

A. Purpose of Report

The purpose of this report is to provide the GOHWP membership an update on the activities undertaken by the Executive Board over the past 12 months, since elected, and to provide recommendations for the incoming Board.

B. Background

Per the GOHWP by-laws, elections were held in October 2017 to elect the current Executive Board for the organisation. This Board took over responsibility for leading the organisation from the previous Executive Committee on 1 November 2017.

Per the by-laws, the Executive Board consisted of:

- *Chair (term: 1 year)*

No candidates put themselves forward, so no Chair was elected

- *Vice-Chair (term: 1 year)*

Mary Hunt

- *General Board Member (term: 2 years, offset terms) (x6)*

Morrie Mullins

Mary O'Neill Berry

Recia Gomez

Mahima Saxena

Inusah Abdul-Nasiru

Jesse Gad Baddoo

- *Student Representative (term: 1 year)*

Natalie McCullough

Board members agreed to work around the following areas of work (portfolios):

- Advocacy (Mary O'Neill Berry)
- Membership (Recia Gomez)
- Website (Morrie Mullins, Recia Gomez)
- Student issues (Natalie McCullough)
- Communications (Morrie Mullins)
- Organisational Issues (Mahima Saxena)

C. Goals for the 2017/2018 Executive Board

Building on the work of the previous Executive Committee, their recommendations, and the results of the membership engagement survey, the Executive Board identified three overarching goals:

1. Focus on adding member value
 - a. provide HWP resources to members including an updated Fact Sheet and a powerpoint presentation suitable for use in multiple contexts about HWP and GOHWP
 - b. Continue to explore registration of the organisation.
2. Advocacy and strategic partnerships
 - a. Focus on advocacy by i) collating information on the work currently being done by members, ii) identifying areas where HWP has a contribution to make, and iii) raising awareness of i) and ii) through media and conferences;
 - b. Focus on the specific projects and publications devoted to HWP work, and publicise to membership for involvement
3. Internal networking and membership resources
 - a. Continue to develop content for website, including tip-sheets, FAQs, updated resources, and conference information;

Portfolio Reports

Organisational Issues

Mahima Saxena

Progress Update: Spans two domains: Visibility and Academic.

Initial foray into considerations of NGO registration for GOHWP. Currently also serving as a Liason Officer between the SIOP Visibility committee and Prosocial subcommittee and GOHWP to enhance GOHWP visibility and spotlight some of the work being done by committee members.

Projects on informal economy workers in South Asia, IOP article on these issues, submission of HWP projects to SIOP on agricultural and informal workers with GOWHP members (Stu and Walter).

Plan for 2018-2019: Continue working as liason to enhance GOHWP visibility. Potential TIP articles in the pipeline for 2019 to showcase some of our central work.

Recommendations for 2018-2019: Consider evolving or re-thinking our criteria for office positions. Work on perception of GOWHP among members and others at large. Greater visibility and wider audience reach amongst I-O and allied disciplines including management and organizational behavior.

Advocacy

Mary O'Neill Berry

- Continued activities to publicize GOHWP:
 - Distributed updated GOHWP Fact Sheet and GLOW Fact Sheet

[\(<http://gohwp.org/wp-content/uploads/2018/09/GOHWP-2018-Fact->](http://gohwp.org/wp-content/uploads/2018/09/GOHWP-2018-Fact-)

[Sheet.pdf](#)) at professional conferences and meetings, including SIOIP (Chicago), ICAP (Montreal), Fordham (New York), Corporate Social Responsibility Summit (Anaheim), United Nations Commission for Social Development Side Event (New York), Psychology Day at the United Nations (New York).

- Referenced GOHWP in publications, including “A-‘GLOW’ (Global Living Organizational Wage): Where We Stand on the Issue of Living Wages,” TIP, 2017.
- Continued to monitor and support the international expansion of GLOW.
- SDG Matrix development was discontinued; alternative tool under development by members of the Psychology Coalition of NGOs Accredited at the United Nations.
- GOHWP Registration: It was decided that this initiative is premature at present; to be revisited on a future occasion.

