

IASD Board Reports
July 2022

Prepared by
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Advertising and PR Committee

Jean Campbell, Chair

As usual, most of the advertising being done during the past quarter has been conference-connected.

Publications

Although most print advertising has been done in-house, there have been full page conference ads in both *DreamTime* and *Dreaming* as well as in IASD's month newsletter, *Dream News*. Advertising has also included the independently published *Lucid Dreaming Experience*. Aside from these publications, we have found that print advertising is very expensive and the return does not justify this type of advertising.

Distribution of Rack Cards and Flyers

Several members received packages of rack cards and/or flyers earlier in the year, and these have been distributed to audiences at conferences as well as to the general public. Thanks to members Bob Hoss (who has had several speaking engagements) and to Angel Morgan and Marcia Emery who have made presentations in Ashland, reaching audience not only for this year's conference but also for our upcoming conference in Ashland next year. IASD members in Tucson have similarly distributed rack cards to Tucson-area locations.

Online Announcements

Although conference advertising, including paid advertising has been done, you will hear more about this from Ryan Hurd's Social Networking Committee report. However, since online advertising originates from the conference website, much of the advertising (including ways that members can advertise) originates with Webmaster Laura Atkinson and appears first on the site. The month of June and pre-conference July is reserved for **Conference Countdowns** which come out weekly and are designed to let both conference attendees and the general public know about specific conference activities. These Countdowns began the first week in June.

Podcasts and Other Media

Thanks to several IASD members who have podcasts, there have been several interviews conducted over the past two to three months. A list of the interviews and the links to connect with them has appeared in *Dream News*. Special thanks go to Katherine Bell for the series of interviews she has hosted on her podcast on *The Dream Journal* on KSQD.com

Bylaws and Procedures Manual Report

David Kahn & Bob Hoss, Co-Chairs

Updates have been made and continue to be made to the Procedures Manual (PM). The completed update approved by the exec committee is to Section 4.1 Committee Structure. This updated section will be incorporated into the PM shortly. (See Appendix below.)

APPENDIX:

4.1 COMMITTEE STRUCTURE

The Bylaws state that the directors have the right to appoint committees – specifically, committees of the Board and advisory committees. This section also constitutes the requirements and procedure, as applicable, for Work Groups which may be formed from time to time with various limited objectives, which might include: studies and surveys, proposal development, planning, support to various other committees or operational activities. Committees of the Board have the full authority of the Board, within the limitations specified in their charter and scope. Appointments to committees of the Board shall be by a majority vote of the directors then in office. The Executive Committee is the only committee of the Board established in the Bylaws and is made up of the Board Chair and board members and as such is able to speak for the Board on matters pertaining to day-to-day operational decisions and or for initial decisions on actions that may or may not require full Board approval. The Nominating Committee, Past Presidents Advisory Committee, and Global Advisory Committee are the only advisory committees established in the Bylaws. The Executive Committee, a committee of the Board, along with Nominating and Past Presidents Advisory Committees are also standing committees. The Diversity Advisory Committee, established in 2020, was also approved as a standing committee by the IASD Executive Committee in 2022.

The purpose of this procedure is to identify objectives and procedures for establishing and managing advisory committees other than the Nominating Committee and Past Presidents Advisory Committee, which are identified in paragraph 4.2.

4.1.1 Objectives

a. Advisory committees are established by the Board to provide advice and counsel to the Board so that they may make wise and educated decisions.

b. Such committees are also typically formed and chartered by the board to carry out the operating and delivery objectives of that committee. This might include planning, organizing, recruiting members (usually volunteers) and managing day to day operations and meeting the delivery goals and deadlines for the objective established for the committee.

c. When developing the Charter and Objectives of a committee it is the responsibility of the Board Chair and Executive Committee to clearly define and agree on the objectives and scope of the activity including specific deliverables and timeframes. It shall list specific procedures and policies that must be followed – as outlined in this manual and other policies such as the Ethics policy and Principles of Community. Specific responsibilities and chain of authority and protocols that the committee members are to follow are to be established in the stated charter. Although most committees have the flexibility of being creative and “thinking out of the box” significant diversion or expansion on the charter and objectives shall also be approved by the Board through the action of the Board Chair and Executive Committee. The objectives and plan should be carefully structured so as not to interfere with the roles and responsibilities of other committees or others placed in a position of responsibility for those activities.

d. It is incumbent on the Board to ensure that the committees meet the needs for which they were established and are led by competent, dedicated people.

e. The Board Chair is responsible for ensuring the objectives and procedures identified herein are carried out.

f. Every effort will be made to ensure the members of the organization are aware of the purposes and objectives of the advisory committees and are encouraged to seek invitations to join.

4.1.2 Procedures

a. Advisory committees may be considered for establishment by the Board at any time by request from within the membership. All new committees must be ratified by a majority vote of the Board.

b. When the committee is organized, either by the board, by its chair or by the members, roles that are established for the chair, co-chairs or members, must be done in such a way that honors and does not interfere with other roles and responsibilities within IASD. If a committee is formed to support a specific operational area in IASD where a person is in charge of that area of responsibility, they either should chair or co-chair the committee or be placed as a person who has approval authority over the plans and operations of the committee. It should be made clear which other committees, committee chairs or individuals must be interfaced with or consulted with or gain approval from, in order that it supports or interoperates with, rather than interferes with or supplants, the operation of other committees or areas of responsibility within IASD.

c. A committee may be led by a single chair or two or more co-chairs. Having committee co-chairs provides for mentoring, leadership training opportunities, and shared governance. Chairs and co-chairs are selected by the committee members and will normally be from the current committee membership. If no one steps forward to accept leadership or the committee is not able to find acceptable replacements, the Board Chair will assist the committee in seeking out chairs and co-chairs by every possible means. Committee chairs and co-chairs must be ratified by a majority vote of the Board. They serve a term of one year, beginning at the annual board meeting (second meeting at the annual conference), with the option for renewal on an annual basis.

d. Committee chairs/co-chairs are responsible for the following:

1. Identifying and appointing members to the committee.

2. Providing comprehensive committee objectives and operating procedures which are congruent with the objectives of IASD. Once approved by the Board, these procedures will be formally incorporated into the IASD Procedures Manual.

