Proposal
Sharing STP Membership Lists: Policies & Processes

STP Working Group Membership: Scott Bates, Ted Bosack, David Daniel, Bill Hill (Chair); David Johnson; and Janie Wilson

Although the LRPC globally discussed shared STP membership mailing lists in the past (specifically the issue of charges to purchase the list, originally set at $150, which matched APA costs at that time) and there have been informal arrangements to share STP mailing lists in the past (e.g., reciprocal mailing list exchanges with NITOP), STP currently has no specific policy on sharing and/or selling its membership lists. Recently, STP Director of Programming Janie Wilson received a request from a publisher asking for a Best Practices Conference (BP) mailing list. This request generated some discussion as to a specific STP policy on sharing BP Conference lists. As a result, 2009 STP President Janet Carlson appointed a working group to generate a proposed policy and procedure for consideration by the STP Executive Committee.

Contextual Issues:
The Working Group believes that one role of STP is to disseminate opportunities for its membership to be aware of, and participate in, professional development opportunities to enhance their teaching and student learning. STP has done this through a variety of no-cost methods in the past such as listing teaching conferences on the STP website and announcing conferences via TOPNEWSOnline.

Because the STP membership includes a substantial proportion of APA members, STP has generally followed APA policy concerning distribution of mailing lists in the past (see Appendix A). That is, if APA approves sharing its portion of the list, STP shared its non-APA list also. For example, if STP is explicitly listed as an official co-sponsor of the conference on all conference advertisements (e.g., NITOP, APS/STP Teaching Institute), STP has shared its mailing at no cost with these conference in the past. However, if STP was not listed as a specific co-sponsor of a conference, the conference was allowed to submit a request to purchase the STP mailing list per APA guidelines for mailing-list requests (e.g., Southeastern Conference on the Teaching of Psychology). Because a significant proportion of STP’s membership is also APA members, STP has followed APA guidelines for mailing list distribution in the past (see Appendix A). If approved by APA, these conferences paid the standard fees established by APA and STP for the APA and non-APA mailing lists.

Recommendations:
1. All requests for STP membership mailing lists must be forwarded to the STP Executive Director (ED) for initial review and subsequent forwarding to APA for review and approval. Any STP Officer receiving requests for STP mailing lists must refer requests to the STP Executive Director (ED).
2. STP co-sponsored events will receive STP mailing lists at no cost. Obtaining STP co-sponsorship is the responsibility of the event organizer. Event organizers should submit a request for co-sponsorship to the STP ED at least 2 months prior to a request for the STP mailing list (see Appendix B). The STP ED must verify that the STP EC has approved co-sponsorship of the event.
before forwarding to APA for review. STP co-sponsored events, if approved by APA, will receive STP mailing lists at no cost.

3. All requests for STP mailing lists must be accompanied by a “Mailing List Request Form” (see Appendix C).

4. Given that a significant proportion of STP members are also APA members, we must apply the same criteria used by APA for mailing-list distribution to both APA and non-APA members. That is, we will deny any requests for mailing lists from:
   a. individuals or groups for research purposes
   b. Individuals or organizations that will use the list for commercial purposes (e.g., textbook authors or publishers).

5. All mailing lists sent to requestors by APA or STP will include the statement that “Mailing lists are provided for one-time use only by the requestor. They are not to be reproduced in any form or resold to another user.”

6. Requests that do not list STP as a co-sponsor but still fit the APA guidelines and STP mission (e.g., regional conferences on the teaching of psychology) should be submitted to the STP ED for initial review and subsequent forwarding to APA for approval. However, non-STP co-sponsored conferences will be charged current APA and STP fees for the mailing list (STP charges for a non-APA list should match those of APA for APA members; e.g., if APA charges $150 for its list, STP should charge $150 for its non-APA member list).

7. Any conference that receives approval to use STP mailing lists (STP-sponsored conferences; other groups/conferences approved for STP mailing lists) must
   a. provide an option in its registration form for participants to request that contact information (email, mailing address, phone number) not be listed in the participant list
   b. include the following statement on its participant list: “The information on this participant list is intended ONLY for registered conference participants as a means to facilitate networking. Any use of the participant list for commercial or data-collection purposes is expressly forbidden.”

8. Develop a web link on the STP web site that summarizes these requirements and has co-sponsorship and mailing-list request forms.
APPENDIX A

APA MAILING LIST POLICY/PROCEDURE

APA Mailing List Information

General Policy
The American Psychological Association accepts orders for mailing lists under certain conditions. Requests involving use of mailing lists for research purposes will not be considered. The Association reserves the right to review all information to be mailed to its members, affiliates, or nonmember subscribers to its journals, and to reject orders that do not meet the standards of the Association. Each order will be reviewed to determine if the materials to be mailed will in some way benefit the Association’s members by advancing their knowledge, scientific or professional, in psychology or related disciplines.

