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| International System Safety Society Minutes for Executive Council Meeting |
| August 11-12, 2018 |
| Arizona Grand Hotel & Spa  Phoenix, Arizona |
|  |
| Pamela Kniess |
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# Call To Order

Chuck Muniak called the meeting to order.

## 1.1 Attendees

|  |  |  |
| --- | --- | --- |
| **Position** | **Name** | **Aug 11-12** |
| President | Chuck Muniak | Yes |
| Executive Vice President | Russ Mitchell | Yes |
| Executive Secretary | Pamela Kniess | Yes |
| Treasurer | Clif Ericson | Yes |
| Past President | Dr. Rod Simmons | Yes |
| Chapter Services & International Outreach | Robert Fletcher | Yes |
| Conferences | Pam Wilkinson | Yes |
| Education and Prof. Development | Dr. Jeff Brewer | Yes |
| Gov& Intersociety | Paul Sorensen | Yes |
| Member Services | Linda Thomas | Yes |
| Publicity & Media | Mike McKelvey | Yes |
| Canada | Tony Zenga | Yes |
| Central California | Miguel Trujillo |  |
| New Mexico | Stacey Durham | Yes |
| Northeast | Pam Alte | Yes |
| Saguaro | Adam Hughes |  |
| Sierra High Desert | Yawa Adonsou | On Phone |
| Singapore | Onn Eng Ling | Yes |
| Tennessee Valley | Rita Turner |  |
| Virtual | Lee Flint | Yes |
| Washington DC | E Paul Denk | Donne DiFiglia |
| OVP Engineering Education | Charlie Hoes | Yes |
| HQ Office Manager | Cathy Carter | Yes |
| RVP for Asia | Eng Ling Onn | Yes |
| RVP for Europe | Gabriele Schedl |  |
| HQ Office Manager | Cathy Carter | Yes |

## 1.2 Establish Quorum

ES Note: According to Section 5.1 of the operations manual, “An official quorum is a combination of five Officers or Directors including the President or Executive Vice President. The President, or in his or her absence the Executive Vice President, shall preside at EC meetings.”

August 11-12, 2018. Quorum established.

# President’s Report

Chuck Muniak discussed paradigm shifts. Only 2% of memberships are younger than 30. He touched on ghost employees. Chuck used the pizza parlor metaphor that expanded their menu to reach a larger customer base as an example. The society needs to change things up like the pizza parlor. The offering has to be extremely valuable with competition minimal. We must be the “go to” resource and be meaningful to most, but not everyone, by providing a great experience and affiliation with a great cause. We need to attract members and generate revenue. Numerous paradigm shifts are in progress –

Standard creation

Curriculum integration

Institution creation

Certification.

A new website is under construction.

EC meetings are now monthly.

Management of conference is now performed by the EC.

We are developing new alignments with Arizona State University.

The Journal of System Safety now has an editorial board that has helped with the journal and provide a resource for reviewing conference papers.

We are constantly seeking greater efficiency which will lower overhead. Chuck is optimistic, but the results will come slowly and our actions must be carefully monitored and adjusted as needed.

# Executive Vice President

Russ Mitchell worked with the conference team. The first activity he looked at was sponsorship and defining sponsorship value propositions. We want to build business relationships. Russ worked on generating a multi-media element to the conference. We continue to develop a training track concept. Russ worked with the website team to provide early requirements and provide opportunity for web presence. Russ worked with the Virtual Chapter to distill the 4 major efforts – an overarching standard, a well-defined system safety curriculum, a process to validate training (certification) and a means to prepare all engineers to work with system safety– this is our ASU effort. He joined the American Society of Association Executives. Our revenue streams today consist of membership dues and conference. Russ plans to add training to our revenue stream.

Today we have conference, journals, membership, chapters and web presence that we influence. Some potential additions are publishing journal articles in other trade publications, develop highlighting and optimizing our membership, chapter meeting packages, further develop our social media presence beyond just advertising conference. Russ would like Letters from the president to be published externally and wants to develop a speaker’s board.

# Immediate Past President

Rod Simmons continues to support the President and Executive Vice President and the ISSS initiatives by providing curricular materials and insights derived from decades as an engineering educator, plus experience in credentialing. Rod will assist the Director of Conference planning and execution into the EC and he will continue to accept international speaking engagements that build the ISSS brand.

