

**Global Organisation for Humanitarian Work Psychology
Executive Board Annual Report (2013 – 2014)**

Submitted to Membership: 16 October 2014

Executive Board Members:

Chair: Ishbel McWha-Hermann
Vice-Chair: Doug Maynard
General Board Members: Tara Behrend
Stuart Carr
Ashley Hoffman
Kristen Kirkland
Ines Meyer
Mary O’Neill Berry
Student Representative: Alexander Gloss

Summary of Report:

Action Items Completed (See Section D):

- ***Ongoing Structural Development***
 - Code of Ethical Behaviour and Guiding Principles finalised
 - Website (www.gohwp.org) and forums expanded and enhanced
- ***Outreach***
 - Newsletter finalised and first issue published
 - Blog launched and regularly updated
 - A Special Issue on Humanitarian OB has been accepted for 2017 in *Journal of Organizational Behavior*
 - A survey of members asking about desired benefits from membership was undertaken with key suggestions for future EB work identified
 - Membership sits at 254 members from 35 countries. Of those 31 (12.2%) are student members (those not yet in a graduate program)
 - A donation model rather than a membership dues model was adopted
 - Communications streamlined and social media presence expanded
- ***Developing Resources for Members***
 - Teaching resources developed and posted on website
 - Student guide developed and posted on website

Key Recommendations for Incoming Executive Board (See Section E)

Immediate organisational issues:

- PayPal and website hosting – create organisational profile for each
- Donations urgently needed for ongoing website costs

Continue to develop:

- If and where to formally register GOHWP;
- Advocacy project to gather stories of members' work and showcase on blog;
- Resources on HWP and GOHWP including a general guide.

Consider focusing on:

- Strategic partnerships or strategic alignment on topics;
- Linking members with each other, with organisations, internships, job opportunities, and relevant research;
- Expanding website team to ensure multiple people can update and maintain website in case needed;
- Outreach to organisations and institutions in regions of the world with poor representation in terms of GOHWP membership, such as Latin America, the Middle East, and Eastern Europe;
- Re-designing portfolios, including merging communications and newsletter/blog, and establishing research and practice focused portfolios.

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 2013 to elect the first Executive Board for the organisation. This Board took over responsibility for leading the organisation from the Interim Executive Committee on 1 November 2013.

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

- Chair (term: 1 year)
- Vice-Chair (term: 1 year)
- General Board Member (term: 1 year) (x3)
- General Board Member (term: 2 years) (x3)
- Student Representative (term: 1 year)

At the first monthly meeting of the Executive Board it was decided by consensus that new members of the board (Tara Behrend, Ashley Hoffman, and Ines Meyer) would fill the two year positions, and those who had been part of the interim Executive Committee (Stuart Carr, Kristen Kirkland, and Mary O'Neill Berry) would fill the one year positions.

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

- Advocacy (Stu Carr)
- Blog and newsletter (Tara Behrend)
- Communication (Ashley Hoffman)
- Marketing (Ines Meyer)
- Membership (Doug Maynard)
- Organisational issues (Mary O'Neill Berry)
- Student issues (Alex Gloss)
- Value (Kristen Kirkland)
- Website (Doug Maynard)

C. Goals for the 2013/14 Executive Board

Building on the work of the Interim Executive Committee, and their recommendations, the Executive Board identified three overarching goals:

Goal 1. Ongoing Structural Development

- a. Continue to build the GOHWP website (www.gohwp.org);
- b. Develop a Code of Ethics for the organisation;
- c. Facilitate registration of the organisation.

Goal 2. Outreach

- a. Develop a blog and semi-annual newsletter;
- b. 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;
- c. Focus on marketing, particularly to areas of the world where we have fewer members.

Goal 3. *Developing Resources for Members*

- a. Continue to develop content for website, including tip-sheets, FAQs, updated resources, and conference information;
- b. Develop a guide for students, practitioners and researchers who want to get involved in HWP;
- c. Develop resources for HWP curricula.