The Association does not sell, or otherwise make available, membership address lists or mailing labels on computer tape or diskettes to any organization or individual. Mailing lists are sold only in computer printed mailing label format.

Mailing lists are sold for one time use only by the requestor. They are not to be reproduced in any form or resold to another user.

Terms
All mailing lists are produced to order and are not returnable. Payment is due within 30 days from the invoice date. When an order is placed by an AGENCY on behalf of a list owner or customer, the agency and the list owner or customer shall be held jointly liable for payment. Payment by list owner or customer to agency shall not constitute payment to the American Psychological Association. The Association may request payment in advance of 50% of the estimated purchase price.

Ordering Procedures
Orders must be placed in writing, specifying the type of label and lists desired. Orders must be accompanied by a sample of the materials to be mailed. Please allow approximately one to two weeks for normal delivery of your order. Shipment is normally made via First Class, Air Mail or UPS Ground Service and is included in the basic charge. Federal Express or UPS 2-day or Overnight Service will incur an additional charge. Orders will not be accepted via telephone.

Please direct all inquiries and orders to:
American Psychological Association
ATTN: Donna Wighington
750 First Street, NE
Washington, DC 20002-4242
Voice: (202) 336-5833
Fax: (202) 336-5839
APPENDIX B
Request for Event Co-Sponsorship by the
Society for the Teaching of Psychology (STP)

This form must be submitted to the STP Executive Director
(stp@teachpsych.org)

1. Name and contact information for Requesting
   Group/Organization:

2. Has this event been approved for co-sponsorship by STP in the
   past?
   _____Yes     _____No

3. Please provide a justification for co-sponsorship below.

4. Please attach a copy of advertisement or registration materials.
APPENDIX C
Society for the Teaching of Psychology (STP) Mailing List Request Form

This form must be submitted to the STP Executive Director
(stp@teachpsych.org)

1. Name of Requesting Group/Organization:
   ____________________________________________________________

2. Has your event been pre-approved for co-sponsorship by STP?
   _____Yes     _____No

3. Has a mailing list request for your event been pre-approved by APA?
   _____Yes     _____No

4. If the event/conference is not co-sponsored by STP, please describe how it fits the STP mission:

5. Please attach a copy of advertisement or registration materials.
Society for the Teaching of Psychology
Executive Committee Meeting
Friday, August 7, 2009
Intercontinental Toronto Centre Hotel, Oakville Room


Agenda

Welcome and Call to Order — Janet Carlson

President Carlson called the meeting to order at 8:05am.

Introductions

Members present at the meeting introduced themselves.

Update and Summary of Treasurer’s Report — Elizabeth Yost Hammer

Elizabeth Yost Hammer distributed the financial report for January 1, 2009 to June 30, 2009. The asset balance sheet that was distributed was as of December 31, 2008. Elizabeth reported on the details of the previous budget year. Janet Carlson commented about the asset balance sheet and the Fund for Excellence with respect to the economy and the account balance. Options will be examined for disposition of monies currently in reserves.

Journal Publishing Contract — Wayne Weiten, Bill Addison

Bill Addison recognized Wayne Weiten’s contribution to the negotiation of the journal publishing contract. The current contract with Taylor & Francis for Teaching of Psychology expires in December 2010. Wayne reviewed the process for negotiation for the journal contract. A 10-page Request for Proposals was developed in August of 2008 and sent to 6 publishers, including Taylor & Francis. The Publication Committee and additional select Executive Committee members evaluated proposals submitted by 5 publishers (one of whom subsequently dropped out) The committee was expanded to review contract submissions and develop questions to submit to publishers in requesting a second round of proposals. Three proposals were ultimately considered: Sage, Taylor & Francis, and Wiley-Blackwell. The Publications Committee, including the expanded membership, made the recommendation to the STP Executive Committee to accept the proposal offered by Sage Publications. A discussion followed regarding the details and of the negotiations and the specific offer by Sage Publishing. Online access for members would be provided to STP members. Online access for back issues would be provided as well. Outsourcing and editing were briefly discussed. Currently, this is in
the proposal stage from Sage; an actual contract has not been drafted. A discussion of current practices with the editorial processes and about publishers followed.

