

Minutes of the Board meeting of the International Association of Cognitive Semiotics

Board members present: Piotr Konderak, Todd Oakley, Göran Sonesson, Monica Tamariz, Kristian Tylen, Jordan Zlatev.

Friday 27 February 2015

Video conference

Agenda

1. Opening the meeting, electing a secretary for keeping the minutes and two people to check them
2. Website revisions and implementations
3. IACS Newsletter
4. Reaction to the letter from the German Semiotics Association
5. Collaboration with Peter Lang..
6. Collaboration with de Gruyter Mouton
7. Plan IACS-2016
8. Any other business
9. Closing the meeting

Minutes

- 1. Opening of the meeting, electing a secretary for keeping the minutes and two people to check them*

TO opened the meeting. MT will take the minutes, TO and KT will check them.

- 2. Website revisions and implementations*

Comments on the basis of the latest draft circulated by PK:

KT editing the membership section so that information about benefits of membership follows after information about fees, etc. JZ suggests to look at the ICLA webpage for inspiration and to have a link to the Cognitive Semiotics journal on the opening page. GS points out a disagreement in comments he has received: GS prefers information on the margin while PK thinks that makes things complex. JZ suggests keeping the page as simple as possible. KT agrees and adds that the current trend in web pages is to arrive to important information with as few clicks as possible, the front page should show news with "read more" links. TO additionally suggests a news archive on the front page, where only the two or three latest items are visible on opening the page, but users can scroll down to access older items. GS endorses this. JZ wonders if this is possible, and PK says he can do that.

About the principal or front page TO suggests something like the ICLA page, with current news (e.g. about the new volume) and a link to the journal. He would also like to go live with the new page design as soon as possible, and leave minor changes for the near future. MT agrees with this. KT suggests to move the "what's new" content to the front page. GS wonders what "what's new" should include, only IACS-related or more general information, as not it is a mix. JZ believes we should have a diversity of news, anything that is relevant to cognitive semiotics. TO agrees. GS points out that some news items should also be under events.

JZ also would like to make a principled decision on who is responsible for the text in "about IACS" section and suggests removing paragraphs 2 and 5 of the current text. All agree on removing paragraph 5, but we discuss paragraph 2. GS suggests modifying it, although the information in paragraph 3 covers most of what is said in 2, so we all finally agree on removing paragraphs 5 and 2 from the webpage, but saving the text somewhere in case we want to use it in the future.

KT proposes to have a link in the "about IACS" page to the Wikipedia Cognitive Semiotics page and perhaps also to JZ's article on 'What is Cognitive Semiotics'. All board members agree, and JZ points out the Wikipedia page needs an update.

JZ proposes to quarantine internal documents like the minutes. TO wonders if the minutes should be in the News; we finally agree that the minutes are not of general interest and should be under Documents, and not appear as a News item.

TO adds we should include minimal text only in Publications tab. In the Journal tab, we need a short sentence saying that IACS has an affiliated journal, Cognitive Semiotics published by de Gruyter Mouton, and simply add a link to the de Gruyter page for the journal.

Still on the Publications tab, JZ suggests having a bibliography of Cognitive Semiotics.

TO summarizes that we should implement go live as soon as possible and implement changes later.

3. IACS Newsletter (JZ)

JZ explains that NASS distribute a newsletter to its members. It reminds members of the association and includes some recent pieces of news. He suggests that PK could be responsible for the website and JZ and /or GS for the newsletter. This newsletter could be sent out to members twice a year and elaborate the content of the latest news items under the News tab, and it might get more people to actually read these news, because they are delivered to their email. GS likes the idea of reminding people about their affiliation with IACS and the twice-yearly frequency. TO would like the first newsletter to be sent out within the next three months, including an update

on the edited volume. JZ will be in charge (GS will not). PK will also add this to the website. All approve this motion.

4. Reaction to the letter from the German Semiotics Association

GS and MT were recently contacted by the GSA to exchange links. GS would like to discuss how to react to this kind of letters in the future. GS thinks it is good to liaise with adjoining domains. For instance, some GSA people could not come to our last conference because their conference took place at the same time.

JS and TO propose to have a tab for "affiliates" or "relevant organizations". ICLA and NASS have something similar. PK will do this.

5. Collaboration with Peter Lang.

JZ and GS have initiated a series with Peter Lang called "Advances in Cognitive Semiotics" We need to have a scientific committee for this series - could it perhaps be made up of the board. (One of the books published in this series will be the selected papers from our first conference).

