### NYPTA Student Special Interest Group
#### Web-based Meeting 5 Agenda
**May 14, 2018, 8:00 PM**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Discussion</th>
<th>Action</th>
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| **Meeting called to Order**                     | **Time:** 8:04pm  
**Present:** Bronte Miller, Emily Rubin, Megan Sliski, Brittany Wilbur, Allie Cartier, Wren Serafini, Jenna Kantor, Jenna Zajac, Michael Tisbe, Nichole Whitney, Mike Mattia  
**Absent:** Alli Gibbons  |            |
| **Old Business**                                | **Approval of** [Minutes from 4/23/18](#)  
**Approval of Agenda**  
**Introduction of new Communications Chair**  
| Allie Cartier from Utica College will be our new communications chair  
| Third year DPT student  | **Approved**  
| **Personal and Professional Updates**           | Bronte: attended federal advocacy forum last week, advocated on Capitol Hill (did even more than expected!).  
| Contacted PT Committee Chair- shared a contact w/ someone who is interested in being more involved in as a PTA recent graduate*  
| Personal: done with practicals and exams!  
| Brittany: right in the middle of finals week!  
| - Very excited to be finishing first year  
| - Excited for budget  | **INFORMATIONAL**  
| Emily R: Hosted an event at Hunter (small group)  
| - Great speaker session (thoughtful, very good at answering questions)  
| - Also in the middle of finals week  | **INFORMATIONAL**  |
Allie C: Attended Delegate Assembly as a student delegate
- Long day but very exciting to learn
- Also attended a leadership workshop on Friday

Jenna Z: Was on the elections committee at the delegate assembly this weekend
- Learned a lot and liked being a part (Seeing everything coming together)
- And got to meet up w/ Tyler Denn-Thiele

Wren: Finished APTA and You Presentation
- Bronte’ and Wren have been working on this since beginning of term
- Established first Nom Com meeting for 2018 (first meeting that Wren is leading)
- Today, Wren finished last final of second year (officially a third year student!)
- Got an interview for a great clinical rotation!

Nichole: Just about to start finals (it’s been very intense)
- We locked down Hunter as our location for the annual event!!
- Found a place for the student social (negotiated no room fees)
  - Both spaces will be free of charge!

Megan: started neuroanatomy today

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<tr>
<th>Update from NYPTA</th>
<th>New officers:</th>
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<tr>
<td>Spring BOD Meeting &amp; Delegate Assembly</td>
<td>NYPTA President: Peggy Lynam (June 27th, she will assume full responsibility)</td>
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<td>NYPTA Vice President: Michael Tisbe</td>
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<td>NYPTA Speaker of the House: Robert Streb</td>
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<td>NYPTA Nominating Chair: Vicky Wilkins</td>
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<td>SSIG representation at the meetings: Allie Cartier, Eliza Ferrer, Lex Lancaster</td>
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<td>Most important motion passed: equal vote for PTA members</td>
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<td>- Previously, it said that each PTA delegate had .5 vote (this had already been done nationally but this is a new, huge landmark for NYPTA)</td>
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Peggy Lyman will assume presidency after the closure of the house on June 27th.
Michael Tisby will be our new VP
According to Mike Mattia, there were a lot of great updates at the assembly over the weekend (many awards given)
Mike Mattia definitely wants us to roll out to PTA students that there is now equal voting for PTA’s (let’s get the PTA’s involved!)

**Budget discussion and approval – Treasurer**

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<tr>
<th>Banners: to use at events like the conference, one vertical, retractable banner and one horizontal banner. From Vista Print, the horizontal banner is about $50 and the vertical one about $150.</th>
<th>Motion: Purchase 2 banners (vertical and horizontal) for the total of $200</th>
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<tbody>
<tr>
<td><strong>Budget approval:</strong> please preview the budget Conference expense and income estimates are derived from the estimates for 250 guests on the conference budget, which can be found on tab 2 of the budget document.</td>
<td>Motion passed</td>
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<td>NOTES: Feedback request for the banners Hunter is willing to store the banners this year Show them off at the conference in Sept.</td>
<td>Motion to approve the 2018 SSIG Budget as it stands</td>
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<td>- $200 from budget allocated for banners (vertical and horizontal)</td>
<td>Approved</td>
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<td>- Horizontal banner proposed for a table</td>
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<td>- Vertical banner would be displayed on a stand</td>
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<td>Having both banners would be helpful for marketing</td>
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<td>- Horizontal AND vertical could give us flexibility with using the banners at events</td>
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<td>- Vertical sign- don’t let it get hidden by people congregating on the side during events</td>
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If the banner needs to be in two places within similar times, it would be easier than transferring throughout state (and if two schools need the banner at the same time, this negates that problem too)

