

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 2016 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 2016.

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

- *Chair (term: 1 year)*

Laura Sywulak

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

Shujaat Ahmed

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

Morrie Mullins

Wael Mohammed

Mary Berry

Bobbie Murray (resigned in Mar 2017)

Casey Smith (elected as interim board member in April 2017)

Drew Mallory (resigned in Nov 2017)

- *Student Representative (term: 1 year)*

Emmanuel Ashitey

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

- Advocacy (Mary O'Neill Berry, Wael Mohammed)
- Membership (Shujaat Ahmed, Laura Sywulak)
- Website (Drew Mallory, Morrie Mullins)
- Student issues (Emmanuel Ashitey)

- Communications (Morrie Mullins)
- Organisational Issues (Casey Smith)

C. Goals for the 2016/2017 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 a local chapter guide
 - 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;

D. Action Items Completed:

1. Increasing member value

Related Portfolios:

Organisational Issues

Casey Smith

Goals:

- *Develop and roll out membership survey to understand perceptions and level of engagement with GOHWP*
- *Formatted a GOHWP fact sheet*
- *Created an executive board survey to understand the board's view of future direction of GOHWP and a starting point for goal and vision alignment*

Progress Update and Recommendations:

My summary of my progress is that a survey has been drafted and appropriate questions have been included. I waited on a roll out of the survey due to the change in board and we collectively decided that it would be important to get the new board's insight. My recommendation in regard to this survey would be to think about the questions and make sure it is inclusive of all the information you think you need to move the organization to the next level with the support of the membership base. My second recommendation would be to employ the executive board survey with the new board in place to gain an understanding of one another's view of the role of GOHWP in the larger community, the impact of the organization, and what the organization should strive to be. The impetus of this survey was from a discussion concerning how we topical we want GOHWP, what role the organization plays in the current political climate, and should we expand discussions outside of strictly IO psychology speak. This exercise can truly help identify gaps and/or opportunities that improve the profile of GOHWP externally. Additionally, it can support what the team wants to work towards internally.

Website and Communications (Morrie Mullins)

Communications

Morrie Mullins

Goals:

- *Increase Twitter followers by 50%*
- *Post to social media on a weekly basis*
- *Produce at least 2 newsletters/year*
- *Produce/aid in producing 2 TIP articles/year*
- *Helping publicize GOHWP chapter guide*
- *Survey of graduate program directors*

Progress Update and Recommendations:

Twitter followers of @GOHWP increased by ~40% since this time last year. Social media postings were regular, but not always weekly. To help increase this, I brought in a graduate student at Xavier (Erik Zito) who is highly adept at social media, who has been scheduling social media postings. My graduate assistant is helping to produce content that we can share on social media independent of formal board postings, and such material will be scheduled and shared on a regular basis going forward. After the minimal response to the winter newsletter, Laura and I agreed that it was not an effective way to communicate with membership and have discontinued it, at least for now. If future boards wish to revisit it, I would recommend a change in format to something more concise and email-driven, such as MailChimp mailings. The TIP articles have been well-received, and Ishbel is going to write one for early next year. I aided in the production of the GOHWP chapter guide, and pushing information about it will be a priority after the election. The survey of graduate program directors got shelved after I was told it was something Deb Rupp had already done. Beyond all of this, I also tried to get semi-regular blog

postings up (I had hoped for 1-2 a month, but haven't gotten to that rate yet, though one of the recent blogs did generate reasonable interaction), and aided in getting the GOHWP listserv active again. I have been helping with the website and coordinating with Drew on a limited volunteer basis, but am hopeful that the new board includes someone with more background in website maintenance.

Things to do, going forward: Continue to be proactive on social media. Build the follower base and the GOHWP "brand" using #gohwp and not just #hwp. Communicate regularly with members through multiple channels (Twitter, Facebook, LinkedIn, Instagram, listserv, blogs). Actively listen to what the members are interested in. Push local chapter activities as they happen (we will also be featuring GOHWP-Ghana's service activities post-election). It is also very important to consider how to best handle fund-raising, since GOHWP has financial needs but no financial means. The addition of the Paypal button for donations was helpful, but we need to get better at asking, so the incoming board should consider how to do that both in terms of reaching out to our membership, and whether there are potential "partner" organizations that might be interested in sponsoring the work GOHWP does (if that's even feasible).