Peter Lang's new book series is a pay-per-publish one. TO asks whether they expect the money to be contributed by IACS. JZ and GS answer that this is the case. JZ, in response to TO's skepticism about pay-per-publish, says Peter Lang gave a good impression at the last IACS conference. They might promote a young researcher to publish for free, but the typical price for publication will be between 3-4000 euros per volume.

JZ reminds us that so far JZ and GS are series editors and asks whether the rest of the board would like to serve as part of the scientific committee. This will involve giving our name and reading a manuscript every few years. TO suggests we could, as editors, ask for book proposals rather than full books to be submitted for review in the first instance. JZ and GS could look into that. Sometimes manuscript reviewers get some perks like a fee for reviewing, discount on books or free books. All members of the board present agree to be part of the scientific committee.

(Ines is absent, next time we should try to get her more involved and JZ suggests to give her a job. We will ask her to be the IACS liaison with the Protolang conference; Joao has never been in touch so for practical purposes we will consider the board has 7 members and not 8.)

6. Collaboration with de Gruyter Mouton

JZ: This concerns the journal and more generally. ICLA for example has negotiated a sum of 3000 euro, biannually, for regular book tables at conferences.

JZ mentions decoupling the journal subscription from IACS membership. ICLA now offers 4 issues of the print version of their journal for 59 euros for faculty and 34 for students. Now we offer a discount of 30% off the

institutional fee, but when we are a bigger organization, we may be in a position to negotiate a better deal.

TO: If we decouple membership from journal subscription, maybe not many members will subscribe? (He also points out that there are few submissions to the journal and we should encourage submissions in the web page.)

JZ replies we don't know how many subscriptions de Gruyter want, they won't or can't tell us, but at the moment they have very few indeed, KT reckons around 4 or 5 personal subscriptions.

KT says this discussion is probably not very productive because the time of personal subscriptions is gone, now people access journals online, from their institutions. We can help de Gruyter Mouton by encouraging submissions to the journal, but not by pushing subscriptions. MT and TO agree with this. TO adds that perhaps ICLA have lots of submissions and the journal has already a reputation; Cognitive Semiotics is effectively a startup, as time was wasted with Peter Lang and the idea of financing each issue separately. Now Cognitive Linguistics is a major journal but we are not yet one. We should add a plea for submissions to Cognitive Semiotics to the website (all agree).

JZ agrees; if in 10 years our reputation grows, then we will be in a better position to negotiate.

TO: now the membership-linked discounted subscription to the journal last 2 years; he suggested to de Gruyter that we give the names of members to de Gruyter and they apply the discount for two yearly subscriptions. He has not received approval or rejection of this proposal. TO thinks de Gruyter would prefer to have guaranteed member subscriptions rather than the names of people who will get a discount if they decide to subscribe

7. Plan IACS-2016

PK notes there are still no dates for the conference. Monday-Wednesday is good for practical flight connection reasons and Wednesday-Friday is another possibility. JZ likes Wed-Fri better, because delegates can stay on for the weekend.

PK informs the only name for plenary speaker so far is Luc Steels.

JZ suggests to establish roles and division of labour. PK would like guidance on what to expect from IACS. TO likes locals to have as much discretion as possible. IACS can help with reviewing submissions and perhaps funding one plenary speaker. TO asks PK how IACS could help. PK would like help with suggesting and, given the contact of some board members, contacting and liaising with plenary speakers. Financially, PK thinks they will have enough funds from the conference fee plus some local help from the university dean, the director of the institute and some other external sources, so they do not expect to need funding from IACS, other than perhaps cover one plenary speaker. MT thinks a plenary is good, or

perhaps grants for students to attend. KT informs that IACS has now about 3500 euros. TO agrees to pay for all or part of a plenary speaker cost or a scholarship.

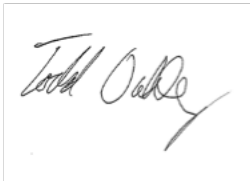
JZ proposes to start a google document or excel file where we can all contribute information about the conference. TO suggests a spreadsheet with columns for Suggested plenary speakers, current and expected balance in euros (KT to update this), and conference funding (PK to update this).

8. Any other business

Membership: JZ asks if we have any new members. MT responds that a few requests have come in recently. She will direct these applicants to the website to join formally and pay. JZ proposes that if members join between conferences, their membership will be considered as paid for the next conference. MT agrees. GS object that those who pay now will be members for more than 2 years. MT responds that this is the case, but these members will not enjoy extra benefits. TO will circulate a "Message from the President" among the board members to be added to the What's New tab where he will explain that we now accept new members and those joining now will not be charged the membership fee at the next conference. All approve this. JZ adds that in this text, TO should specifically mention "the next IACS meeting in Lublin in September 2016".

8. Closing the meeting

TO adjourns the meeting.



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