3. Providing formal reports of their operations prior to each Board meeting, at the request of and at a time specified by the Board Chair.

4. Providing updates to the Executive Committee on the status of current activities or projects as needed (e.g., regional events, conferences, new programs).

5. Posting current committee purposes and objectives on the committee page of the IASD website.

6. Managing the committee in a manner that provides a pleasant and productive working environment. The IASD Principles of Community shall be used as a guide such that there is a mutual respect for each member, as well as for members who have a position of responsibility in the organization. The chair should intervene or request intervention or clarification by the appropriate IASD executive if assistance is needed.

7. Managing the committee with an awareness that includes cooperation with other committees and individuals that it must support or interface with in achieving the objective in its charter.

d. Since changes in volunteer staffing normally occur after the annual meeting, at which time new directors are invited to join committees, each existing advisory committee and its chairs/co-chairs will be ratified each year at the fall board meeting. To meet this requirement, the Board Chair will contact the chairs/co-chairs approximately two to four weeks before the fall meeting and request they certify (1) that the need for the committee continues, (2) the name of the committee is appropriate or needs to be updated (with recommended name), (3) that the objectives of the committee continue to be valid or need to be updated (with projected date of rewrite), and (4) the committee leader/leaders may remain the same or need to be replaced (from within the committee, or with a request for Board Chair assistance to seek nominees from the membership). To avoid a lengthy discussion at the board meeting, the Board Chair will isolate those cases in which committee or chair status is in question and specify them on the agenda. Once the issues in question are resolved by the Board, the Board Chair may then ask for a single motion for ratification of all the committees and chairs/co-chairs.

e. Should a situation arise during the course of the year where the continued presence of a chair or co-chair is in question, for cause, the Board Chair will bring the matter to the Executive Committee for advice prior to presenting the case to the Board for consideration of dismissal and replacement

f. Service Suppliers Protocols: all members of a committee must adhere to established business authorization and security protocols in their interaction with established service suppliers and shall not engage outside of those protocols without permission of those in authority to authorize contact. Such protocols should be summarized in the Charter and Objectives.

g. Subcontractor Policies: Subcontractors are established only by IASD contract which is signed after board approval, by the President of IASD. Best practice is selecting and approving subcontractors on the basis of vetting for qualifications and competitive pricing, as well as a qualified bid on a statement of work or specification. In order to avoid a conflict of interest, an individual seeking to become a subcontractor for an effort cannot be an influential member of a committee or the Board of IASD in the process deciding on awarding an effort to that subcontractor. A potential subcontractor can be invited to join certain committee meetings as appropriate to learn about the needs and provide advice and assistance on a volunteer basis. At the proper point in the engagement, however, a potential subcontractor must disengage and be treated as a third party supplier, asked to submit a proposal if they wish, and be vetted along with other like subcontractors or approaches as appropriate. They cannot be in a position to influence, or evaluate or be a party to the eventual award decision. Certain volunteers within IASD are at times awarded a stipend for performing work as an individual on existing activities, but even then the volunteer must recuse themselves from being a part of the committee making the decision itself or the award amount.

Central Office Report

Alina Mansfield, Central Office Manager [COM]
alina.mansfield@asdreams.org
Laura Atkinson, Multimedia and Webmaster
John Woodford, Dreaming Managing Editor

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Executive Summary

From February 1 to April 1, 2022, the outgoing operations director, Richard Wilkerson, trained Alina Mansfield in her new position as Central Office Manager. Richard retired on April 1st 2022, but has temporarily remained on-retainer to answer questions as needed.

The corporate address has changed (see above) but the Novato address is still active to ensure continued service as we update accounts and acclimate members to the new address. The office will work with Richard Wilkerson to phase out the Novato address by next year.

We had a change to our DreamTime bulk mailer. BayAreaMailers informed us in April that they will no longer be able to do small quantity runs. We found another mailer within the same bulk permit zone, called HandledWithCare.

Under the direction of Angel Morgan, we have a new web page which lists graduate programs and courses on dreams and dreaming. We are still soliciting listings for the page.

The former member directory pages were removed from the archived section of the IASD website on April 1st. In conjunction, we created an Edit Profile tutorial to assist members in updating their profile in the new directory.

Action Item: E-sign software. Should IASD consider purchasing e-signing software? It would primarily be used to streamline the e-consent signing process but could also be used for other situations where signatures need to be obtained remotely. Upon research, a possible candidate would be SignNow which is \$8.99 a month. Compared to DocuSign, its functionality would work better for IASD's needs and it is much less expensive. Question: Is the \$8.99 monthly cost of that software worth the ease to our members for the e-consent process or is it too prohibitive? Alternatively, the IASD office could perhaps just subscribe for the 4 months preceding the board vote.

Currently 232 out of our 595 members have submitted signed e-consents to vote online.

E-sign software can also be used to make it easier to request and receive a W-9 form.

Update from Laura Atkinson
Multimedia / Web Master

Met all important deadlines for conference promotions (APA Dreaming, LDE, *DreamNews*, social media). Attended CAC 2022 conference calls and gave advertising / website updates as needed. Layout & design for print and e-version of the 2022 Spring *DreamTime* Magazine using Short Run Printing and FlipDocs. Updated new content provided for Dream Studies, DAC and main IASD website on timely basis. Countdown e-mail message to generate additional registration. Worked with Bob and Curt to create the 2022 Program Guide in Print (and will go online.)

Generated advertising sales for the conference program: Income: \$2,200

Worked with ShortRun Printer to ensure printing cost before July 1st price increase. Printing cost: \$1501.00

In progress: develop website for 2022 annual online fundraiser and the 2023 annual conference in Ashland. With Alina and other committee chairs, will do a slow rollout of IASD website visual upgrades including interest in a Members Only access (to be determined after Board Meeting).

ACTION ITEM:

Proposal for Archiving Early Years of the Conference Dream Art Show

Names: Laura Atkinson (IASD Multimedia / Webmaster)

The proposal:

1. Per request of Richard Wilkerson, there are 6 years of Annual Gallery Conference Art from the beginning of the IASD website that are being hosted on his personal server. He has asked if we could have them removed by the end of the year.
2. Create a visual archive of past shows, only in a downloadable format. Preserves the history of the shows.
3. Initially make these art booklets available for purchase to our Members in a special Members Only are of the website (being developed in a simultaneous project.) Then make available for purchase to public (or vice versa).

