

**USENIX Association
Board of Directors Meeting
December 2, 2011
Sheraton Boston Hotel
Minutes, 1/21/12**

Attendance:

Board:

Clem Cole, Chair
Margo Seltzer
Brian Noble
David Blank-Edelman
Matt Blaze
Alva Couch
Niels Provos
John Arrasjid

Staff:

Casey Henderson
Anne Dickison
Jessica Horst
Toni Veglia
Jane-Ellen Long

Glenn Samson - by teleconference, 11:00 a.m.

Dan Klein - by teleconference

Regular meeting began at 11:01 A.M.; all present.

Report on USENIX Endowment Portfolio. Samson said that the reserve fund has had a gain of about 2.9%, or \$150K, through October, and he's predicting an approximate 4% gain, or \$200K, through the end of the year. He said that some funds have been shifted from fixed to the equity investments, to rebalance the mixture as things change in the market. Samson said this was a good time to buy stock as the prices are low, and a good time to have less invested in fixed, as the interest rate is almost zero. He said that the investments are still within the range set in the policies document of 45-60% equities and 40-55% fixed. His projections for 2013 are conservative. Cole thanked Glenn for his work and report.

11:24 a.m. Samson left the meeting

It was moved by Noble and seconded by Arrasjid to meet in closed session. Passed: 7 in favor, 1 abstention (Seltzer).

11:44 a.m. Regular session resumes

It was moved by Noble and seconded by Blank-Edelman to approve the August 2011 draft minutes. Passed: 7 in favor, 1 abstention (Seltzer).

Action Items

The Board was asked to report on action items that needed attention. Blank-Edelman said he'd contacted the Hackid folks, and they are interested in co-locating if their

schedule matches ours. He and Jess will talk about best venues in 2012 for co-locating Hackid.

Blaze reported that he had not heard from Lou Katz about Katz' proposal that USENIX adopt a public policy regarding electronic voting. Couch said he was chairing the LISA steering committee, and would attend and represent USENIX at the CRA Snowbird Conference in July 2012.

Seltzer said that working on the "bring-a-buddy" event was on hold. Noble confirmed that he would serve as liaison for FOCL.

Budget

Seltzer referred the Board to her "USENIX Budgeting 101" report, and reviewed how general & administrative and personnel expenses were allocated to the Association's programs. She said that the 2012 draft budget included things the staff wants to do in the next year, and in order to do them the Board must find ways to bring in more revenue to reduce the operating deficit.

Marketing

Dickison reported on new projects included in the 2012 budget. She plans to produce a new USENIX brochure, and will promote USENIX at more other events in 2012. She also wants to do a membership survey with the same consultant used for the last survey, and run a membership campaign. It was suggested that the membership drive focus on USENIX' open access policy. Long said that the new system would offer more membership privileges such as access to living papers.

Dickison said that the 2012 draft marketing budget included funds for Joseph Schwartz to produce more video content for the new website, including recorded tutorials for which USENIX would charge a fee to view. Blaze said that other like-organizations were also charging for viewing videos.

12:43 p.m. - Break for lunch

1:21 p.m. - Resume meeting, all present except for Blaze and Provos

Dickison reported that she'd brought in Rikki Kite to work as a community manager to help promote LISA, and plans to have her work as community manager through 2012.

1:23 p.m. - Provos and Blaze rejoin the meeting

Information Systems

Henderson reported that the new system is almost ready to show the Board. Sales Force was about to integrate conference financial transaction data, the website work was wrapping up, and documentation exists for all stages of the project. She said that the integrators would be needed periodically, and that the plan was to stick with Cvent for conference registrations for another year and then evaluate.

Henderson said that the site would be hosted by Pantheon, whose focus is on uptime, speed, and Drupal, and that our content would be portable. She said that Rackspace would still host the USENIX video files. Silverpop will provide an email marketing tool, and Dickison said that USENIX would control how much tracking Silverpop could do, so that no one's personal data would be collected.

Henderson said that the ability for people to customize their web experience would be rolled out later.

Henderson told the Board that a senior system administration consultant was working on keeping the system going and moving DNS out of the office. The plan is for him to work about 20 hours a week from January-June, and then 10 hours a week from July-December. A full-time system administrator is also in the budget, as well as money for the database and training staff on the new system.

Publications

Long said that an online-only subscriptions to ;login: will be available with the new website, for members and/or to be sold separately from membership. An application in which to deliver ;login:, such as Kindle, iBooks, etc, would be needed. She said that there are organizations that do that work for you by sending the formatted publication to subscribers electronically.

Arrasjid suggested that ;login: advertising opportunities could be offered in conjunction with per issue topics as a way to generate more revenue.

The Board discussed the no-print option for members to receive issues of ;login:, since many members had asked for this. **Noble moved and Arrasjid seconded to abolish the no-print member fee discount that had previously been approved by the board. Passed: 7 in favor, 1 abstention (Seltzer).**

Conferences

Horst said that all 2012 contracts and catering costs have been set. The Board asked that the staff work on determining how many attendees were needed for each event to break even.