Membership

Recia Gomez

Goals:

- *Streamline new-member process (database, welcome and profile)*
- *Update and maintain membership database*
- *Activate member profile accounts online*
- *Coordinate and schedule monthly Executive Board meetings*
- *Develop PowerPoint to showcase the work, mission and goals of GOHWP*

In 2016-2017 there was a transition in using Google Documents for membership application. This form allowed for the efficient collection and download of new member data. In assuming my board duties, I was able to merge former membership data saved in excel, with membership data uploaded to the new Google Docx, as well as any overlooked membership application data submitted via email (the previous method of membership application) into a single member database. The application process is now streamlined to include the seamless download of new member data, comprehensive welcome email sent to new members and the creation of member profile accounts on the gohwp.org website.

In other miscellaneous duties, I served as coordinator for GOHWP's Executive Board monthly meetings. Doodle has been the preferred tool in coordinating schedules and Skype has been the preferred application for videoconferencing. I also updated the listserv database using the comprehensive membership database, summarized membership data to include membership representation by country for the GOHWP fact sheet, embedded social media links into our Welcome emails, responded to membership-related and general inquiries, and created a framework for GOHWP's PowerPoint presentation. I also attempted to have the definition of GOHWP'S logo enhanced through the creation of a Hi-Def image, however we have been unsuccessful in finding someone with the expertise to do so.

Future Goals:

- Create Hi-Def GOHWP logo
- Increase member engagement on GOHWP website through the activation of (and upload of information to) member profiles/accounts

- Online member profiles would allow other members to search the membership database to find persons of interest (for academic, professional and networking opportunities)
- GOHWP's membership database provides an invaluable network with a wealth of resources for members.
- Launch a 'member spotlight' to highlight the work of a single GOHWP member e.g. monthly, bi-monthly or quarterly – this may assist in member engagement.
- Launch a 'project spotlight' to highlight research or an applied project being conducted by GOHWP member(s) e.g. monthly, bi-monthly or quarterly – this may assist in member engagement

Website and Communications

Morrie Mullins

Communications

Goals:

- Increase Twitter followers by 20%
- Post to social media on a weekly basis
- Produce/aid in producing 2 TIP articles/year
- Helping publicize GOHWP chapter guide

Progress Update and Recommendations:

Twitter followers of @GOHWP increased by ~20% since this time last year; we are currently at 189 followers, up from about 150 a year ago. I continued to work with Erik Zito to manage social media postings; Erik's assistance was invaluable, and he remained

involved even after graduating from Xavier's I-O program and getting a job. Even so, I did not succeed in my once a week goal. More interactivity via social media is important.

The "Spotlight on Humanitarian Work Psychology" column appeared in TIP in the October 2017 and April 2018 issues. This is an important visibility platform for GOHWP, and I would strongly encourage the incoming board to immediately reach out to the current TIP editor, Tara Behrends, about deadlines for the upcoming issues. I believe that the deadline for editorial columns (which is what "Spotlight" was classified as) is November 24 for the January issue, and letting her know that you intend to submit for that issue (if you do) is something she would likely appreciate. Introducing the new Chair and board members, and providing a statement of the new board's vision for the organisation, would be something that could potentially get pulled together on relatively short notice. TIP columns tend to be relatively brief (1000-2000 words).

With everything else that was going on, the Local Chapter Guide did not get as much attention as it deserved. Publicizing that, and encouraging the development of local chapters, would be very worthwhile.

Communications recommendations:

- Prioritize visibility in TIP. Even at twice a year, this has been fantastic for GOHWP.
- Continue to build social media following through interactivity. Both new content and shared content are appreciated by individuals who are connected with us on social media. GOHWP follows a number of high-profile humanitarian/human rights organisations, whose content will often be of interest to our followers, but bringing something new to the conversation is also important.

- Consider re-instituting the newsletter that was discontinued last year. I would not recommend any kind of bulky pdf, however; something streamlined, that can be sent out via a MailChimp mailing, would be ideal. I believe that Recia has a full member database that includes email addresses; setting up a MailChimp list (and I believe she already built an account) is not difficult, once such a list is available, and MailChimp allows for the delivery of succinct updates and links to longer pieces in nicely-formatted emails (with easy opt-out functionality).
- Utilize the GOHWP listserv, but sparingly. Members want to hear from us, but monthly ought to be fine.
- Determine if/how to use social media for fund-raising, to support the organisation's goals.