The expected beneficial outcome to IASD of the proposal:

This project will preserve and support the Dream Arts from our annual Conferences in a tangible output that may generate passive sales.

- 1) remove off-IASD server files, transfer them over to IASD servers,
- 2) provide archive for history for over 100 artists
- 3) passive income from downloadable books

*Once uploaded, the paypal system runs automatically using digital download services.

The proposed funding level:

While the exact number may vary depending on the number of pages, artists, dream pieces / size and how many artwork with dream text per page.

- In general, IASD will have the following expenses: Initial set up \$250.00; \$12 / page (Please see Janet's pricing proposal) This estimate based on what Janet would be working on for archive:
 - 1996 Berkeley appx 29 artists / dream text.

- 1997 Asheville: appx 35 artists / dream text
- 1998 Oahu: appx 41 artists
- 2001 appx 24 artists / dreamtext
- 2003 appx 33 artist / dreamtext
- 2005 appx 28 artist, includes and online virtual gallery component

Collectively, this suggests a project cost of about \$2500

How does the benefit exceed the proposed funding?

The benefit to IASD includes both monetary and non-monetary goals 1) centralizing the art files to the IASD servers. 2) There has been a demand from year to year that viewers of the art shows that a booklet be made available for a download. Due to high printing costs, this isn't feasible, however, an downloadable magazine / gallery style downloadable version of the show is. Sales from this digital booklet could be a boost to the future art show budgets / awards, outreach, etc. It also shows a long term appreciation for our artist members.

The IASD members or others, who will champion the proposal and see it to conclusion:

Laura Atkinson (IASD Multimedia / Webmaster) and Janet Mast (IASD Member / Graphic Designer)

Execution Strategy

- Once approved, Janet will begin downloading all the dream art and text from each year from RCW's server. From there she will create booklets with graphics / art. She will be given creative control on layout / design of booklets.
- Supply each booklet in .pdf format for upload to Laura for upload. Supply each final file to IASD Office
- Alina to track income from digital downloads in Quicken.
- Once project is finished, RCW can delete those files from his server. Whenever possible, he may create a re-direct to the IASD website.

The need or work which this proposal will require of IASD staff, Exec or Board member/volunteers:

Laura, Janet, Alina (for income tracking into Quicken) and eventually Richard Wilkerson who can remove the files from his personal servers. A liaison from Social Media Committee to promote the availability of the booklets.

Conference Advisory Committee

Robert Hoss, Chair

This report was compiled on 6 July, just about just over a week from the start of the conference.

The Upside: On the positive side we are located in the top resort hotel and spa in Arizona retaining a low \$115 rate. The hotel attendance began to pick up earlier this year to the point we even exceeded our room night commitments by over 100 room nights early on and I was

able to get Loews to offer the same discounted \$115 rate on an availability basis above our block and beyond the 1 July deadline – this avoided us paying any lodging penalties. The location appears to be an attraction regardless of heat and distance, since a majority of the rooms over the block are due to people staying before and after for sight seeing. Although I negotiated the contracted rates 4 years ago, we were able to hold the AV expense at about the negotiated \$12,000 (a \$30,000 discount) and the food and beverage to the negotiated \$20,000. On top of that Loews is now providing us private IASD breakfast, lunch and dinner buffets with no commitment on our part. To offset the reduction in research presenters and attendees due to Covid related conditions we successfully launched our Research Hybrid event on Thursday with 12 presenters signing on. We have 6 exciting keynotes and invited presenters, 124 presentations and 9 Morning that have filled 6 tracks. We also feature 48 artists exhibiting 77 pieces. The hotel has provided the most gorgeous large Hospitality suite ever which we open multiple times a day and accommodate newcomer, volunteer and presenter special gatherings. The Psi contest is happening as well as our annual dream ball which features a top band in the region called the George Howard Band. Recordings are Zoom based so audio and video and complementary to presenters and those paying full price for the event - \$20 to \$40 for volunteers and comps. We are also offering upwards of 18 CEs for qualified presentations.

The downside: Although (aside from submissions) registrations were meeting expectation earlier, they have suddenly slowed and so the roughly 22% reduction in submissions reported in February (relative to our last onsite conference in Scottsdale) appears to be now holding for attendance as well. Seems we have hit the perfect storm of continuing concerns over new Covid surges plus the huge increase in travel expense (air and gas). So, as it stands, we are still at roughly 20% fewer attendees than budgeted. To date (not counting the 28 more artists) we have only 239 persons registered versus the 286+ walk-ins for 2018 Scottsdale. For paying attendees we only have 180 versus 228 which is what our budget was based on (a 21% shortfall) and for fully paying it is worst at 128 versus 188 (a 31% shortfall) The hybrid research event helped to bring in 11 of these presenters and roughly 13 attendees, but with the single event low fee, the income was about \$1,960. Overall, it appears we may have income in the range of \$85,000 and expenses at \$60,000 so at this point it is projected that we may only make a little more than half our gross margin at \$25,000 (our budgeted minimum margin was \$40,000).

What Next:

Sticking with onsite: This is perhaps the first time in the over 15 or years that I have been managing the conference that we have missed a margin projection like this. Although this year may be the perfect storm and thus an anomaly, onsite conferences have gotten to the point where they are becoming unaffordable if we wish to maintain our \$40K margins - which I think we need to keep IASD going? It has been a steady decline. There were times we typically enjoyed 350 to 500 people and it was not uncommon for margins to reach \$50K to \$60K. But those days seem to be gone. Today, even in the best of times, way less than 200 attendees pay most all of the costs for our roughly 300 person conferences. To top it off it is highly doubtful we will again see the low costs I was able to negotiate for these last two, Tucson and Ashland (where we are in top resort hotels with \$110/night range lodging, and dramatically discounted AV and food and beverage rates).

All virtual: Last year we proved that an all-virtual conference featuring everything we do on site could net us the same attendance and margins even a 40% lower conference fees. Only a few presenters (roughly less than 10%) would only come if onsite. If we want to maintain our margins with a LOT LESS expense, effort and risk – all virtual seems the way to go. It certainly satisfies much more outreach but does not satisfy the desire to meet and greet in person (so alternating is one solution). I definitely recommend a fully virtual one after Ashland, if for no other reason than to make some of our margin losses back.

