

INTERNATIONAL PRACTICE SPECIAL INTEREST GROUP

10 February 2014, 10:00
Starbucks, Colmore Row, Birmingham

Minutes

Present: Paul Belford (PB, Ordinary Member), Leonora O'Brien (LO'B, Chair), Gerry Wait (GW, Treasurer)

Apologies: Kenneth Aitchison, Alice Hobson (Secretary), David Jennings, Ian Oxley, Annette Roe

1.	Groups membership update There are currently around 330 members of IPSIG. Of these, approximately 15% are from academic institutions, 20% from UK-based state heritage agencies, 15% from archaeological/cultural heritage consultancies and units, 10% from heritage divisions of engineering consultancies, 15% students. There are a number of international members, including those from academic institutions, cultural heritage consultancies and state heritage agencies.	Action -
2.	Membership of IPSIG Survey. LOB presented a draft of the 'Surveymonkey' survey of current and potential members. This consisted of ten questions asking about participants (areas of work, institutional affiliation, professional background) and their aspirations for the group. After discussion, it was agreed to add two further questions, namely: <ul style="list-style-type: none">• are you a member of the IfA? (Yes/No)• of which other professional associations are you a member? (dropdown list) The wording of some of the other questions was revised slightly. The revised survey will go online this week, with a deadline for response in 3-4 weeks' time, in order to enable the results to be presented to the IPSIG AGM at the IfA Conference. Other organisations – such as ICOMOS, ICAHM, SAFA, ICON, EAA, SAA etc. – will be made aware of the survey and encouraged to direct their members to participate. Use will also be made of social media, such as the IPSIG LinkedIn page, the personal Twitter accounts of IPSIG members, and the various IfA social media outlets to publicise the survey as widely as possible. Publicity. The committee discussed the need for increasing awareness of IPSIG and growing membership. A short piece would be drafted for submission to ICOMOS, ICAHM, EAA and other relevant newsletters.	LO'B to revise and upload survey and pursue publicity for it. LO'B to draft text for submission to third-party newsletters.
3.	IfA 2014 Conference The conference session (on the afternoon of Wednesday 9th April 2014) was looking very good. There are six papers covering a wide range of themes; speakers include: Lesley Macinnes, Holly Wright, Kenneth Aitchison, Doug Rocks-MacQueen, Ken Whittaker, Peter Spencer, Richard Cuttler and Faisal Al Naima. It was agreed that IPSIG promotional material should be included in the conference pack.	GW to ask Amanda Forster to enable IPSIG leaflets to be included in the conference pack; GW would also discuss the possibility of other promotional material

		such as bookmarks.
4.	<p>Discussion focussed around two principal concerns of the committee, namely:</p> <ul style="list-style-type: none"> • that the production of a conventional newsletter based on a print-style format to a set timetable would potentially place an onerous burden on the committee • the response to the 'call for contributions' issued in December had been muted <p>Therefore the committee agreed that the best format for a newsletter was an 'e-bulletin' which would be emailed to all members once or twice a year. This would contain news of IPSIG activities and future events, as well as items of general interest and a list of forthcoming conferences and other events organised by third parties.</p> <p>It was agreed that the first e-bulletin would be issued in mid-March, to enable the preliminary results of the survey to be disseminated, and to encourage members to attend the IfA conference and the IPSIG AGM.</p>	LO'B to compile a draft e-bulletin to circulate to the committee, for final publication/circulation to all IPSIG members in mid-March.
5.	<p>Website</p> <p>A link to the survey would be added to the IPSIG page on the IfA website. It was also felt that it was desirable to add pictures, and a link to the LinkedIn group.</p>	LO'B to co-ordinate with IfA to add links. GW to source pictures.
6.	<p>Social media</p> <p>The LinkedIn group has around 36 members (roughly 10% of the IPSIG membership). The use of other social media was discussed. It was felt that at the moment the publicity value of developing and maintaining a bespoke Twitter presence were not worth the time, effort and resources needed; consequently promotion of IPSIG on Twitter would be better done through the main IfA Twitter feeds. This situation would be reviewed on an ongoing basis.</p> <p>As noted above (5) links would be created on the IPSIG IfA webpage to promote the LinkedIn group.</p>	
7.	<p>Three-year business plan</p> <p>This was reviewed at length by the committee. It was felt that many of the aims and ambitions of IPSIG, whilst laudable, were potentially too onerous for a small and newly-formed group.</p> <p>Therefore the following adjustments were considered:</p> <ul style="list-style-type: none"> • Events. Whilst it was agreed that overall scope and content of the suggested events was an excellent representation of what the committee hoped to achieve, it was felt that resourcing this might be problematic. Therefore it was agreed to a more flexible framework for event delivery, with an emphasis on partnership working. • Communications. This aspect of the business plan will be revised in accordance with the discussions noted above (4, 5 and 6). • Publicity. This aspect of the business plan will be revised in accordance with the discussions noted above (2.2, 3, 5 and 6). • Linkage and consultation. In discussion, it emerged that close engagement with state cultural heritage agencies could be potentially problematic in forging genuinely open and binding links with colleagues internationally. Therefore IPSIG would focus primarily on creating links with NGOs. It was felt that a good partnership could be readily achieved with the CPAA of the EAA, 	LO'B to revise business plan GW to liaise with CPAA to develop links for 2014 and beyond.

	beginning informally in 2014 and perhaps developing more formal arrangements in subsequent years.	
8.	AOB -	-
9.	Date and place of the next meeting. Wednesday 9th April 2014, Glasgow. Venue and time to be confirmed.	