspondence with Joel Lefkowitz
 - b. Correspond further with individuals in a. to clarify and address open issues
 - c. Review Code of Ethics for similar organizations (if not already included in a.)
 - d. Draft Code of Ethics based on other similar Codes and input/feedback from GOHWP individuals (a.)
 - e. Review Draft Code with Executive Board and other appropriate GOHWP individuals
 - f. Revise Draft Code based on feedback

- g. Determine with Executive Board process for approving GOHWP Code of Ethics
- h. Get GOHWP Code of Ethics approved
- i. Post GOHWP Code of Ethics on GOWHP Forum/disseminate to all GOHWP members

Feedback:

None

2. Other Business

Tara raised the idea of establishing an HWP journal sponsored by GOHWP. To do this we need to find a publisher and find an editor with good publication track record. EB members wouldn't necessarily need to be on the editorial board. She would suggest establishing a subcommittee who meets with publishers at SIOP. **Tara** will send email to EB for feedback, to see if there is interest in supporting this idea. If so, will include 1-2 questions in survey to members to see if interest.

Meeting closed 7.31pm UK Time. Next meeting to be held week of Jan 13, 2014.

Ishbel to send doodle poll.