Hybrid: There is a lot of speculation and pressure to alternate virtual and Hybrid (onsite with a virtual element) as a solution. Virtual is relatively technically simple and fun and has some great outreach advantages - but – it doesn't avoid the hotel financial risk issues without negotiating very different contracts with hybrid in mind. We successfully tested a small Hybrid piece this year so understand the technical implications and value to those that could not travel. The financial implications of a largely hybrid conference however is unknown and untested and will require very different conference design and facility contracts. The more successful dream related one I spoke at recently was a little over 200 attendees - 2/3 of the people attended in person 1/3 virtual – about the mix I would expect. It seemed to work well (aside from some wireless outages). Unfortunately, they missed their hotel contracted room night minimums (by roughly 100 as best I understood). We need more data from others to design what is optimum but this is about the mix I would expect.

Ashland: There is a lot of pressure to test a larger hybrid segment at Ashland – perhaps much of the lecture sessions being hybrid. Great plan from an outreach standpoint, and may be doable, but financially risky in that the legacy hotel contract is already fixed on commitments on room nights and food & beverage (we pay for every room or meal unused). We can likely attract more attendees overall with a virtual element, but the virtual market usually demands a lower fee so the offset is not 1 to 1 and virtual attendance doesn't help with room nights or food commitments. This will require a new conference proposal for 2023. Pricing philosophy is critical in this scenario - so will likely involve the Executives and Treasurer (maybe even a Board vote) in decisions to accept the risk to our normal margin expectations.

My personal situation as Conference Manager: I have been managing our IASD conferences now going on 20 years very successfully financially and otherwise – and had intended to continue indefinitely – and although stressful has been pretty much fun and a really great team. Unfortunately, the realities of life have gotten in the way. My wife now is in advanced stages of dementia. It is therefore unrealistic for me to think that beyond Ashland that I can manage the complexity of any more onsite conferences (hybrid or not). I can possibly manage the virtual one that follows (if we get a good zoom team again) but unclear beyond that unless/until things change. If we wish to continue with onsite or hybrid conferences, we have good technical folks, but those who want to make it happen will need to step up to the management part or we need to search for some good program management types who might.

Development Committee

Jean Campbell, Chair

There are no updates from the Development Committee at this time.

Diversity Task Force Advisory Committee (DAC)

Angel Morgan, Chair

The committee consists of:

Fanny Brewster, *Dreams and Ethnicity track Co-Director*;
Edward Bruce Bynum, *Dreams and Ethnicity track Co-Director*;
Jean Campbell, *Advertising and PR Chair*;
Alaya Dannu, *Dreams and Ethnicity track Co-Director*;
Victor Lee Lewis, *Social Justice Educator*;
Angel Morgan, *DAC Chair*;
Dolores Nurss, *Founder of Culture-Keeper Membership*
Misa Tsuruta, *Membership Chair*;
Bernard Welt, *Dreams and Ethnicity Portal Archivist*

Outlined from the IASD Procedures Manual with **notes added*:

The IASD Diversity Task Force Advisory Committee (DAC) will discuss and guide the implementation of IASD's pledge to: grow an intentional inclusive process for BIPOC (Black, Indigenous, and People of Color) with expertise or interest in dreams, redouble our efforts to apply our [Principles of Community](#) toward practical areas for expanding the ethnic diversity of the IASD and the dream studies community, increase the ethnic diversity of its invited speakers at future conferences, bring BIPOC voices into the IASD nominating committee, and actively promote new conversations about dreams and ethnicity in our conference panels, publications, and online platforms.

This pledge above came from Angel's President Address June 15, 2020, which was discussed with the Board first at the Board meeting on June 13, 2020. The Board agreed and there was consensus. Subsequently, (August 4 - 7, 2020) the Board voted unanimously online in favor of the formation of this committee, and for Angel Morgan to serve as chair.

DAC objectives and operating procedures:

- The DAC is an Advisory Committee to the Board and makes recommendations to the Board.
- The DAC meets monthly online via Zoom and communicates via email in between meetings.
- There must be at least 50% (preferably higher) BIPOC representation on the DAC.
- The DAC manages, in collaboration with the IASD PR committee, a "Dreams & Ethnicity Portal" on the IASD website with resources and relevant DAC information, including monthly updates. As stated in the portal:

"With active updates from the IASD DAC, this portal is a means to advocate for greater BIPOC representation in the organization's positions of responsibility and leadership, to reflect the rich

diversity of traditions and perspectives in dream studies worldwide, and to engage in the practical application of our [Principles of Community](#) to all of IASD's mission and work."

- The DAC has a "diversity response" email: diversityresponse@asdreams.org. This email reaches all DAC members as a group and is a contact for complaints related to racial and ethnic identification in organizational activities. The DAC will work with the Executive and Ethics committees as needed.
- The DAC manages a Dreams & Ethnicity track for conference presentations that follows this description:

The Dreams and Ethnicity track explores dreams through traditional worldviews and welcomes dreamers of all ethnicities to submit presentation proposals of high quality that reflect their experience with dreams in relation to their self-identified ethnicity. In this track, the meaning of dreams is of spiritual significance to the waking reality of human life and identity. The Dreams and Ethnicity track supports IASD's growth within a supportive multi-ethnic environment, and brings people who have a different contribution to make to the study of dreams forward in order to open up everyone's perspective.

****In Tucson, 2022, D&E track presenters include: Edward Bruce Bynum (Keynote), Fanny Brewster, Alaya Dannu, Misa Tsuruta, Jodine Grundy and Stanley Krippner.***

- The DAC contributes to a Diversity Series for IASD's Dream Study Groups Program (DSGP).

****In the 1st D&E series that started in March 2022, 19 people are enrolled, and inspiringly active in conversations about D&E presentations in the DSGP. They have taken initiative to meet regularly on Zoom outside of the DSGP as well.***

(For more details, see DSGP report)

- The DAC helps lift up BIPOC voices in all IASD publications by encouraging article submissions.