# Executive Secretary

Pam Kniess manages the Join Me EC meetings, preparing agenda and minutes of EC meetings. She maintains the Key member List and manages EC votes and society email correspondence with membership and conference outreach. Pam updates the Operations Manual annually. She is part of the conference team and maintains a backup of the society membership database. Pam maintains an executive secretary handbook for the next elected Executive Secretary.

# Treasurer

Clif Ericson monitors the finances. Clif provided the following Income-Expense Summary. Clif had budgeted a loss for SY17-18 and we ended up with an income of $29,739.78. This was due to a larger than expected conference profit and funds recovery from a chapter closing. The current bank balance is $73,548.35. We have two CDs. Our SY18-19 budget is $164,135.00. We are holding the Virtual Chapters funds and George Peters JSS scholarship funds. Clif reviewed the money held in chapter accounts. Clif will continue to monitor expenditures, ensure proper bookkeeping is maintained and prepare a monthly financial report for EC meetings. The proposed budget will be discussed during new business.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | FY 17-18 Budget | FY 17-18 Actual | | FY 18-19 Budget |
| Income | $ 148,440.00 | $ 186,601.45 | | $ 179,435.00 |
| Expense | $ 158,129.00 | $ 156,787.13 | | $ 182,565.00 |
| Ending Balance | $ (9,689.00) | $ 29,739.78 | | $ (3,130.00) |
|  |  |  | |  |
|  |  |  | |  |
| Bank Balance |  | $ 73,548.35 |
| CD1 |  | $ 54,872.56 | | $709.76 interest |
| CD2 |  | $ 87,796.10 | | $1,136.61 interest |

There was a discussion regarding the chapter financial reporting that was recently voted on.

**Action Item 08-2018-01**: Pam Kniess to clarify the number of votes required to pass a motion.

# Director of Education and Professional Development

Jeff Brewer stated that the mentoring program is still in place. The handbook is still being reviewed. Kenneth Chirkis was upgraded to Fellow. Mike Allocco and Clif Ericson were upgraded to Fellow Emeritus. Mark Carlson, James Inge, John Hewitt, Patrick Oliver and Mark Vernacchia were upgraded to Senior this year. Jeff thanked Linda Thomas for filling in the duties of the OVP for Awards in addition to her duties as the Director of Membership. Linda stepped up and carefully reviewed candidates and recruited judges to make the following award selections:

Engineer of the Year: Mark Vernacchia, P.E.

Manager of the Year: Walter Pepere

Educator of the Year: Charles Hoes/Russ Mitchell

Professional Development: Dev Raheja, P.E., CSP

International Award: Onn Eng Ling

The OVP of Engineering Education is continuing efforts with Arizona State University in coordination with Russ Mitchell.

Robert Fletcher recommended that we add the Chapter of the Year to the List of Awards that we keep track of. Everyone agreed.

The OVP for Professional Development and OVP for Awards are vacant. Russ Mitchell intends to make a motion in the next month or so to have an OVP position to work on staffing for the Directorship. Wanted posters were put up for all the open OVPs on the bulletin board at conference to advertise what positions are open in the Society.

# Director of Chapter Services and International Outreach

Robert Fletcher called and emailed all ISSS Chapter Presidents to encourage them to prepare end SY materials which includes the Chapter Annual Report with description of activities and financial bank statements and all receipts.

Robert recognized the chapters that were representation at the EC meeting – Pam Alte from Northeast Chapter, Onn Eng Ling from the Singapore Chapter, Stacey Durham from the New Mexico Chapter, Lee Flint from the Virtual Chapter, Donne DiFiglia representing E. Paul Denk of the Washington DC Chapter, Pam Kniess from the Tennessee Valley Chapter and the Tony Zenga from the Canada Chapter. Twin cities closed this year. Robert encouraged revitalization of the Canada Chapter this year. He assisted in closure of the Houston Chapter and transfer of funds in the chapter to the headquarters account. Robert recognized the strong chapters and chapters that are not so strong.

Robert completed Chapter of the Year evaluation and had the plaque engraved. He prepared a tutorial on “Inspiring Growth and Good Governance in an ISSS Chapter” for the ISSS 36 Conference. Robert’s goals are to improve advertising, and attempt to start, revitalize and grow chapters. People want to see value before they commit. We should encourage virtual tools such as Join Me, Event Brite, BBB, etc.

We have two RVPs of the five filled - Gabriele Schedl in Europe region and Onn Eng Ling in Asia. One of Robert’s goals is to try and increase international attendance at conferences.