D. Action Items Completed:

Goal 1. *Ongoing Structural Development*

Related Portfolios:

Organisational Structure (Mary O'Neill Berry)

Goals

- *Formal Registration of GOHWP:*
- *Development of GOHWP Code of Ethics:*

Progress Update:

Based on the preliminary work which had been started by other members, I suggested to the EB that we base our Code on several already-existing Codes, rather than reinventing the wheel. The selected Codes are: GOHWP's own Goals and Values; the Universal Declaration of Ethical Principles for Psychologists; the International Labour Organization (ILO); and People in Aid. These are summarized in our document along with links to the full Codes. It was decided to title this document "Code of Ethical Behaviour and Guiding Principles." It is posted on the GOHWP website, along with an explanatory description of the rationale behind the development of this Code.

Website (Doug Maynard)

Goals

- *Add content (e.g., minutes, PDFs) as necessary*
- *Add profiles of HWP work and those doing it*
- *Update gohwp.org e-mail addresses*
- *Forum maintenance*
- *Miscellaneous improvements*

Progress Update:

- The website has been kept up-to-date with approved minutes and new information and resources for members (e.g., HWP Guide for Students, Guide to the Forums, and Code of Ethical Behaviour and Guiding Principles)
- The blog now includes posts roughly once a month and occasionally showcases individuals engaged in HWP work. People may now subscribe to the blog (to receive an e-mail for new posts; currently 36 subscribers). Increasing blog activity to bimonthly and including more multimedia (e.g., images of showcased members) would be possible future goals.
- Web-based e-mail addresses were updated so they fit GOHWP leadership structure. E-mails will need to be adjusted to link up to particular leadership positions following the election.
- The forum structure has been updated so that only members can access the forums, and sub-forums have been created for job opportunities and conference information.
- The site is kept up-to-date in terms of various software updates that occur regularly (i.e., WordPress, forums, mailing list). There has been discussion of moving the language translation bar somewhere more convenient, but this has not yet been done.
- One goal for the coming year is to cross-train one or two additional people so that there are more individuals who can maintain various aspects of the website.

Goal 2. Outreach

Related Portfolios:

Blog and Newsletter (Tara Behrend)

Goals

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

Progress Update:

- Produce a timetable and format for newsletter: Newsletter determined to be distributed twice per year in Fall and Spring. Columns to be written by guests,

Board members, and editor.

- Produce first issue of newsletter: Newsletter created and distributed in Spring 2014. Copies handed out at conferences and meetings, posted on web site.
- Create and maintain blog: Articles posted every 3-4 weeks, including member profiles and announcements. Future work should include greater integration of blog/social media/forum to ensure both broad coverage and lack of redundancy. Future work should also think about how to increase blog readership and what other types of articles would be valuable.

Advocacy (Stuart Carr)

Goals:

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

Progress Update:

This portfolio it was agreed will work closely and in a coordinated way with Marketing (Ines). Key activities over 2014 included, and continue to include:

- Together with Marketing (Ines) and Prof. Lori FosterThompson, have successfully competed for a special issue of the *Journal of Organizational Behavior*, on Humanitarian OB, which will include HWP. *JOB* is a top-tier journal and may provide a useful runway for a new Biannual Review of Humanitarian Work Psychology in the future.
- Together with Communications (Ashley) and Shanti (a volunteer GOHWP

member) plan to e-consult the wider GOHWP membership using GOHWP site, about ways to take the organisation, and its goals, forward. Options for process and method currently include a Delphi Process, which might also include a primer 'roadmap' of the kinds of work and organisations in which humanitarian work psychologists have worked, are working, and could work in the future.

- (3) Under the leadership of Lori FosterThompson and with Alexander Gloss and Dharm Bhawuk, Stu recently formed a part of the work and organisational psychology team contributing to a major report by UNDP, on the role of the private sector in poverty reduction. Our team contributed to, and advocated in, the main report (which can be viewed [here](#)) and to its foundational chapters (which can be viewed [here](#)).