****Deirdre Barrett, Linda Mastrangelo, and Jean Campbell continue to offer their support with this in Dreaming, Dream News, and DreamTime Magazine.***

- The DAC works on BIPOC membership outreach in collaboration with the IASD Membership committee and Membership Chair(s).

****Membership did increase this year! (see Membership report). However, Dolores Nurss needs to take a break from all IASD duties at this time but has agreed to remain on the DAC in a peripheral advisory role, especially as founder of the Culture-Keeper membership status (see D&E portal for CK membership details).***

- The DAC develops financial plans to recommend for Board approval, such as: BIPOC conference grants and scholarships, DEI dream research grants, and Culture-Keeper memberships.

****Done and done! It's been a very busy couple of years. So far, we have awarded the first DEI dream research grant, the first Culture-Keeper membership, and 9 BIPOC conference scholarships for the Tucson conference. The first student DEI SRA (EHSRAC) will be awarded in Tucson, and an honorable mention as well!***

- The DAC helps raise funding to help pay for DAC programs via the Diversity section of the annual Pledge Drive.

****Since January 2022, there have been \$7,950 in IASD Diversity donations. This has come from the annual Pledge Drive and ongoing donations, and The Color of Fear fundraiser that was donated to IASD by Victor Lee Lewis on the DAC.***

After DEI training and BIPOC scholarships, \$5,000 remains for these 2022-2023 programs:

Expense budgeted for DEI Student Research Award	\$500
Expense budgeted for DEI Research Grants	\$3,000
Expense budgeted for DEI Board/Staff training	\$1,500

Then, for next year:

Expense budgeted for DEI Student Research Award	\$500
Expense budgeted for DEI Research Grants	\$3,000
Expense budgeted for DEI Board/Staff training	\$1,500
Expense budgeted for BIPOC Scholarships/Grants	\$3,000

Total Estimated Budget	\$8,000
To be raised for 2023-2024	

(at least)

- The DAC annually (at the June Board meeting) makes recommendations about courses and hiring for ongoing IASD Board & Staff Diversity Training.

****See proposal on next page***

- The DAC encourages BIPOC leadership in the organization including: volunteering at conferences, regional representation, involvement with IASD’s nominating committee, running in IASD’s Board elections, and Officer elections.

****This is happening, and the DAC will continue to encourage it!***

Proposal from the Diversity Task Force Advisory Committee (DAC) IASD Board/Staff New & Ongoing DEI Training for 2022 – 2023

The IASD Office sent out an anonymous survey to get feedback from attendees of the 4 sessions facilitated by Victor Lee Lewis, MA over the 2021-2022 year. Out of the 11 Board members that completed the survey, 10 out of 11 said they would attend more of these sessions facilitated by Victor. In response to “Would you attend more of these sessions in the future if given the opportunity? (please include why or why not)” 10 out of 11 respondents replied yes, they would. Some examples of replies:

“Absolutely. I find Victor to be a remarkable facilitator.”

“Yes, very useful.”

“Yes, I would. Though occasionally I felt reluctant to give up several weekend hours, I was always glad that I did.”

"Yes. Victor is an amazing facilitator and one of a kind in this work. He links DEI and Dreams in a way that is unique to his biography and experience as a mentee of one of IASD's co-founders, Jeremy Taylor. He has already enriched our community so much and is willing to continue if the Board wants."

"Yes, I would attend future sessions if offered because antiracism work is an ongoing process."

"Yes, absolutely. I appreciate that IASD made these sessions available. I think it's important that we not get so bogged down in the work of running IASD that we don't make time to deeply consider and discuss these issues and how they impact our dream community, collectively and individually. It's a vulnerable time in the world and I think being able to connect is not only healing in the moment but will carry forward in ways not yet visible to us - and that, to me, is a compelling reason to continue these sessions."

"Yes. I appreciate the discussion. Also, it's helpful that recordings are available when my schedule doesn't permit in person participation."

- Calculating for 6 incoming Board members (5 elected, and Joy Fatooh, new Board Chair) Sherry Puricelli (new VP) already took the HC course.
- The DAC budget for DEI training is \$1,500 based on last year

Proposal

Incoming Board members: DEI training through EasyLlama.com, cost = \$199.50
(package includes up to 10 people)

Board/Staff/DAC: 4 scheduled DEI sessions with Victor Lee Lewis, cost = \$1,200
(@\$300/2 hr. session)

Total = \$1,399.50

To be paid with DAC funding (out of last year's Diversity donations).

- All Board, Staff, and DAC will be invited to the 4 sessions (scheduled on TBD Sundays at 12 noon Pacific in: November, January, March, and May), and asked to RSVP to the Board Chair and DAC Chair.
- Attendance is optional, and password protected non-downloadable audio recordings will be provided to those who RSVP "yes." All recordings will then be deleted.

Education Committee

Continuing Education (CE) Committee

Remington Mallett

We are all set to offer CE credit at this year's conference. We have a total of 18 credits being offered.

Dream Study Group Program Committee (DSGPC)

Co-Chairs: Angel Morgan & Michelle Carr

DSGP Admin: Michelle Carr & Bob Krumhansl

DSGP Mentors: Angel Morgan, Susannah Benson, Laurel Clark & Bob Hoss

DSGP Committee Members: Joy Fatooh, Carissa Galgano

There are currently 11 participants registered (\$700 income) in our 2 new Series which will be launching March 1; we will update with a final registration count at the board meeting. We developed two new Series for this launch – **Dreams and Ethnicity** and **Dreams and the Arts**. These series bring together presentations gathered from IASD’s 2021 Annual Conference, which featured global leaders on these topics. Both the DSGP Dreams and Ethnicity Series and the Dreams and the Arts Series include video presentations, written abstracts, and quiz review questions to prompt conversation in forums with other DSGP members. There is a quiz after each presentation taken to earn a certificate of completion. For those who are unfamiliar, you can find more info about these two new DSGP Series on the [splash page](#).

We previously developed the DSGP Foundation Series and the Research Series, which we will offer again in September of 2022 (registration to open over the summer). Our prior rounds of the DSGP, included:

- March 2021: 30 students in the Foundation Series (14 IASD members, 16 Non-Members, \$1,900 income); and 8 students in the Research Series (all IASD members, \$400 income).
- September 2020: 84 students registered in the Foundation Series (\$5,325)
- March 2020: 48 students registered in the Foundation Series (~\$3,000)

Online Course Committee

Online courses are low cost, have wide appeal and are on track to increase enrollment for the third year.