Website

The website has been a challenging element of my responsibilities this year. Because gohwp.org was hacked in mid-2017, some strange things occurred, such as the existence of a separate gohwp.com website that was not being updated (gohwp.com is supposed to auto-redirect to gohwp.org, but during the process of recovering the site from the hack, a separate .com site was created by the hosting company and then never deleted after .org was fully recovered). This led to some issues with attempts to spam the blog posts on gohwp.com, which remained possible because enhanced website protections had only been purchased for gohwp.org. During the SIOP conference, Drew Mallory aided in getting the separate gohwp.com site deleted.

For the most part, maintaining the website is not difficult, and I have prepared a document to pass along to the incoming board detailing most of what I had to do.

Wordpress recently introduced their “Gutenberg” interface for page management, which changes how page updates get done. I’ve not done much with the new interface, but suspect that the new “owner” of the website portfolio will find it to be fairly user-friendly. For the most part, I have attempted to keep the website accessible and up-to-date. I’ve not posted as many blog entries as I had hoped to, but think that soliciting guest bloggers for gohwp.org would be a nice way to go in the future (I recently asked Matt Grabowski to do a guest blog on organizational democracy, for example). This will both provide new content for the website and give GOHWP something to publicize on its social media.

I would strongly recommend obtaining a new Wordfence premium license; after the 2017 hack, the executive board discussed whether we needed a professional webmaster to oversee the site. Costing on that was prohibitive, given the income GOHWP has had over the past two years; after some research, it was determined that the premium version of the Wordfence plug-in, at \$99/year, offered almost everything a paid webmaster would do (including recovery from any future hacks), at a much cheaper price. **The current license for Wordfence expires on 10 November 2018.**

It is also important to note that the **web hosting fees of US\$107.88 are due by 23 February 2019.** This does not include domain registration (\$15.99 through Webhostinghub). GOHWP has some registrations on webhostinghub and some on godaddy; these should be consolidated, so nothing lapses. (All relevant login and other information about site maintenance are contained in documents I either inherited, or created, and will pass on to the incoming board.) I believe the recommendation from the prior webmaster was to consolidate registration on godaddy, but I’m not sure whether that would involve moving the hosting as well, and if there is any cost savings for doing that. This year, at least

some portion of the domain registration ended up billed to a former board member whose credit card was still on file, which I hope can be avoided in future years.

In preparation for the transition, I also asked Drew Mallory to help clean up the front page and remove irrelevant links (such as a link to the GOHWP forums, which have not been used in years and, in my judgment, should not be used in the future due to spam potential).

Website-related recommendations:

- Consider a re-design. Drew had some interesting ideas about other themes that might work well, but I wasn't able to coordinate with him over the summer to get a sense of what he was thinking. That was my fault, not his. The current design is fine, but isn't as attention-grabbing as it perhaps could be.
- In re-designing, don't over-think interactivity. Social media makes for a great platform for interaction, where the website is good for content you would like to remain available. Sites that are highly interactive require much, much more oversight. Spam of forums and comment fields is rampant, and can eat up a lot of time. Even without active forums and blog posts that are locked to commenting, we get some number of spam accounts attempting to register every week. There are around 5000 users registered on the gohwp.org site – but we only have a few hundred members. Almost all of those other users are spam accounts.
- That being said, regular updates are important. Give the members content on the site, and then share it via Twitter, LinkedIn, Facebook, and Instagram.
- Recruit guest bloggers.

- Fund-raising is vital. Costs associated with the website are not exorbitant, but have outstripped donations for the past couple of years.

Appendix I: GOHWP Financial Breakdown 11/1/17 – 11/1/18

1. Opening Balance:

US \$0.00

2. Income

Not via gohwp.org donation link: US \$99 (Wordfence license fee), \$122.87 (webhostinghub fees); these were contributions from GOHWP board members

3. Expenditure

US \$40.34 (godaddy webhosting costs)

US \$122.87 (Website renewal, including domain registration on webhostinghub)

4. Current Balance

US\$0.00

5. Expected Expenditures in 2018-19

Website renewal, including domain registration and webhosting costs on current host
(\$123.87)

Additional webhosting costs on godaddy.com (\$40.34)

Wordfence license fee (\$99)

Printing promotional material for SIOP and other conferences (variable)