Meeting Minutes
National Numeracy Network Board Meeting
Saturday November 2, 2013

Attending …
Board Members: Nathan Grawe, Eric Gaze, Caren Diefenderfer, Esther Wilder, Mike Catalano, Michael Catalano, Esther Wilder

Others: Heather Van Volkinberg, Connie Richardson, Corri Taylor, Cat McCune, McKayla Neffer, Mija Van Der Wege, Neil Lutsky, Krista Larsen, Margot Black, Kate Folette

I. Welcome to new board members and Congratulations to new officers

II. Formal announcement of the 2012 Steen Award
The Board of the National Numeracy Network (NNN) is pleased to announce the inaugural *2012 Steen Award* winner. Named for Lynn Steen, one of the early leaders of the quantitative literacy movement and author of many influential works promoting QL, the award goes to the best article from the most recent volume of the NNN's journal *Numeracy* as judged by the Awards Subcommittee of the Board of NNN. Criteria for selection include the overall quality of the paper, its effectiveness in promoting a significant numeracy theme or the movement in general, use of evidence-based research in QL, possible impact on teaching and learning within QL, and relevance to larger societal issues impacted by QL.

This year's award, selected from articles in Volume V, published during 2012, goes to Annamaria Lusardi for her article, *Numeracy, Financial Literacy, and Financial Decision-Making*, Vol. 5, Issue 1, January 2012. While there were a number of high quality articles to choose from in Volume V, Lusardi's stood out for its clarity, thoroughness in reviewing the relevant literature, timeliness in addressing an issue that has had a significant impact on the global community in recent years, and relevance to examples that could be used in a QL classroom setting. It is an article that should be accessible and of interest to a wide audience.

III. Approval of Minutes from the December 17 Conference Call Meeting and the Addendum that describes Board actions on August 10, 2013 and September 9, 2013.
We have already approved the October 2012 Annual Meeting minutes, as well as the Conference Call minutes from October 25, 2012 and November 19, 2012.
(motion by XX, second by XX, passed unanimously)

IV. President's Report, Caren Diefenderfer
See attached for sign-ups of committee interest.
V. Secretary/Treasurer's Report, Nathan Grawe
See attached.

VI. Journal Report, Len Vacher and Dorothy Wallace

See attached.

VII. **Committee Reports**
- Nominating Committee (Corri, Len, Donna)
  Caren will serve as chair of 2014 Nominating Committee. We need 2 additional committee members. See attached.

- Website Committee (Eric, Corri, Margot)
  See attached.

- Membership Committee (Nathan, Stuart, Mark, Esther, Milo, Frank)
  See attached.

- Conference Committee (Eric, others?)
  Positive experience with added exposure of 2013 meeting. How can we do that going forward? 2014 meeting planned at Carleton in conjunction with QuIRK's 10 year anniversary in October 10-12. Could make that coincide with a consortium of colleges meeting to work on QR across the curriculum on their campus. Consortial members include Carleton, Barnard, and Wellesley so it might work well to coordinate this workshop with the NNN meeting. But the two groups may have different goals. Heather, Mija, and Nathan will be meeting to discuss the goals of the consortium while Esther will head up the NNN team. This question will be hammered out by these committees later.

- Journal Prize Committee (Donna, Sue, Mike)
  Lusardi given first Steen prize for 2012.
  Nominating the 1st article by Dingman & Madison for the best article from the first four years.
  (unanimously approved)

VIII. **Other Old Business**, Caren Diefenderfer
- Listserv activity: Volunteer per month setup/How is it working?/Continue?
- Retiring Board Members – Sue Mente, Mike Catalano, Caren Diefenderfer, Nathan Grawe

VIII. **New Business**
- **Making the most of the website**
  Eric noted some ideas.
  We have a journal, book reviews, and resources. But it is hard to find that material sometimes. Could we have a rotating (not static—a dynamic component of the website) highlight that points people to content on the webpage? Looking to give people a reason to visit the website.