While In 2020 we had 27 classes taken, and in 2021 we had 36 paid courses. **We have 28 so far in 2022 (Jan to June).**

Here are the details as provided to me by Bob Krumhansl (thank you Bob!)

LAST CALENDAR YEAR: 1/1/21 through 12/31/21 -

36 paid courses by 25 Students.

16 unique courses.

Registration by Month during 2021: JAN=4, FEB=3, MAR= 4, APR=8, MAY= 4, JUN=3, JUL=2, AUG=1, SEP=2, OCT=3, NOV=0, DEC=2 TOTAL=36 for 2021

Registration by month in 2022 up to 6/22/22: JAN=6, FEB=4, MAR=10, APR=4, MAY= 2, JUN=2, TOTAL=28

28 courses / 15 unique courses

Modules of the **Foundation Series** accounted for approximately 50% of the classes.

Location of Students since 1/1/22: China 1, Germany 1, Ukraine 1, New Zealand 1, Romania 1, United Arab Emirates 1, CA 6, FL 1, IL 1, OH 1, OR 1, PA 1, VA 1, VT 1, WI 1 =Total 20 students

Classes taken by students since 1/1/22: 4 classes by 1, 3 Classes by 1, 2 classes by 3, 1 class by 15 = 28 classes by 20 unique students.

Income Since 1/1/22:

\$438.00 total income in 6 months before paypal fees.
Avg. of \$15.64 per course with a range from \$7 to \$35.

Ethics Committee

Kimberly Mascaro & George Leute, Co-Chairs

There is not a lot to report since the last Ethic Committee report was submitted (Feb. 2022). The last two months have been quieter/less active, compared to the previous months and year. Easy Llama (training platform) continues to be accessed by IASD members providing sexual harassment prevention training. The Ethics Committee has participated in the planning and organizing of Crisis Intervention coverage for this year's conference in Tucson.

Executive Committee

Michelle Carr, IASD President and Exec. Committee Chair

The Executive Committee meets bi-monthly via Zoom with email in between to discuss ongoing projects and IASD operations. Much of the Executive Committee's work is included in other Board reports so please refer to them.

The committee consists of Maureen Boyd Biro, Board Chair; Angel Morgan, Advisor; Jean Campbell, Advisor; Leslie Ellis, Vice President; Bob Hoss, Advisor; David Kahn, Advisor; Kelly Lydick, Secretary; Michelle Carr, President; Robert Waggoner, Treasurer.

Annual IASD Conference, Tuscon 2022 (See Conference committee report):

Virtual Research Day: The Research Committee has organized a proposal for a virtual research day to allow international researchers to present on the final day of the conference, which will be streamed to in-person attendees as well.

Dream Ball guidelines: The Exec, in collaboration with the Dream Ball Committee, discussed and updated guidelines for maintaining a safe and respectful environment at the Dream Ball.

Lifetime Achievement Award: The Exec approved awarding Stephen Laberge a Lifetime Achievement Award to be presented following his keynote in Tucson. IASD member Karen Konkoly organized a video compilation for the award (shh it's still a secret!).

Tribute: Maureen Boyd Biro and others are organizing a tribute for several notable IASD members who have recently passed.

Diversity Task Force Advisory Committee (DAC; See Angel's DAC report): The Executive committee discussed budgetary plans going forward for the DEI Research Grants, Student Awards, and Conference Scholarships.

Ethics Policies and Training (see Ethics committee report): The Executive Committee discussed and followed an online Sexual Harassment training course to get up to speed on California regulations, and provided this training to our primary employees in line with California guidelines.

Nominating Committee (see separate report): The Executive committee has been updated about the ongoing progress in the board election.

The IASD Dream Study Groups Program (DSGP; see separate report): The Executive committee has been updated about the ongoing progress in the DSGP.

Procedures Manual Updates: Secretary Kelly Lydick has begun a process of liaising with Committee Chairs to update their sections of the Procedures Manual. The Executive Committee revised a portion of the Procedures Manual concerning IASD Business Practice and Committee Structure (see Appendix in Bylaws and Procedures Manual Report).

Finances: The Executive committee discussed the financial health of IASD. (See Robert's Treasurer's report, and Jean's Development committee report).

Website updates:

Website Evaluation Team: The Executive Committee thanks the Website Evaluation Team led by Jeanne van Bronkhorst and team for all the detailed survey results, hotjar and google analytics presented at the February 2022 board meeting, and the energetic discussion led to gather information and ideas about a website upgrade. The website upgrade will now be handled by IASD Webmaster Laura Atkinson and IASD Office Manager Alina Mansfield who have access to all work product and notes from the Website Evaluation Team.

Website Upgrade Proposals (See Laura's Webmaster report):

Arts archive: a proposal is being prepared for the Large Gifts Subcommittee to contract Janet Mast to move/organize arts archives that are currently stored on Richard's servers, to a members-only section of the IASD site that Laura is working on.

Members-spotlight: Laura has proposed a collaboration with the Membership Committee to spotlight members on a rotating basis on the IASD homepage.

Members-only portal: A general proposal is to move more resources to the members-only section of the website, specifics TBD.

Dreaming Journal (see Deirdre's report)

The Executive Committee was updated by Alina Mansfield and Deirdre Barrett about ideas for offering online access to our membership to *Dreaming* journal.

Dutch sleep tech consortium

The Executive Committee received a proposal from researcher Martin Dresler inquiring if IASD has interest in participating in a research consortium that he is organizing in the Netherlands; the Dutch VSD is also on board. His initial request for IASD to be involved by name as part of the consortium, to stay informed of ongoing research and potentially consult on dream-related topics. The Executive Committee approved this minor request.

There will be a second proposal, likely in the fall, to determine whether IASD could be involved in co-funding dream tech projects in the Consortium (the Dutch government will match any funding tenfold). The Executive Committee is awaiting further information on this proposal and may bring this to the Board for discussion in October 2022.