Rest of the budget notes:
Regional events taken from $700 to $520 to allocate for the banner
$10 is to be able to mail all officers their certificates (mailing fees)
Line 6: travel to in person meeting (see Brittany’s drive for form) - $140

Annual conference: based off of tentative budget that Nichole came up with (second page of this document)
- Based off of 250 attendees (lowest predictive attendance)
- Budget is fluid (based on interest, number of sponsors, etc for conference)
- Budget is based off of values from the NYC past conclaves

We are not voting to approve conference budget as it sits (realize it will probably change)

$2,461 from the NYPTA to give to the SSIG
Any other money for conference would have to come from attendance and sponsors

Discussion:
If we don’t get the 250 that we estimated, (250 was the low end of the documentation that the NYC conclave had)
- Sponsors haven’t been involved yet
When budget was designed, keep in mind that last year the conclave had 250 students, we are expecting to make this event bigger than 250 b/c it is open to more people
More people we get = less net income we have
- If we had 500 students (example), would we still be at a positive in our budget? Main goal is that the conference is self-sustainable
- Ideally Nichole would like to return the $1500 that the SSIG allotted

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<th>Conference Update – Special Events Chair</th>
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<tr>
<td>Hunter is confirmed as our conference location. <strong>Smithfield Hall will be our student social location.</strong></td>
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<td>Our conference poll is concluded with 223 responses. View responses <a href="#">here</a>.</td>
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<td>Interested SSIG officers met to discuss conference items this week. Items suggested included: modify conference schedule for more time cushion for lecture sessions; find speakers for the poll’s most popular session topics; offer an oxford-style debate and one other interactive session option as the last session for the day.</td>
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<tr>
<td><strong>Review the conference schedule.</strong> We will vote on it.</td>
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<tr>
<td>View most popular speaker topics based on our student poll and add any speakers, sponsors, or exhibitors you know who you think would be appropriate for each topic.</td>
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<td>Very productive meeting last week with lots of representation</td>
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<td>- Max, Emily and Bronte’ made some good suggestions from experience</td>
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<td>30 minute break: was built in b/c the Rotunda, where the lunch is taking place and the Oxford Debate, are on opposite sides of the campus</td>
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<td>- The break time can be used to take time to see the booths or go to earlier session</td>
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<td>- Time allotted to be combined w/ the exhibit hall and networking</td>
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Motion:
To approve the schedule as noted w/ changes:
(Lunch, exhibit hall)
12:30-3:00pm
Interactive sessions from 3:30-5:00pm
Remove closing remarks
Approved
| - | If lunch is in the same area as exhibit hall, people will probably be eating and networking at the same time |
|   | - 2-2.5 hours in this vicinity? |
|   | - 30 minutes for keynote may be a little tight |
| Closing remarks: occurring in the auditorium where keynote is given? |
|   | - Will it be difficult to gather everyone in one room for closing remarks at end of day? |
|   | - Announcements made at keynote and lunch? |

Break between 12:30 pm and 1 pm (and then start lunch at 1 pm?)

Input that it is a long walk and people linger after the speaker (will need that ½ hour)

Need a half hour between sessions but not as relevant when talking about lunch
- Might be better for the flow if we are having people trickle into lunch

Idea:
Check in around 8:00 am and keynote start at 8:45 am
Want to do 1-3 pm (the lunch and social networking and booths)
3:30 pm-5:00 pm (interactive speaker sessions)
5:00 pm-5:45 pm/6 (closing remarks) (will get rid of this)
Student poll results identified that students prefer an inexpensive social in a pub setting, and a lower overall ticket price. We aim to keep price under $20 for most attendees. (based on voting from students)
I am to have sponsor/exhibitor response largely accounted for in June, and at that point can refine spending estimates and budget, if needed. [View the conference budget for more information.]

Ticket rates to vote on:
- Student member early-bird rate: $10
- Student non-member early-bird rate: $20
- Student member rate: $15
- Student non-member rate: $25
- Social event add-on: $5

NOTES:
- Poll from students shows that they want things to be less expensive (keep low cost to encourage students to attend)
- Prices tentative on the polls
- Register early discount? (People tend to sign up for the last minute)
  - Early bird might encourage people to sign up sooner
- Social add on: students prefer cheaper ticket w/ no food than $20 ticket with food
- Develop ticket pricing closer to event b/c we don’t have sponsors yet*
  - We don’t have a cushion if we fail to meet cost of event
- Projected registration income: around $3,000 (for 250 based on the ratios that were given for last year NYC Conclave)
- Mike Matia asks what projection is for sponsors: Carla & Nichole are talking about potentially putting booth rental and exhibitor space on the NYPTA website (this is acceptable)
- Get sponsors first and then decide student ticket price?
  - You don’t want to wait too long but you do have time
- Nichole to Mike: typically registration and fees are begun to be distributed around 2 months prior