Margot raised the question of whether we wanted to hire someone to re-design our webpage. Heather wondered if the planning committee made notes over the last year that could be used by someone else to guide them in doing the work (whether it be a volunteer or someone we hire they will need to know what we want).

- **Membership incentives**
  Institutional highlight pages? A list of QR programs on campuses and what they are doing. Neil wondered if the pages might be at the individual level. Q: Is this open to all? Some people felt the value was in the openness. Others felt we should consider creating members-only sections of the site (teaching resources, for example?) that would create an incentive to join. This issue was not resolved definitively. Either way, we should create promotional brochures to capitalize on opportunities like the 2013 AACU meetings where we have a chance to woo new members. Esther noted we may want to look at partnering with AACU conferences outside the PKAL conference to reach beyond STEM audience (at least sometimes). Margot notes these brochures could be used at disciplinary conferences as well. Corri noted in the past we have partnered with disciplinary groups and could do so in the future. Esther noted community colleges are a good possible partner for conference collaboration.

- **Leveraging Accreditation Agencies**
  Nathan proposed reaching out to accrediting agencies offering to partner with them to provide their schools with resources to promote programming and assessment on their campuses. The group unanimously granted Nathan authority to approach agencies under the name of the NNN.

IX. Adjournment

NNN 2013 "Sign up" sheets
Listserv
November – Eric Gaze
December – Corri Taylor
January – Caren Diefenderfer
February – Kate Follette
March – Mike Catalano
April –
May – Neil Lutsky
June – Cat McCune
July – Margot Black
August – Heather Van Volkinburg
September – Mija Van Der Wege
October – Esther Wilder

Website Committee
Mija Van Der Wege
Cat McCune (maybe)
Kate Follette
Margot Black
Eric Gaze
Heather Van Volkinburg (H)
Nathan Grawe (for discrete projects)

Journal Prize Committee
Mike Catalano
Heather Van Volkinburg (med)

Membership Committee
Stuart Boersma, Chair
Margot Black
Heather Van Volkinburg (H)

Nominating Committee
Caren Diefenderfer, Chair
Neil Lutsky

Conference Committee
Esther Wilder, Chair
Louis Rocconi
Amber Lambert
Mija Van Der Wege
Kate Follete
Margot Black
Heather Van Volkinburg (med)

Secretary/Treasurer's Report

Changes in Board
New officers and board members elected (effective at the conclusion of the annual board meeting 11/2/2013):
President: Eric Gaze
Vice President: Esther Wilder
Secreatary/Treasurer: Stuart Boersma
Directors: Margot Black, Mija Van Der Wege, Heather Van Volkinburg

Membership Report

	2009-10	2010-11	2011-12	2012-13
Individual Members	14	16	105	87
Student Members	NA	NA	NA	3
Institutional Members		15	78	122
(Institutions)			(18)	(23)
Total Paid Membership	*14*	*31*	*183*	*212*
Implied Membership Dues			*$6550*	*$8345*

Note: Included in the members noted above in 2012-13, 1 institution with 6 members, 1 individual upgrading to an institutional membership with 5 more people attached, and 2 individuals which are pending completion of payment.

We currently have a solid start on 2013-14's membership drive. Four institutions with 21 associated members and another 44 individual members have renewed. This is about 3 times as many renewals as we had this time last year. The new membership year begins Nov 1. The system includes a 2 month grace period.