Finance Committee – Treasurer’s Report

Robert Waggoner, IASD Treasurer

Current Account Balances

Our current total balance (June 30, 2022) stands at \$388,403.41 in the following accounts:

- TIAA Business Money Market account #30 as of June 30, 2022 = **\$174,399.18**
- Bank of America Business Checking account #29 as of June 30, 2022 = **\$111,273.67**
- TIAA Certificate of Deposit = **\$102,683.03**
- Paypal = **\$47.53**.

Brief Analysis of 2021 Numbers

For the year 2021, IASD recorded Income of \$323,295 and Expenses of \$232,604, leading to a Net Gain of about \$90,345. If we had not received another special gift of \$100,000 from an anonymous donor, IASD would have recorded a \$10,000 loss for the year.

Of our funds, approximately \$100,000 hold a *restricted* designation from donors with restrictions, **which means our current unrestricted balance sits at approximately \$288,403**. Also if we had not received these two separate \$100K donations, IASD would have shown a net loss in six of the last seven years.

2022 Income and Expenses

Around the world, price inflation has increased markedly. Inflation affects IASD in many ways: higher salaries, higher conference costs, higher mailing costs, higher costs to travel to conferences, etc. Inflation often leads to recessions. A recession could also affect IASD by possibly decreasing donations, conference attendance and other factors. The actual impact on IASD likely depends on the severity of inflation and a possible recession.

In 2022, IASD has managed to hold a successful in-person and partially ‘virtual’ annual conference through the hard work of Bob Hoss and the Conference Committee. The final income is projected to be approximately \$25,000 due to fewer paying attendees. Membership dues remained steady and E-royalties from the journal *Dreaming* increased a bit to \$46,353.99.

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IASD also has four smaller income streams that total about 20% of income: **Regional and Online Events** (varies \$6 to \$12K), **DreamTime** (\$3K), **CE's & Misc.** (\$2K) and **Interest** (\$1.5K). Income from the *Many Worlds of Lucid Dreaming* event and the DSGP should provide almost \$10,000.

IASD has five major expenses which account for about 85% of the total: **Staff Payroll** (\$117K), **Conference Expenses** (\$90K), **Operations/CC fees** (\$24K), *Dreaming*, (\$19K), and DreamTime (\$13K). This year expenses like payroll will increase markedly as Richard overlaps and teaches the new Office Manager, Alina. In the 2022 budget, **we anticipate a projected loss of ~ \$37K.**

IASD Navigating Big Changes

Richard Wilkerson has graciously and thoughtfully managed IASD's office operations for many, many years and most of us know of his important work in helping IASD succeed. Thank you, Richard! Alina Mansfield has taken on her new role as Office Manager, and appears successful at juggling all of the IASD tasks in good fashion. IASD appreciates their efforts!

Bob Hoss has expressed a need to offload part of his duties to train people for the future of IASD. This seems especially important in 2023 when both Richard and Robert Gongloff will no longer be supporting conference efforts.

As treasurer, I want to ask the Board, the Officers and Exec to commit to areas of income growth to maintain operational strength and appropriate staffing levels:

- 1) Prioritize IASD's focus on Income producing activities & membership growth,
- 2) Look at and align staff time and committee efforts to income producing efforts,
- 3) Pivot to more on-line and regional activities and other offerings,
- 4) Adjust annual conference fees to increase income.

	2021	22 Actual	2022 Budget
INCOME	2021	2022	2022
	Final	To 6/30/22	Budget
Member Dues	54,365	36,815	55,000
Donations			
Memorials (Trouba)	50	0	
Dream Art Awards	200	350	1,500
Hartmann Student Res	350	750	1,000
DSF Grants	5,405	5,650	4,500
Pledge Drive, Other	108,968	6,043	10,000
DAC donations	4,591	6,115	1,500
Refunds	810	429	700
Conferences		0	
2021 (Ashland/Virtual)	74,437	0	0
2022 (Tucson)	2,650	77,052	85,893
2023 (Ashland)	0		10,000
Interest & Dividends	318	154	200
DSGP Income	4,100	2,109	4,000
Dreamtime	1,100	730	2,000

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Journal Dreaming	55,398	54,671	55,000
Committee Projects			
CE HomeStudy	970	809	700
Book Royalties	89	87	150
Regional Meetings	0	0	4,000
Lucid Dreaming/GlideWing	9,783	0	7,000
Misc.	0	0	0
Total Income	323,659	191,429	243,143

EXPENSES	2021 Final	6/30/2022	2022 Budget
CCard and Processing Fees	4,165	3,250	6,000
Website Services	7,877	6,169	7,500
Insurance	3,568	3,527	3,600
Legal Fees	0	0	500
Gen Admin Fees and Taxes	3,184	2,278	3500
Publications			
Journal Dreaming	20,072	9,529	19,500
Dreamtime	13,261	9,331	13,500
Operations			
Rent	3,261	1,090	2,600
Other Ops	2,242	3,066	5,000
Payroll Expense	119,275	70,982	150,000
Diversity Committee	3,796	2,950	
Pledge Drive Other	0	0	200
Membership/Refunds	680	335	500
APA - CE	2,650	500	1,950
Education Committee	1,180	0	1,000
Other	360	100	0
Misc. & Garfield mm'l	1,059	0	50
Special Funds Expenses			
Student Research Award	497	0	1,000
Brzeski Art Award	0	0	0
DSF Awards	10,830	8,748	8,000
Large Gift Funds	0	0	0
Bittner & Other	0	0	0
Regional Meeting/DSGP	445	0	2,000
Lucid Dreaming Conf	245	0	75
Annual Conferences			
2022 (Tucson)	10,000	10,030	60,000
2023 (Ashland)	0	0	3,000

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2021 (Ashland/Virtual) 23,917 0 0

Total Expense **233,311** **131,903** 279,473

Margin \$90,345 **\$59,526** (-\$36,330)

21 Final 6/30/2022 2022
Budget

Historical Performance

For many years, IASD has relied on large conference margins to sustain IASD's growing expenses. The COVID pandemic will likely require a re-evaluation and changes to this major event. Simultaneously, IASD need to focus on other strategies resulting in positive income flow.