**Motion: I move to accept the contract proposal from Sage Publications.**

**Moved: Tom Pusateri**  
**Seconded: Maureen McCarthy**

Discussion followed about what the contingencies would be if the Sage proposal was not completely reflected in contract form. APA attorneys will have to review the contract in regard to STP.

**The motion passed unanimously.**

Wayne was thanked for his generous contributions to this negotiation process, and was presented with a Distinguished Service Award.

**Report from Task Force on Communication – Jessica Irons**

Jeff Stowell reported for Jessica Irons. This task force examined the existing communication strategies for communicating with STP members. One major area identified for communication improvement involves communication about STP leadership and small grant award criteria. The committee discussed (and presented to the Executive Committee) the posting of a FAQ section on the web site.

An additional recommendation was to make operational documents available in the members-only section of the website. The committee recommended that the website polling be replaced with “did you know” postings on the STP home page web site. Discussion followed about how to best present these new ideas on the web site.

Task Force Recommendations to the Executive Committee

1. FAQ section  
2. Posting of individual reports and agenda book  
3. ‘Did you know’ section

**Motion: I move to accept the recommendations of the Task Force on Communication.**

**Moved: Ruth Ault**  
**Seconded: Tom Pusateri**

**The motion passed unanimously.**

The committee also recommended that YouTube videos be made of the Executive Committee members speaking about the role they play in the organization.
There was also a recommendation for a live chat feature on the STP website.

*Report from Task Force on Interdivisional Relationships – Maureen McCarthy*

Committee members were thanked for their contributions. Two recommendations were made to the Fellows Committee

1. Targeted recruitment efforts for APA Divisions 15 and 35.
2. What are the criteria used for Fellows in other divisions?

Rick Miller spoke about the current processes used in approving Fellows at the APA level. Janet Carlson spoke to the process used about Fellows in other divisions then becoming a fellow of Division Two. Processes were discussed about applying for initial fellow status in other divisions and subsequent fellow status in Division Two. Ken Keith, incoming Fellows Committee Chair agreed to take the points raised in this discussion under advisement.

Additional recommendations were made by the Task Force for Interdivisional Relationships.

1. Feature teaching and mentoring award opportunities from other divisions in the STP newsletter.
2. Develop a mentoring award for Division Two.
3. Explore the possibility of offering a joint teaching or mentoring award with Divisions 15 and 26.

Discussion followed regarding the mentoring award, and whether this would be intended for mentoring of students or mentoring of faculty or both. An outcome-focused approach was discussed. The possibility of a joint mentoring award amongst divisions (for example, Divisions 15, 26) was discussed, together with positives and negatives of proceeding in this manner.

**Motion:** Ask the Teaching Awards committee to explore Recommendations 2 and 3 from the Task Force on Interdivisional Relationships.

**Moved:** Rick Miller  
**Seconded:** Maureen McCarthy and Elizabeth Hammer

The Newsletter editor was asked to consider featuring teaching and mentoring awards that may be available from other divisions in the STP newsletter, so that our members might consider nominating someone.

**The motion carried unanimously.**

*Report from Working Group on STP List Sharing – Bill Hill*

Bill Hill thanked his committee members. There have been requests for participant lists from prior Best Practices conferences. There are two lists: (1) the non-APA members of
Division Two, which STP has complete control over; and (2) the APA member list, which APA has control over, perhaps independently of Division Two. The formats are different for the different sources of lists.

The committee made a series of recommendations.

1. All requests for STP membership mailing list to be first sent to the Executive Director for initial review, and subsequent forwarding to APA. Any STP officer who receives a request for a list is to send it to the Executive Director.
2. STP co-sponsored events will receive the mailing list at no cost. Submission of requests should be made to the Executive Director.
3. A ‘mailing list request form’ was developed.
4. STP shall use the same approval criteria for list requests as the APA criteria for list requests.
5. Include a ‘one time use only’ statement when mailing lists are distributed.
6. Organizations such as teaching conferences will make submissions to the Executive Director for review. The amount charged by APA for half the list will be charged the same amount by STP for the other half of the list.
7. Conferences using STP mailing lists must give conference attendees an opt-out option that a conference attendee can request to have his or her contact information not included in a participant list.
8. Develop an STP Internet link that lists these list requirements.

A discussion ensued about perhaps not charging for the non-APA member list for requests for teaching conference requests. Co-sponsorship was also discussed.

**Motion:** I move to accept the recommendations of the working group.

Moved: Ruth Ault  
Seconded: Maureen McCarthy

The motion carried unanimously.

*Meeting was adjourned at 9:51am.*