Financial Report (as of 10/28/12)

Fall 2010 balance		*$5,652.00*
Fall 2011 balance		*$5,191.84*
Fall 2012 balance		*$9,690.85*
Fall 2013 balance		*$10,033.84*

*2013 Detail***

	Credits	Debits	Net
Membership			
Dues	$7,950.00		
Paypal fees on memberships		$145.10	
Wild Apricot		$270.00	
Membership subtotal	*$7,950.00*	*$415.10*	*$7,534.90*
Annual meetings			
2012 registration fees collected	$1,330.00		
2012 Paypal fees on registrations		$27.50	
2012 meetings expenses paid		$3,480.61	
Annual meetings subtotal	*$1,330.00*	*$3,508.11*	*$-2,178.11*
Other			
SERC hosting fee		$5,000.00	
Board conference call fee		$6.80	
WA corporation registration		$10.00	
Interest	$3.00		
Other subtotal	*$3.00*	*$5,016.80*	*-$5,013.80*

EOY balance (as of 10/28/13)		*$10,033.84*

	Debits	Net
Outstanding (approx.)		
Wild Apricot renewal	$300.00	
WA State Corp. renewal	$10.00	
Outstanding bills (approx.) sub-total	*$310.00*	*-$310.00*

Approximate funds available	**$9,723.84**

**Includes all credits/debits recorded between last year's treasurer's report dated 10/4/2012 through 10/28/13.

Nominating Committee Report, Nov. 2013
(Corri Taylor, Len Vacher, Donna Sundre)

At last year's October meeting in NYC, the NNN Board agreed to put in place a new process for elections. The details were worked out in subsequent conference calls of the Board and were published in the NNN Bylaws in Section 3.115.

Rather than holding our elections at the annual meeting and having only members of the Board vote, we now issue a call to **all** NNN members for nominations for open Officer and Director positions. The nominating committee is charged with confirming nominees' willingness to serve, if elected; and communicating nominations and making recommendations to the Board, which then votes on a ballot to present to all members. Members are able to vote electronically within a four week period.

The call for nominations was issued on July 10th, explaining the new system and soliciting nominations for the three open officer positions: president, vice-president, and secretary/treasurer. We also mentioned our interest in bringing as many as two additional members onto our board. By the end of July, we had one nomination for each of the three officer positions and four nominations for new board members. In confirming the nominees' willingness to serve, one of the four nominees for the board indicated that the timing was not ideal and asked to be removed from consideration.

On August 7th, the committee recommended the following nominees: Eric Gaze for President; Esther Wilder for Vice President; and Stuart Boersma for Secretary/Treasurer. We also recommended three individuals for two at-large positions: Margot Black, Mija Van Der Wege, and Heather Van Volkinburg. We provided short statements about each candidate to send along with the ballot. The Board approved these recommendations and Secretary/Treasurer Nathan Grawe sent the electronic ballot to the NNN membership. As is known to all by now, the votes were very close for the three candidates for the Board of Directors and the current Board decided to bring on all three new members.

The nominating process and new voting method seemed to work well for our first time using it. For subsequent years, we suggest earlier informal discussions with potential board candidates and we hope that more NNN members will make nominations. This year only six people (besides the nominating committee members themselves) made nominations. Sixty people voted in the elections.

Web Site Committee Report, Nov. 2013
(Corri Taylor, Eric Gaze, Margot Black)

The NNN's Web site has a new, cleaner homepage, thanks to Margot Black. We also have a modest increase in new content on our own pages, additional links to relevant Web sites (such as SISL and NICHE), and more QR teaching activities/modules that were created in conjunction with SISL and the MAA in workshops focused on QR and sustainability, in particular.

Krista Larson helped the Web site committee in setting up structures to allow us to make fresh content via a blog. We have worked out a mission statement and an "About This Blog" page. Now we just need to start folks blogging!

SERC members provided the "Google Analytics Report" on the Web site's usage. Visitors are spending less time than in the past on the site. We interpret this as an indicator that we need more fresh content. The Web site and our journal are two of the main ways in which the NNN presents itself to the world. We would like devote some time during "New Business" to discuss ways to make meaningful improvements to the Web site.