Robert encouraged Donne DiFiglia to develop a course on Introduction to Software Safety for Chapter Presidents to attract membership in their chapter.

There was a discussion on Robert’s view of the causes of reduced members and weakening of chapters. Charlie Hoes would like to get the chapters more involved in the new ISSS projects that will be discussed at this conference.

# Director of Publicity and Media

Mike McKelvey will develop current strategic tasks. He is using a web team for development interface. He wants to find and train a Webmaster, possibly the OVP of Communications. He needs to ensure that all members “opt in” to Privacy Policy. We do not keep much data on people.

Mike wants to leverage the knowledge gained by OVPs with executive oversight.

The EC and Chapter Presidents are encouraged to use social media.

Mike has been reviewing Job Posting companies. One of these job posting companies, Web scribble, will call in at tomorrow’s meeting and the EC can ask questions of him. With job posting, we get a percentage of anyone who hires from our list.

Mike will integrate with the ISSS Strategic Plan by developing a list of responsibilities based on the plan and derive roles and tasks from the responsibilities. He intends to ensure coverage is addressed by asking help from the chapters. Mike wants to improve efficiency of conducting tasks such as JoinMe, Conference, Website, LinkedIn, Twitter, Facebook, and JSS. We need to initiate a society marketing plan.

Mike continues to document an Operating Manual for the position of Director of Publicity and Media.

# Director of Member Services

Linda Thomas is looking at new technologies and looking at ways to bring both more members and industries into the society. We have opportunities to bring construction, medical and other related industries into our society. Linda processed new applications, submitted changes to the Operations Manual and conducted a survey to dropped members. Our membership is currently 431. We gained more fellow members. We also have 14 student members this year; last year we had zero. Linda thinks we need to rebuild the student membership by planning an outreach to colleges to attract early career engineers. Her goals include growing professional and corporate membership.

Linda sent a membership survey to people who had not reinstated their membership and received 8 responses out of 60 people that the survey was sent to. There were differing reasons given for dropping membership. Linda asked what one service should the ISSSS offer that would better provide value to the membership. Some of the responses were renewal notice by email, publish e-newsletters, training, global focus, and available job postings. She also asked what the EC could change to encourage these people to renew their membership. Responses included nothing, explain international and corporate ISSS member benefits, more member email reminders and provide more resources regarding direction and case studies or lessons learned. Linda’s thought is to improve promoting our value proposition in the area of training, membership both domestic and international and the ISSS benefits. Another thought is to review the renewal process and identify opportunities to attract more members.

There was a discussion about changing the official name of the society to International. Right now, the society is the “System Safety Society” dba “International System Safety Society.” We use International, but we have not gone through the expense to change the official name.

# Director of Government and Intersociety Services

Paul Sorenson addressed BCSP Board of Directors (BoD) Call for Nominations. Paul queried the Chapter Presidents and did not get a response yet. Paul explained the BCSP BoD candidate process and the desired qualifications of potential candidates.

Paul attended the March 21, 2018 Intersociety forum (ISF). He highlighted the ISF background and Operating Guidelines. The ISF is now more focused on workplace safety. Paul thinks we should support the ISF virtually.

Paul’s goals include identifying teaming efforts/agreements with INCOSE, BCSP, and ASSE, Safety and Reliability Society (SaRS) and the National Safety Council (NSC). Paul continues to identify volunteer opportunities for ISSS member participation in organizations like SAE International and RTCA.

# Director of Conferences

Pam Wilkinson stated that last year’s conference made a larger than expected profit. No one volunteered for 2018, so Pam created a plan to have the Executive Council be the conference team. We have better communication with a new website specifically for conferences and we have more social media focus than previous years. Every email sent about the conference had links that linked directly to social media and links to make it easy to like, retweet or post. We are teaming with ASU, Lockheed Martin and Isograph. Processes and procedures will be put into the Conference Guide and be tweaked each year. Pam explained the specific aspects of conference that have continuity will deliver more value for the funds we collect to focus on growing the conference, the ISSS, and the field of system safety. It is an easy transition and sustainable plan to have the ISSS Officers, Directors and OVP personnel to manage the conference.

There was a discussion on how to get more sponsors. We need a person to contact sponsors who could deliver our prospectus effectively. A general observation is that if we have more attendees, getting sponsors would be easier. Lockheed Martin representative stated that having the sponsor options tailorable is important also.

For 2019 and beyond, having the ISSS Officers, Directors, OVP personnel with chapter volunteers managing the conference will make running conferences much easier.