Registration fees and discounts for 2012 events were discussed. Cole said conferences and workshops have their own audiences, and the pricing and locations can differ according to the event. Noble suggested looking at controlling costs on conferences not yet scheduled, and considering less expensive venues. Blaze said the Board needed to change the way it views everything, and consider things like higher registration fees for industry-related events, and less expensive venues for events aimed more towards academics.

3:12 p.m. – Break

3:22 p.m. – Meeting resumes

NoSQL

Seltzer proposed holding a NoSQL event during Fedweek, saying it was a very current topic, everyone is using it, and large companies are betting their fortunes on its success. She said we could offer sponsorship opportunities, perhaps including industry co-sponsorships, and that companies could promote the event to their customer bases. She said USENIX could invite architects, developers and programmers to give expert talks on the cutting-edge of this technology.

Seltzer will work Klein about possible tutorials, with Mulligan to pitch the sponsorships to vendors, and with Jess to figure out when to schedule this during FedWeek, with the goal of getting the program up in February. Arrasjid and Provos said they would ask their employers to be sponsors.

NSDR

Noble said the NSDR, or Networked Systems for Developing Regions, Workshop was looking for a visible and permanent home. Arrasjid asked about providing a telepresence for people who could not attend, Provos asked if there might be a big sponsor, and Noble suggested having ACM as in-cooperation sponsors. Dickison said that Kite could blog about this, our PR person could publicize it, and that we need access to the previous events' attendee lists. **Blaze moved and Arrasjid seconded a motion to have NSDR take place at FedWeek'11. Passed: 5 in favor, 3 abstained (Seltzer, Noble and Provos)**

It was decided that the Board would not work on the undergraduate video/pizza project, and that it will revisit the idea to work with Thoughtbot to run a pilot area-reading group in six months.

;login: Advisory Board

Farrow requested to have a formal group of advisors to help bring in new ideas for ;login: content. The group would need a chair, as Farrow would not be in the group. Arrasjid said he'd participate in the group. It was suggested that Rikki Kite participate as well. Cole said there should be someone from the LISA community in the group, and said he'd get back with Farrow and form a committee.

Bylaws Review

Seltzer said that currently the Bylaws and Policies documents are out-of-sync, and she suggested that the Board appoint a small committee to review them and propose any needed amendments. **Cole motioned Noble seconded that the Board form a committee to review and propose fixes to the Bylaws and Policies Document. Passed: 7 in favor, 1 abstention (Seltzer).** Arrasjid said he would chair the committee, and Couch and Long said they would also serve on the committee.

Remembering Dennis Ritchie

The Board discussed appropriate ways to commemorate Dennis Ritchie. The Board decided that USENIX would publish a booklet about Ritchie, and would invite people to write about Ritchie and what they learned from him. Seltzer and Cole said they would strategize off line about this, and would contact Ritchie's family about the idea.

LOPSA

Blank-Edelman proposed that LOPSA continue to be an in-cooperation sponsor of LISA, as it has been for the last three years, and the rest of the Board agreed. Dickison said that USENIX would like to continue co-sponsoring LOPSA events without being charged to do so going forward. The Board decided to meet with LOPSA folks later in the week to discuss ways in which the two groups could collaborate. The Board thanked Blank-Edelman for his presentation.

Next Meeting

The next meeting will be on March 23rd in the USENIX Berkeley office.

It was moved by Noble and seconded by Blaze to adjourn the meeting. Passed: 7 in favor, 1 abstention (Seltzer).

The Board went into executive session at 6:20 p.m.

Actions by the Board after the December 2nd meeting

Board met via teleconference on December 19, 2011 at 6:00 p.m. EST.

The Board discussed approving the 2012 budget, and ways of reducing the 2012 operating deficit. Cole spoke about Seltzer's report which showed that our current students' registration fees didn't even cover the cost to feed them, and that we needed to look at increasing those fees. Seltzer noted the high expense for the large number of student grants that USENIX awards. Noble suggested that students' support from research advisors be considered when awarding stipends. **Noble moved and Blaze seconded the motion to accept Seltzer's proposal to increase FAST'12 registration fees to \$770 for member tech sessions, \$445 for student tech sessions, and \$325 for ½-1 day of tutorials. Passed, 7 in favor, 1 abstention (Seltzer).**

It was moved by Noble and seconded by Blaze to approve the 2012 draft budget for three months, and to review further budget revisions at the next Board meeting in March. Passed: 7 in favor, 1 abstention (Seltzer).

On January 17, 2012, via email, **Blaze moved and Noble seconded that USENIX place a button on the home page on January 18. The button should say, "Stop SOPA" and would link to the sopastrike.com page. Passed: 7 in favor, 1 abstention (Seltzer).**