Marketing (Ines Meyer)

Goals:

- *Develop a clear tag line*
- *Develop a stakeholder map*
- *Understand the benefits members would like to get from membership of GOHWP*
- *Marketing through the use of conference symposia*

Progress Update:

- For the marketing portfolio the goals were to conduct a member benefits survey to establish what benefits GOHWP members would like to see the organisation providing and to develop a clear tag line which would clarify GOHWP's purpose. Currently, at different points on the website different purposes are mentioned. The member benefits survey was conducted in June 2014 and it emerged that a number of members indeed desired further clarity about the scope of GOHWP and humanitarian work psychology in general. The issue was discussed by the Executive Board on several occasions. Further clarification will be provided in the member guide which is currently being compiled. It is important to remember that GOHWP is a membership driven and still young organisation. This means that members themselves are invited to contribute to further defining its scope.
- The member benefits survey results were distributed to all members in August 2014. Based on the results the Executive Board developed a number of possible tasks for consideration by the 2014/2015 Board.
- Various conference symposia have been convened at numerous conferences over the past year. See the resources section of the website for more detail.

Membership (Doug Maynard)

Goals:

- *Add new members to the membership database and create an account for them on the GOHWP forums*
- *Determine structure for membership dues*
- *Update and streamline the membership process*
- *Get mailing list up and running and integrate the original Povia list*

Progress Update:

- Membership applications are reviewed and finalized within a week of submission. We now have 254 members from 35 countries. Of those 31 (12.2%) are student members (those not yet in a graduate program). A number of world regions still remain underrepresented in terms of GOHWP membership, such as Latin America, the Middle East, and Eastern Europe and outreach to organizations and institutions in these parts of the world would be a good goal for the next Executive Board.
- The Executive Board unanimously adopted a donation model rather than a membership dues model to help defray organisational costs. There are thus no plans for annual membership dues for GOHWP. Instead, we will occasionally ask the membership to make donations to handle the costs of running our organisation.
- An e-mail is now generated to alert us when someone has applied to join GOHWP. The membership survey was adjusted in several ways, such as to incorporate information about dues (i.e., there are none), as well as to provide member data in a more usable form.
- The mailing list is now operable and allows the Executive Board to send out important announcements to all GOHWP members. New members are added to the mailing list at the same time that their membership is approved. Because of lack of activity on the original Povia list, this was shut down after alerting list subscribers several weeks in advance.

Communications (Ashley Hoffman)

Goals:

- *Establish brand consistency*
- *Replace Povia with public forum*
- *Streamline communication*
- *Promotion of newsletter, blog and other through social media channels*

Progress Update:

- Ended the use of the Povio listserv, and transferred all communication through the GOHWP forum
- Created Twitter account (@GOHWP) and post regularly; 38 followers as of 9/2014
- Establish VSee as Executive Board meeting platform
- Have HWP listed on SIOP related groups, with the organization email/info on the page
- Promotion of blog and newsletter posts on social media sites
- Redirected all emails from info@GOHWP.org to communications portfolio leader
- Coordinate communication aspects of annual meeting, including WebEx purchase, invitations to members, and real-time troubleshooting during the meeting
- Maintain organization of Google drive documents when necessary

Goal 3. Developing Resources for Members

Related Portfolios:

Value (Kristen Kirkland)

Goals:

- *Build and update a list of HWP references*
- *Develop content for website*
- *Develop guides for students, practitioners, and researchers who want to get involved in HWP*

Progress Update:

- Maintained the HWP database with current meetings, calls for papers, and resources – this database can continue to be used by future Executive Board members to generate content for the website and as a source of potential organizations with whom we should collaborate
- Established teaching resources for the website through the HWP curriculum development working group
- Facilitated conversations through the forum on relevant topics such as the future of I/O psychology and the potential role of HWP
- Alex developed a great guide for students that, after careful examination, we realized could easily be converted to a resource for practitioners and researchers as well. It is my hope that the future executive board members will

take Alex's great work and build upon it to create a general guide.