There was also a discussion about opportunities for chapter vitality to include webinars, workshops, etc. How to do this needs to be discussed at next EC meeting. Russ stated that there will be opportunities for the chapters to be involved in some of the new initiatives.

**Action Item 08-2018-02:** Pam Kniess will add Chapter webinars and workshops to next EC agenda.

# Web scribble

Michael called in from Web scribble to answer any questions the EC may have and to identify the job boards.

He mentioned that we need to upgrade our software. They are the only company that focuses solely on job postings. They have a full staff that focuses on customer service.

They will set up a new marketing campaign. They handle everything from marketing to sales and posting. Contact information will be available if we wanted to engage companies that post on the job board as sponsorship leads. It will be cheaper for the society to have a one-stop shop. One question was how do we support our customers and Michael responded that they will set up a marketing campaign to let customers know what is available to them. The software is easy to use. The software and everything will be handled by Web scribble, the society work will be minimal. We will have administrative access and they will send checks.

# Officer Manager Job Definition

Chuck Muniak said that Cathy Carter is retiring as of 30 Sep 2018. His approach to replace Cathy is to list all the tasks and then define how long it takes to do each task. He had a task force of Cathy, Clif, Pam W and Pam K to define the major tasks and justification for each task done by the ISSS Office Manager. The major tasks of the ISSS Office manager includes database updates, money related tasks, and mailing various items. Chuck did not receive the detail he was looking for. He was looking at filling this position with a part-time person. Several people voiced opinions that in order to maintain continuity, a full-time person is needed for this position. Adding marketing to the position was discussed. Hiring an Executive Director that could do Office Manager duties, sponsorship and marketing was discussed. An Executive Director could bring in enough money to pay their salary. Association Management hiring was discussed. A new task force of Russ, Rod, and Chuck will manage this.

**Action Item 08-2018-03**: Russ Mitchell, Chuck Muniak and Rod Simmons to research best method of accomplishing the Society’s Officer Manager functions.

# ISSS Finances

Clif Ericson presented the income and expenses for the past year and the estimation for next year. There was a discussion on refining numbers.

We are short income to cover our expenses. Several options were discussion – a secondary training session or webinars. Having a regional training session at schools while they are on break was discussed. Another option discussed to generate income was selling new corporate sponsorships. It was decided to have a national corporate sponsorship drive to get 15 corporate sponsors at $5000 each.

**Action Item 08-2018-04**: Russ Mitchell to establish a committee to look at revenue options.

Some adjustments were made to the budget. The estimated budget shows $179,435 in income and $184,165 in expenses.

# Status of New Website

Mike discussed the website team, displayed the notional new ISSS website to include an EC only area and Members only page. Requirements have been defined. We have 3 competing proposals – American Eagle, Business Website Partners, and Umeworks, LLC. Each company’s plan, maintenance and plug in cost was discussed.

# Certification

Chuck Muniak noted that Certification is one of our initiatives. Dave West has been with the Board of Certified Safety Professionals since last October and discussed certification.

Developing and running a certification program includes business planning and must be operated as a business with business goals, objectives, market research and it has to bring in revenue. There is a Governance Model, Board of Directors, Payroll and Finance, Human Resources, Marketing and Communications, Certification Team, Legal Support, IT and Customer Service Department included in the BCSP framework.

BCSP is developing and maintaining examinations that are “logically sound and legally defensible”. First a job task analysis is done. They use a systematic method to objectively measure knowledge and skill with a psychometric (mental Measurement) process. This includes test definition webinars, job analysis from subject matter experts and then this information is disseminated for a validation survey to a larger audience to develop a scenario and multiple-choice questions. A beta exam is used to test the items (questions) to use on a live exam. After a year of taking exams, a statistical analysis is done of the questions and 20% of items are replaced. They have scored and unscored items. In item development, all items are close in difficulty level and there are no trick questions. Using an Angoff or modified Angoff method to review each item and obtain a passing score, a panel of SMEs review each item to a standard setting & examination development. Another method used is the bookmark method to rank all items from easiest to hardest. All SMEs are averaged. Approval of a passing score is received from the Authorized Board/Committee. Performance statistics of items are gathered and analyzed for both scored and unscored items. Each exam should be revised annually and completely revalidated. New job task analysis, blueprint, beta exam and passing scores are revalidated every 5 years.

BCSP is accredited and complies with established performance standards in accordance with ISO/IEC 17024. They are trying to go International.