NNN Google Analytics Report, October 20, 2012 – October 20, 2013

This report summarizes the web analytics for the **NNN** website for the time period of October 20, 2012 to Octover 20, 2013. It appears that the overall use of the website has remained steady from this time period last year. There has been a slight increase in the number of returning visitors, but returning visitors are spending less time per page and are viewing fewer pages than last year. This could mean that returning visitors are returning to pages that they know as opposed to browsing the site.

The teaching resources and columns continue to be of high interest to visitors based on the list of top visited pages.

Measure	Number or percent
Number of visitors	14,660
Number of visits	18,213
Number of repeat visitors	3,565 (21%) (up 2% from last year)
Number of new visitors	14,648 (79%)
Total pageviews	33,806
Average pageviews per visit	1.86 (down 10% from last year)
Average pageviews per visit, returning visitors	2.87 (down 22% from last year)

Measure	Number or percent
Number of 2 time users	1,327
Number of 3-8 time users	1,187

Number of 9-14 time users	305
Percent of 2-14 time users	15%
Percent of visits where more than one page was viewed	22.7% (down 2.4% from last year)
Average visit duration	1:10 (down 9 seconds from last year)
Average visit duration for returning visitors	2:38 (down 16% from last year or about 30 seconds)
Number of visits that lasted longer than 1 minute	2,347 (13%)

Top visited pages	Number of pageviews
/nnn/index.html	6,077
/nnn/teaching/index.html	1,454
/nnn/teaching_news/examples/example1.html	1,265
/nnn/columns/plancks_constant_motion_rest.html	1,073
/nnn/uncertainty/examples.html	1,066
/nnn/quantitative_writing/examples/23804.html	932
/nnn/teaching_news/examples/example2.html	929
/nnn/resources/index.html	873
/nnn/numeracy/index.html	659
/nnn/teaching_news/examples/example4.html	639

Top referring websites (beyond search engines and direct traffic).
1. Maa.org (65) (this has been the top referring site for the last two years)
2. Scholarcommons.usf.edu (58)
3. Quantitativereasoning.net (57)
4. Apps.carleton.edu (49) (third highest referrer last year)
- ICPSR was the second highest referring site last year with 58 referrals, but referred only 9 visitors this year.

Numeracy report

Sorry to miss the opportunity to visit with you all in San Diego. Todd (of USF Tampa Library) and I had occasion to write the following recently, which can also serve as a brief summation of the state of *Numeracy*'s dissemination up through last month: *Numeracy* is the online, open-access, peer-review journal of the National Numeracy Network, the professional organization to promote the teaching of quantitative literacy in all disciplines and at all levels. The current (July 2013) issue includes a theme collection of eight articles on financial literacy (please see http://scholarcommons.usf.edu/numeracy/). *Numeracy* is one of ten open-access journals hosted and maintained by the USF Tampa Library in their Scholar Commons project. Since its launch in 2009, articles from *Numeracy* have been downloaded 46,388 times; some the 106 articles have been downloaded over 1,000 times; the average is 437 downloads per article. During the six-month period March-September 2013, the *Numeracy* site received 249,694 visitors from the Americas (70%), Europe (11%), Asia (9%), and other parts of the globe (10%).
As for the coming issue (Jan), things are coming together nicely, with even a hint that things won't be as hectic as usual at the deadline. Two articles and one perspective are in final form. I'm hoping that post-review revisions for two more articles will come in with enough time to prepare the final copy. I'm working now on finalizing the post-review revision of a second perspective. Both the editorial and book review are in good shape, and Dorothy's column is about to arrive. (Regarding the book review, it covers several books, and introduces our new Book Review Editor, Michael Catalano.)
There have been hard (believable) promises for two papers already for the July issue. One of them I've seen in advance, and it's about ready to submit. I keep hoping for more, of course. Surely, the board members have work that can be submitted for publication, and surely they know of more that is going on or being reported that can be coaxed into being written up for *Numeracy*. Don't' they? It remains a mystery to me why the critical mass of the content of your journal is being sustained by such a small handful of regular contributors.

ER