Cross-Cutting Action Items: Student Representative (Alex Gloss)

Core Goals:

- *Organize student meetings at SIOP and one additional conference (ideally non-US).*
- *In conjunction with Kristen, prepare a student-centered "tips-sheet" and guide listing resources, opportunities, etc.*
- *Following the publishing of the tip-sheet, allow students to ask questions of prominent academics and practitioners;*
- *Make at least one student-centered substantive posting on the Facebook page every month;*
- *Maintain Facebook page including adding new members, policing spam, and encouraging participation.*

Reach Goals:

- *Facilitate collaboration on research projects by creating a student research incubator on the public side of the forum; I would solicit ideas for research projects that people could join and then spur collaboration by suggesting one of my own (a very generic project that could accommodate many different interests).*
- *Develop protocol for and support the creation of student groups that would meet to discuss HWP and/or work on HWP-related projects (either virtually or in person).*

Progress Update:

At the conclusion of my term as Student Representative, I can report that I successfully completed four out of my five core goals – but I was not able to complete my optional "reach" goals. More specifically, I helped to organize a gathering of both students and general GOHWP members along with people interested in HWP at the 2014 SIOP conference. A second meeting, a general meeting which included students, was held at the 2014 ICAP conference in Paris, France. I successfully prepared a student guide, made regular postings on Facebook, and maintained the Facebook GOHWP account. We now have over 300 members on the HWP Facebook page. I was not able to organize a Q&A with prominent academics and practitioners but I did ensure that a Q&A with students and recent graduates involved in HWP was included in the student guide.

E. Key Recommendations for Incoming Executive Board

Immediate organisational issue:

1. PayPal and website: current PayPal account is in Alex's name. This needs to be urgently changed. Also, the website hosting fee is currently directly paid from his account, so this needs to be updated too. Donations are urgently needed for ongoing website costs.

Continue to develop:

2. Organisation Structure: Continue to explore if and where to formally register GOHWP.
3. Advocacy & Marketing: Continue project to gather stories of members' work – and showcase through blog. Regularly profile members to raise awareness of all the work being done, and generate connections and interest.
4. Marketing & Resources: Provide further clarity around GOHWP and HWP (see benefits survey results) – what are they? how are they different? How do they relate to I-O psychology? and how can people get involved. Develop a general guide and other resources.

Consider focusing on:

5. Strategic Partnerships: Consider creating partnerships with or aligning with other organisations. Perhaps aligning on topics rather than partnering is a good idea, which allows us to retain our independence while still engaging with others. Need to consider what GOHWP is – a professional association, NGO, lobbying group, etc. This is key to identifying how and who (and if) to align with others.
6. Membership: Find ways to link members with each other, and with organisations/internships/job opportunities. Explore doing this via the website. Consider establishing 'research' and 'practice' focused portfolios. Explore how the website could be integrated with other forums (like ResearchGate) or an online form created to circulate relevant research. Explore whether this could be linked in with the blog. Identify if and how ad-hoc committees could be established in other organisations, and disseminate information about HWP to other organisations.
7. Website: Train interested others to ensure multiple people can update and maintain website in case needed.
8. Membership: Focus on outreach to organisations and institutions in regions of the world with poor representation in terms of GOHWP membership, such as Latin America, the Middle East, and Eastern Europe.

9. Communications: Consider a social media & communications portfolio that includes newsletter, blog, Facebook, Twitter, etc., to facilitate greater integration. Consider how to increase blog readership and what types of articles would be valuable to members. Consider other forms of social media, and ways to attract followers and follower participation (contests, questions, etc). Continue to establish brand consistency (unfortunately, many of these are unchangeable, as names were already selected for many social network accounts and cannot be altered). Consider streamlined direction for emails (the volume of emails did not lend itself to this process, as there were an average of about 3 emails/month)

Appendix I: GOHWP Financial Breakdown 1/11/13 - 1/11/14

1. Opening Balance:

US\$377.76

2. Income

Donations from 1 member (Anonymous), to a total of US\$49.00

3. Expenditure

US\$14.99 (annual website registration)

US\$122.87 (web hosting)

US\$49.00 (WebEx monthly subscription for GOHWP members meeting)

US\$20.38 (NZ\$23.00 - GOHWP badges for SIOP conference)

US\$37.36 (business cards for SIOP)

US\$244.60

4. Current Balance

US\$182.16

5. Expected Expenditure

Ongoing annual costs (Due 2/24/2015): US\$137.86/year. Consisting of:

- Domain registration for gohwp.com (primary domain) US\$14.99
- Domain registration for humworkpsy.org (primary domain) US\$14.99
- Web Hosting for gohwp.com (primary domain) US\$107.88