For the System Safety Specialty exam, there was not enough people taking the exam to maintain it and there was some overlap with the CSP. There was some discussion on ISSS certification.

# Other Business

## 18.1 Budget

The proposed 2018-2019 Budget was voted on. Clif Ericson made **motion** to accept the 2018-2019 Budget, Lee Flint seconded the motion. One voting member abstained, all the rest of attendees approved the proposed budget.

## 18.2 Synergy

Chuck suggested a possible joint conference with RAMS. We have Robert Schmedake on the RAMS Management committee and David Auda on the RAMS Board of Directors.

## 18.3 Introduction to Software Safety

Donne DiFiglia presented a course that could be used as a presentation for Chapter Presidents. Donne highlighted what skills software engineers need, Safety analysis throughout the acquisition cycle, when software safety is conducted, Software in Military and Non-Military Systems, Software Safety Engineer’s role, tools to manage software safety, how software can fail, and some examples of software failure. Donne has notes for presentation talking points at the bottom of the slides. Jeff Brewer mentioned that we should include success stories in the brief. The brief was well received, and the community would like to use Donne’s presentation.

**Action Item 08-2018-05: P**am Kniess to send out Donne DiFiglia’s Introduction to Software Safety brief to the EC members so that it can be used for Chapter President presentations.

## 18.4 2019 Conference Brief

Pam Wilkinson briefed three locations that are being considered for the 2019 conference. Baltimore, Maryland; Birmingham, Alabama; and Norfolk, Virginia. Pam discussed the pros and cons of each site.

Lee Flint made a **motion** to have next year’s conference in Norfolk, Rod Simmons seconded the motion. Motion passed.

# Closing Remarks

Chuck Muniak made a motion to adjourn. Mike McKelvey seconded the motion. Meeting adjourned.

# Appendix A: Motions:

Clif Ericson made **motion** to accept the 2018-2019 Budget, Lee Flint seconded the motion. One voting member abstained, all the rest of attendees approved the proposed budget. **Motion passed.**

Lee Flint made a **motion** to have next year’s conference in Norfolk, Rod Simmons seconded the motion. **Motion passed.**

# Appendix B: Action Items

## New Action Items:

**Action Item 08-2018-01**: Pam Kniess to clarify the number of votes required to pass a motion.

**Action Item 08-2018-02:** Pam Kniess to add Chapter webinars and workshops to next EC agenda.

**Action Item 08-2018-03**: Russ Mitchell, Chuck Muniak and Rod Simmons to research best method of accomplishing the Society’s Officer Manager functions.

**Action Item 08-2018-04**: Russ Mitchell to establish a committee to look at revenue options.

**Action Item 08-2018-05: P**am Kniess to send out Donne DiFiglia’s Software and System Safety brief to the EC members so that it can be used for Chapter President presentations.

## Action Items Carried Over from SY2017-2018:

**Action Item 03-2018-04 (Reworded):** Russ Mitchell to work with Pam W. and conference team to identify timeline measurements for quality control, identify the event, and determine the "too early" and "too late" points so that we can determine methods for running conference more smoothly and effectively in the following years. The activity depends upon the schedule development and identifies dependencies and critical paths. Action item is **open**.

**Action Item 04-2018-02**: Russ Mitchell offered to summarize the 5 policies as he has an insurance license and maybe look at coverage prices. Action item is **open**.

**Action Item 05-2018-03:** Russ Mitchell to write a motion to have the Strategic Plan reviewed on an annual basis by June 2018 EC meeting. Action item is **open**.

**Action Item 06-2018-01**: Chuck Muniak to set up a task force to look at Officer Manager tasks and transition plan. Chuck Muniak has set up a task force of Russ Mitchell, Rod Simmons, and himself.

**Action Item 06-2018-02:** Robert Fletcher to assist with getting current or updated charters for the website. Action Item is **open.**

**Action Item 07-2018-01**: Russ Mitchell to draft verbiage for the Operations Manual stating that it is the Vice President’s action to draft the Strategic Plan. Action item is **open**.

**Action Item 07-2018-02:** Mike McKelvey in coordination with Pam Kniess will research potential server issues with the Admin Site. Action item is **open**.

**Action Item 07-2018-05:** Pam Kniess will send an updated Operations Manual for EC review. Action item is **open**.

**Action Item 07-2018-06**: Pam Kniess will prepare Bylaws for vote of EC and 2 month member review. Action item is **open**.