

MELTA COMMITTEE MEETING

7:15 – 9 p.m. 17 January 2025

Online via Zoom

Committee members present: Elie Hazeem
Michael Hofmann
Randy Perry (Chair)
Catherine Pilgram
Michael Saunders
Ruth Stegmann
Joan Walsh

Minutes: Ruth Stegmann

AGENDA

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7:15 p.m., 17 January 2025
Online via Zoom

1. Approval of the minutes of the meeting on May 17, 2024
2. Report on Melta membership and IATEFL membership (Cathy): not regularly updated on the Dropbox, directly contact Cathy
3. Report on events (Joan)
4. Report on website (Mike)
5. Report on podcasts and e-mail blasts (Elie)
6. Report on finances (Michael)
7. Report on Melta News (Randy)
8. Dates for next committee meetings
9. Other business

Agenda item	Discussion	Action
<p>Item 1 Approval of minutes of the meeting on 17 May 2024</p>	<p>Randy summarized the minutes. After slight corrections, they were approved unanimously.</p> <ul style="list-style-type: none"> - “Relevant official documents will be published on the website” (not all) - There is one access for the Dropbox for all members of the committee. <p>To date, no “Datenschutzbeauftragter” has been established, should be dealt with in the future.</p> <p>The “Feedback procedure” for seminars will be updated. Online webinars: Elie will send a link/QR code leading to the questionnaire In-person workshops: paper version and online questionnaire</p> <p>Every event attendee gives/denies their approval of being photographed when signing attendance list. On the Dropbox, there are a number of photos for use, taken by Michael Hoffmann.</p>	<p>At AGM in March: election of a Datenschutzbeauftragter</p> <p>Elie: creation of link/QR-code for feedback forms</p>
<p>Item 2 Report on membership and IATEFL</p>	<p>Cathy provided an overview: 23 new members (due in part to CELTA courses, 10 of them turned into regular members).</p> <p>Two members have still not paid for 2024 after 2 reminders + invoice: Sarah Gilroy-Preisker (self-payer) cancelled her membership during the year and refused to pay and Philip Lloyd (direct debit bounced) simply disappeared</p> <p>Guest members: CELTA participants automatically become regular members at the end of the year if they do not cancel by end of November. Their bank accounts will be direct-debited before the AGM.</p> <p>The membership list is not regularly updated on the Dropbox. Cathy can be contacted directly for the latest version.</p> <p>Joan and Randy (also Miles Parker) attended last year’s IATEFL conference in Brighton and managed to network for the benefit of future workshops. They also managed to find advertisers for the Melta News. (Randy and Joan distributed copies among the attendees.) Publishing houses agreed to have advertisements placed in the Melta News. (However, National Geographic payment for ad is still open. Michael Hoffmann to send another reminder.)</p> <p>New: There is a link on the MELTA website to videos of plenary sessions of IATFL conferences in 2023 and 2024 (for free). Members have been notified via the Melta</p>	<p>Information at AGM</p>

	<p>News.</p> <p>Outlook: IATEFL conference in Edinburgh - 8-11 April 2025: Associates' Day (mostly dealing with technical issues) at IATEFL 7 April 2025, Randy will represent MELTA at Associates' Day on 7 April 2025. Meeting primarily of committee members of teacher associations worldwide.</p> <p>NB: Any MELTA member may represent MELTA at events like IATEFL and BESIG (recently in Malta). MELTA co-funding of representative's expenses possible. However, to receive any funding, a representative must write a report on the event for Melta News, find workshop / webinar speakers, advertisers, etc. Representatives must also be appointed by the Melta Committee.</p> <p>Cathy is the IATEFL coordinator at MELTA. Creating a new e-mail address for coordinating IATEFL is possible. However, it could cause extra work for the IATEFL coordinator.</p> <p>Lucy Pereira used to be membership secretary. The membership secretary e-mail account is still linked to her personal e-mail account for some reason.</p> <p>The link to IATEFL's VOICES magazine is sent to Cathy and is only available to Melta members via the website.</p> <p>Reminder: Inter-ELTAS project: an internet landing page for all ELTAS that contains links to all ELTA websites (and Facebook pages) in Germany. (Purpose: Google search leading new teachers to MELTA and thus gaining new members.) Melta has prepared a mockup of the page and distributed it to the other ELTAS. However, there's been no further action on their part.</p>	<p>Announcement about event representation at the AGM</p> <p>Take Lucy Pereira off the membership secretary e-mail account. Contact Lucy for this purpose.</p> <p>Joan and Randy will check with the ELTAs again on this issue.</p>
<p>Item 3 Reports on Events</p>	<p>Joan reported on a successful series of in-house and online seminars in 2024.</p> <p>In 2025: In-person events: - Feb. 8: Show and tell March 22: AGM May 10: Anna Wilby on new Klett business books -Possible in spring / summer: Conny Loder</p> <p>Online: - End of February. / Beginning of March: Mark Powell (90 min. for free)</p>	

	<p>More speakers under consideration. Rooms are free now at the MVHS.</p>	
Item 4 Report on Website	<p>Michael Saunders provided latest updates: MELTA website statistics for the last 30 days: 3,200 visitors, 8,994 page views - slightly down on the same timeframe last year</p> <p>* Biggest number of page views are from Germany, but then from USA After that the numbers for other countries are much smaller</p> <p>* Most popular pages are home, register (probably spam bots), login, then the job listings, and "ChatGPT webinar with Amanda Momeni" (event page, probably getting lots of interest due to having "ChatGPT" in the title)</p>	
Item 5 Reports on podcasts and e- mail blasts	<p>Melita podcasts are a success story. Elie uses BREVO for sending out email blasts. Discussion on further using FACEBOOK: It has not been used for years. Should it be updated for future usage? If so - and this also applies to other social media channels like Instagram, YouTube - regular posts would be necessary. Does MELTA have the resources to do so? Proposal: post excerpts from MELTA News, podcasts, upcoming events. Does MELTA have enough material to be uploaded? Use posts/input/information from other ELTAs?</p>	<p>Ask for support at AGM in March</p> <p>Joan and Rand will ask other ELTAs for contributions.</p>
Item 6 Report on Finances	<p>Michael Hoffmann presented an overview of current Melita finances. Income lower than in 2023 due to lower revenue from membership fees, job ads and Melita News ads. Costs lower than budgeted due to lower printing costs, three workshops that were offered for free and/or publishers who do not charge, lower expenses for speakers in general. A small surplus in fiscal 2024.</p> <p>Randy concerned about future prospects: more income from membership fees likely. However, websites ads are dwindling - schools do not advertise on MELTA website as much as before (They have their own social media channels. The same applies to Melita News advertisers) There are still open invoices for ads in winter issue: National Geographic, Klett + €360 still to come. Substantial fall in all ads Discussion: Raise membership fees from €35 to €40 or €45? On AGM agenda (4 weeks before the AGM). Think of new ways of making money.</p>	<p>Discussion at AGM on adjusting membership fees (from 35 to 40 €?)</p>
Item 7 Report on MELTA News	<p>Randy: Fewer paper copies (200 paid, printers send 225+) for each issue, which is sufficient.</p>	
Item 8	<p>Next meeting on February 14 at the latest in order to</p>	

Next meeting	prepare the AGM on time.	
Item 9 Other business	St. Patrick's Day Parade mentioned. Melta will probably participate, but no information yet from parade organizers.	

Munich, 27 January 2025

Randy Perry
(Chair)

Ruth Stegmann
(Secretary)