MOTION:
Delay ticket prices until around the beginning or middle of July 2018 (until sponsors and budgets are more finalized)

APPROVED
Too long out & people don’t know what they’re doing
- Recommend to start getting sponsors and nailing them down ASAP (can be difficult, track this sooner than later)
- Mike Mattia recommends sitting back and waiting to see what the level of commitment is (one month)
  - Work on the sponsors for this first month
  - Then a month to debate ticket prices
  - Then some time to send out a “Save the Date”
- Right now: start making phone calls and emails and get an idea of what is being committed
  - Then by early July, you can get a fix on what we will need to charge

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<th>New Business</th>
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<td>Outreach to new 1st years – President</td>
<td>DISCUSSION</td>
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<tr>
<td>How can we assist Regional Reps and Liaisons to reach out to incoming 1st year classes so they may run for positions and attend our conference and regional events?</td>
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<tr>
<td>- Many PT and PTA programs start between now and August/September</td>
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<td>- We need to be reaching out as SSIG</td>
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<td>- Very first semester: let first years know what SSIG is</td>
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<td>- Learn about what they can do as students</td>
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<td>- SSIG liaisons and regional reps will be discussing as well as nominating committee</td>
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<td>Role of treasurer for 1st years: added herself to Stony Brook 2021 FB page and tagged SSIG in the post and gave informational (recruits from incoming Stony Brook class)- everyone can tag our page</td>
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<td>Role of CA: talking to first years at Naz; not as much going on in western and central region as much as would like, so help expand</td>
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Role of Secretary: presentation to first years about all opportunities, will expand students to join the Google Calendar

Role of Advocacy Chair: “There is a group on facebook called Pre-PT Grind. They connect with students who are planning on being PT students. Although they help students all over the U.S., they could be another great resource for incoming students in NY. I think my role with the videos I do 3x/week helps give regular publicity for the job. I'm open to other ideas”

Wren: APTA and You Presentation
https://docs.google.com/presentation/d/1LYoMDbaFh3KgKCrJva45tjabi6CRuUSU3tVlVveThEg/edit#slide=id.p3
- Why should students care about the APTA?
- People can take this to their schools.
- Also a great resource for liaisons
- Take incoming students and highlight all incoming students for the month of September

Emily R: working on getting the regional reps to reach out to the incoming students, reaching out to other schools etc.
- Regional reps can also use the APTA and You Powerpoint
- Also target getting a liaison at the same time
- Emily will be brainstorming with reps about this too

Allie C: blast the power point to the liaisons
Begin promoting the new website to the incoming students
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<th><strong>We might be more relatable to students in a different way than the professors are (students are more likely to listen to students than professors!)</strong></th>
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**SSIG Newsletter – Communications Chair**

I am planning and writing our first SSIG newsletter and accepting suggestions for content. I also plan to designate co-authors. Please let me know if you are interested in writing content.
- Goal is for newsletter to go out by July 1st
- Current content: focus on NADs throughout NYS, Lobby Day, Student Highlight, SSIG Conference, and Meet Your Officer Section
- Bronte’ could write a piece about the SSIG retreat in the newsletter
- Email Allie if you think of anything later! (for content suggestions and writing pieces)

**DISCUSSION**

**Google Calendar – Secretary**

Spread the word about our Google Calendar so friends and classmates can join it.
- Will be sending draft to NYPTA
- Emailing out list from SSIG
- Will post again on FB

**INFORMATIONAL**

**Team Drive – Secretary**

Please use our new Team Drive to store your SSIG documents. Does anyone need an explanation on how to access it?

**INFORMATIONAL**

**Meeting Feedback – Secretary**

I will be sending you an email to request feedback after meetings from now on to help make meetings run as smoothly as possible. Please participate because your feedback is important!

**INFORMATIONAL**

**Announcements**

Brittany (Treasurer): the form to fill out to request reimbursement is located in Team Drive under Brittany’s personal file
- Ask Brittany if you have questions
- Brittany will have to sign it and send to NYPTA
ACTION STEPS:
1. Send forms to Brittany ASAP for reimbursement
2. Nichole posted a list of most popular speaker topics (link on minutes and agenda for this)
   a. This week, go in and put your input on speakers (companies, etc.)
3. View Wren’s APTA and You Presentation this month and it will be discussed in the group chat
   a. Let Wren or Bronte’ know if you are adapting the presentation and giving to your school (we want to keep track of what schools we are talking to!)
4. Interested in helping w/ newsletter, please let Allie know

Meeting Adjourned

Time: 9:35 pm

Next Meeting

TBA

Respectfully submitted by:
Megan Sliski, SSIG Secretary