

Minutes of the Section Officers' Exchange
W12 AAPT Meeting, Jackson Room
Hyatt Regency New Orleans

Sunday, January 6, 2013

3:00-4:00 PM

New Orleans, LA

Call to Order: Marina Milner-Bolotin, Chair of the Section Representatives called the meeting to order.

Minutes: The minutes of the S12 Section Officers Exchange Meeting had been distributed by e-mail prior to the meeting. Dan Hoff moved that they be approved. Ann Brandon seconded the motion. The motion carried.

Introductions: Marilyn Gardner (Director of Communications and Membership), Rogers Fuller (Associate Director of Membership), RaShonda Rosier (Marketing Director), David Cook (Former AAPT President), Steve Iona (Secretary), Jill Marshall (President of AAPT), Gay Stewart (President Elect), Mary Mogge (Vice President Elect), Paul Williams (Two Year College at large executive board member), and Wolfgang Christian (Secretary elect) were introduced.

Section Information: We were reminded to send our section reports to Marilyn Gardner in a timely fashion. New staff member RaShonda Rosier is the contact person for the "section box" with AAPT items to be given away at section meetings. The box should be requested at least two weeks before a section meeting.

Awards: David Cook reminded us to nominate members for awards. The Distinguished Service Citation is now known as the Homer Dodge Distinguished Service Citation.

Strategic Plan: Jill Marshall noted that the AAPT strategic plan expires in 2013 and asked that we reflect on how well the goals have been met and that we suggest new goals. The plan can be found by going to the AAPT site and entering 'strategic plan' in the search box.

Speakers Bureau: Jim Nelson noted that a good speaker or workshop leader can be a draw for section meetings.

Section Web Sites: Alex Burr reminded us of the importance of a good website for each section since it serves as an introduction to the section for non-members. The visibility of the section in a google search can be raised by including key words, title information on each page, tags on pictures and the number of links it has elsewhere. In terms of this last item, he requested that each section member send him our section title and URL which he will put on a page that each section can then put on our sites. In a discussion of section sites that followed, we were reminded that Lee Trampleasure continues to be willing to work with sections to develop and host section sites.

Welcome from the Executive Officer: Beth Cunningham welcomed us to the meeting. Her delayed welcome was due to a conflict with another meeting.

Recruiting Section Members: Vice Chair Greg Puskar noted that the number one item noted in the questionnaire sent to section representatives, was the question of how to recruit new members. To address that question, he asked AAPT staff members to respond.

Marilyn Gardner noted that a website that is kept up to date is very important. She will add section meeting dates to the AAPT section information page if we send that information to her. She also highlighted several resources that are available to members:

- Each member can download and freely share three articles each year from The Physics Teacher. See <http://tpt.aapt.org>
- “The Physics Educator” is an on-line blog limited to AAPT members.
- A list of free resources can be found at aapt.org/resources/pre-college.cfm or aapt.org/resources/colluniv.cfm
- E-mentoring is available.
- AAPT has e-mail discussion lists and will host section lists.
- Sections can offer CEUs via AAPT for workshops.
- States are moving in the direction of requiring HS teachers to be professionally active for continuing certification, and AAPT can help meet this requirement.

RaShonda Rosier is our contact person for the “section box” of materials we can distribute at our section meeting. Contact her several weeks before the meeting to request a box. She also will put our section information on social media sites such as Twitter and Facebook if we send information to her.

Beth Cunningham reminded us that executive officers are willing to come speak at section meetings in person or via Skype.

Discussion of what sections do to get members: One section found that offering Friday evening workshops, before their Saturday meeting, has increased membership. It was noted that getting the word out can be a challenge. One strategy is to ask vendors that have contacts in the section area to send out an announcement or to use the state HS science contact person to do the same. Word of mouth is also an important mechanism to get information out. Working with a state science teachers’ organization can be effective. Including a “what’s this apparatus?” segment in the section meeting has been popular. One section provides a section award that helps pay for the expenses to go to a national meeting.

Adjournment