3. Developing Resources for Members

Related Portfolios:

Advocacy

Mary O'Neill Berry

Goals:

- *Project GLOW: Hubs now in over 25 countries; included in presentations (by Stu Carr) at ICP, APA, and NYC International Forum (can provide titles if you want); article published in TIP; proposals submitted for consideration at 2018 SIOP and ICAP. GLOW Fact Sheet developed, being reviewed by hub members. Recommendations for 2018: Continue publicity; disseminated Fact Sheet when finalized; produce update articles/presentations which showcase real world examples of GLOW in action.*
- *Matrix for use with SDGs: Needs programming work to make the inputs more easily "searchable" – e.g., by means of keywords, etc. Still in developmental stage. Recommendations: Continue developmental process, update/disseminate to GOHWP membership when complete; further evaluate its usefulness as a viable tool for SDG research gathering/sharing.*
- *GOHWP Book: Paperback edition due out in December 2017. Recommendations: Put new cover/flier on GOHWP website then and continue to distribute at conferences, etc.*
- *GOHWP Registration: To be continued. The board needs to decide whether GOHWP is ready to register or needs to focus on building more leadership structure and succession before taking on this responsibility.*
- *GOHWP Fact Sheet: Revised/redesigned. Recommendation: Finalize, post on GOHWP website, distribute at conferences, etc.*

- *Additional Recommendation: Develop list of resources (articles, publications, etc.) for distribution to Department heads in Psychology, Business, etc., to encourage them to use in coursework. This needs an owner also.*

Shujaat Ahmed

Membership Portfolio and TIP

Goals:

- *Oversee Emmanuel with entering membership information in the excel sheet*
- *Create membership profiles*
- *Work on TIP articles with Morrie*

I was initially supervising Emmanuel on ensuring he updated the excel sheet frequently. However, given the geographical distance, time difference, and bad internet connections, it proved to be difficult for him to keep up with the updates. So I took over his task for the second half of the year, and entered new membership information on the excel sheet. I also carried on my task of creating new member profiles or updating old ones. To streamline the process, I also changed the membership application, and added a new application using google forms that way the information would populate on its own in excel, further improving the process for the membership portfolio.

I also effectively accomplished my portfolio helping Morrie with the TIP columns. We co-wrote two over the year, one which came out in April and one in September. I also wrote my own piece in the winter GOHWP newsletter about the distinction between HWP and OHP.

I further assisted in miscellaneous activities by reviewing membership surveys and holding the a monthly meeting in the Chair's absence, taking notes during executive board meetings, getting people to apply to the executive board roles, and emailing the GOHWP listserv about the elections.

Laura

Membership increased to 669 members, a 28% increase from this time last year. Morrie and his team of volunteers have kept the social media sites active and engaging, while also increasing our following on Twitter and Facebook. Keeping the LinkedIn site equally active should be a priority for the incoming board so we reach a professional, as well as student, audience.

The board's major project for the year was the completion and publication of the GOHWP Local Chapter Guide. I want to give special thanks to board members, Morrie Mullins and Emmanuel Ashitey for their invaluable contributions to this endeavour. Several universities have been identified as potential sites for local chapters and I urge the board to move ahead with these partnerships to begin creating a network of GOHWP groups that can provide local member engagement, including meetings, social events, and volunteer activities.

E. Key Recommendations for Incoming Executive Board

Immediate organisational issues:

1. Clearly defining and outlining role expectations to all board members, particularly those in roles that are more ambiguous, such as student liaison or advocacy focused
2. Find and support potential sites for local chapters of GOHWP

Continue to develop:

1. Clarity between GOHWP-sponsored initiatives and those that are merely related to HWP as a field of study. This is important in devoting board time to issues that may not be organisation-related
2. Immediately promoting engagement of members upon their application approval; focus more on membership returns, and seek continued participation from interested members
3. Clarity in GOHWP's relationship with SIOP and the Alliance for Organizational Psychology
4. Find and support the development of regional and student groups devoted to GOHWP pursuits and interests using the recently published Local Chapter Guide
5. Strategic communication pieces, including regular blog and newsletter presence, as well as an increased Facebook and Twitter presence to better access both members and folks in developing countries

Consider focusing on:

2. The re-visiting of the issue of registering organization as a 3c.

Appendix I: GOHWP Financial Breakdown 11/1/14 – 11/1/15

1. Opening Balance:

US \$142.46

2. Income

No donations this year.

3. Expenditure

US\$40.34 (godaddy webhosting costs)

US 122.87 (Website renewal, including domain registration)

4. Current Balance

US\$0.00

5. Expected Expenditures in 2017-18

Website renewal, including domain registration and webhosting costs (\$122.87)

Printing promotional material for SIOP (variable)