

Minutes of the WISTA ExCo Meeting

Date/Time: Thursday 18 April 2019 at 15.00 UTC

Location: On-line Conference (Go-To-Meeting)

Present:

Despina Panayiotou WISTA Cyprus	Theodosiou President	DT
Diane Edwards WISTA New Zealand	Secretary & Coordinator Australasia/ & Oceania	DE
Connie Roozen WISTA Netherlands	Treasurer	CR
Jeanne Grasso WISTA USA	Regional Co-ordinator Americas and Legal Advisor	JG
Angie Hartman WISTA Greece	Regional Co-ordinator Europe	AH
Sanjam Gupta WISTA India	Regional Co-ordinator Middle East and Asia	SG
Naa Densua Aryeetey WISTA Ghana	Regional Co-ordinator Africa	NA
Lena Göthberg WISTA Sweden	Communications and Support Officer	LG
Jillian Tobias WISTA USA	WISTA Press Secretary	JT

Purpose of meeting

DT welcomed all to the meeting. She outlined that the purpose of the meeting was to discuss the recommendation from the WISTA Diversity Committee to celebrate the 45th anniversary of WISTA by making a video where members send a “Call to my Younger Self”. It was seen by the Diversity Committee as a good way to promote WISTA and it is also a potential project to ask for sponsorships. There had also been good feedback from the Presidents’ On-Line Meeting.

However, DT explained that there had been some concerns raised by the Communications Committee and this meeting was called to have these explained to ExCo so that ExCo could make an informed decision about whether to proceed.

The Concept

The concept of the video was to have successful women thinking about the advice they would have liked to have received early in their careers that might have helped to overcome some of the obstacles they had encountered. However, it was agreed that the intention was not to focus on the negative but to provide encouragement and a positive outlook of career opportunities within the industry.

Summary of Concerns / Considerations

JT emphasised that the Communications Committee felt that in principle the recommended video was a great idea, but raised three areas for consideration about whether to proceed.

1. The idea of the video was not original as a similar concept has been done as part of the Me-Too Movement. Not a showstopper but potentially might link to negative messages.
2. There have been a number of requests, both from members and from external parties, for a video which explains what WISTA is all about. This is seen as essential for promoting WISTA as the promotional Powerpoint, though adequate, is dependent on the deliverer of the message. A video would present a more dynamic message. It was suggested this video should have higher priority than the one being recommended.

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**Summary of
Concerns /
Considerations
(continued)**

3. To create a video which involves members from around the world would be a logistical challenge and very time consuming. It would add cost because it would require considerable editing to ensure that there is consistency of quality and style.

**Summary of
discussion**

- There was discussion about the two video options. It was agreed that both videos were important and it does not need to be a choice between one or the other. Both were important, and so it becomes a decision on timing.
- It was agreed that the “Call to my Younger Self” video would take a lot of planning and may not be able to be finished in time for the 45 year celebration. However, it can still be done, if the timeframe is pushed out. This would allow us to leverage the International Conference in the Cayman Islands to do the filming there, which would cut down on cost and make it easier to control the messaging.
- It is important that the video has positive messaging and does not focus on harassment.
- The “Promotional” video could be done first as it would be easier to make.
- When introducing WISTA it could include:
 - information about WISTA such as its vision, mission and objectives
 - how it started
 - people from the first WISTA meeting
 - people from the newest NWAs
 - people from other organisations, e.g. IMO.

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Summary of discussion (continued)

- There is existing video footage from Tromsø with members talking about what WISTA means to them, which could be used.
- Could get sponsorship for the videos. Should set an amount for sponsorship at one level only, so no one sponsor is elevated over others. It should also be set at a reasonable level to encourage a wide range of sponsors.

Decision

It was agreed:

- We should aim to make both videos, starting with the promotional video. LG and JT to consider how this can be done and create a plan to see it launched in the Cayman Islands at the Conference.
 - The “Call to my Younger Self” video can be organised so that filming can take place in the Cayman Islands. The Diversity Committee to work on a plan.
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