This leads to emphasizing the need to focus on areas like the following:

- 1) Growing our membership numbers and social media outreach,
- 2) Expanding Online events, and Regional conferences,
- 3) Examining all expenses and staff activities,
- 4) Finding someone to assist with Conference Facility management from 2023 on and quickly filling in for any volunteer positions that become vacant.

Cautionary note about SPAM: IASD members may receive fraudulent emails from Fundly or elsewhere requesting donations for a person's medical care or from people (using IASD email names) wanting payments. Please ignore these fraudulent requests. Though it uses an IASD banner, it has no signature, name or authorization from the IASD Board. Please be vigilant.

Year	YE Gross Margin	YE Balance
2021	\$90,346	\$328,255
2020	(-\$20,216)	\$237,909
2019	\$72,861	\$258,525
2018	\$8,158	\$185,105
2017	(-\$2,167)	\$175,120
2016	(-\$40,587)	\$176,778
2015	(-\$10,679)	\$217,170
2014	\$14,628	\$231,602
2013	\$16,764	\$241,763
2012	\$60,145	\$236,496
2011	\$33,867	\$194,600
2010	\$32,677	\$161,220
2009	(-\$3,541)	\$157,609
2008	\$32,158	\$115,362
2007	\$32,119	\$85,884
2006	(-\$28,948)	\$58,761
2005	\$28,375	\$68,447
2004	\$ 29,097	\$44,734
2003	(-\$760)	\$26,242

Numbers in (__) mean a loss.

2002	(-\$3,890)	
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Heritage Fund Committee

Robert Waggoner & Cynthia Pearson, Co-Chairs

There are no updates from the Heritage Fund at this time.

Membership Committee

Misa Tsuruta & Dolores Nurss, Co-Chairs

As usual, I would like to start with sharing the numbers of our latest membership stats. June 2022 stats counted 8 new members and 27 renewing members, totaling in 35 new and renewed members. That summed up to 592 members all together. As far as looking at the graph provided by Alina Mansfield, the total number was almost restored to the pre-COVID level, while in between now and then there were dips to below 550 around spring and fall 2020. This restoration is good news for the organization.

Unfortunately, Dolores Nurss recently indicated her intention to resign from the co-chair position of Membership Committee. Prior to that, both Dolores and Misa attended Victor Lewis's diversity trainings, as well as the Diversity Task Force Advisory Committee (DAC) meetings. The commitment for diversity as the Committee has not been changed, and I would like to thank her for all the indispensable contributions she made to Membership Committee and the DAC and for her willingness to share her always wonderful dreams.

We were about to mobilize the outreach plans to African countries. Dolores made a comprehensive list of English-speaking countries in Africa. If there are volunteers to work in French, French-speaking countries can be included as the target of outreach activities, too. This is not necessarily limited to African countries, but any underrepresented countries/regions (and of course, underrepresented racial and ethnic groups within the US and outside the US) can be contacted. At one particular DAC meeting, possible collisions between non-Western cultural practices and Western ethical principals were discussed. Despite these possibilities, increasing diversity needs to be prioritized, and potentially changes of ethical principles may need to be in scope, though at this moment it is hard to predict to what extent. Collaborations with other committees and individual members will be highly appreciated.

Nominating Committee Report

Leslie Ellis, Chair

Elections for the new board positions were completed. Over the month of June, 109 people voted and the final (very close) results are as follows:

Elected were: Magloire Aguirre, Melanie Rosen, Sharon Pastore, Katherine Lawson and Kiran Anumalesetty. Alternates were Rachel Raider and Christi Cervetti.

The new board members have been informed and congratulated, and also asked if they are still willing and able to perform the board functions. All 5 newly elected members have agreed to serve their board terms. Alternates have also been informed of the results and that they may be called upon if any of the new board members need to step down.

Past Presidents' Advisory Committee

David Kahn, Chair

There are no updates from the Past Presidents' Committee at this time.

Publications Committee

Dreaming Journal

Dierdre Barrett, Editor

The biggest news on the journal *Dreaming* is that our **2021 Impact Factor** which was announced only today as I was finalizing this report has gone up to **2.212**, a **191% increase over 2020** (0.76), and **by far the highest yet in the history of the journal**. I'm attaching the full report from Steven Smith of APA on our 2021 citations. The details make clear that the leap is almost entirely due to the high number of citations to the four articles in our Special Section on the COVID-19 Pandemic in our Sept 2020 issue. Since the main Impact Factor Score is computed over a 2-year period. I would expect those articles to keep our 2022 Impact Factor Score that high but for it to drop somewhat by 2023 but not to 2020 levels. The popularity of those articles was due not only to the timeliness of the topic of COVID and promptness with which we got those research studies published, but also to APA giving us a major press release for the section and Jean Campbell backing that up with IASD publicity for it. I am certainly intending to do some special sections around other timely and popular issues—minorities and dreams, lucid dreaming, etc. and pitch APA to publicize those. What may be likelier to maintain is our **5-year Impact Factor which for 2021 was 1.50** (up from 1.06 in 2020).

I'm also attaching the most recent **Full Annual Report** on *Dreaming* from APA. However, that is for calendar year 2020. We received it in late Aug. 2021, and we won't get the 2021 report 'til late this summer or early fall. Central Office and at least some officers have already seen its numbers but the full board has not. The most significant two items are:

-Royalties to IASD from APA were up slightly from \$45,637 in 2019 to \$47,398 in 2020

-Submissions to the journal rose 12% from 2019 to 2020

Generally things are running smoothly. APA's production time had been delayed by the pandemic in late 2020/early 2021 in copy-editing, printing, and distribution but it has returned to normal for late 2021/early 2022.

Managing Editor John Woodford continues to perform his job excellently and intends to remain in it for the foreseeable future.

I have one action item to propose. Apparently, our procedures—or their current interpretation—prohibits APA automatically giving our members online access to Dreaming because they would need our members emails for that, and our guidelines prohibit giving out those without individual waivers of confidentiality of those while allowing us to forward the members' snail-mail addresses to APA for the physical copies of the journal. We are the only APA journal which does not automatically come with online access and it's only IASD members who don't get this—all other individual and institutional subscribers can access Dreaming online.

Central office and APA have arranged that for a handful of people to give waivers on their emails. However, it is a tedious and time-consuming process and most of our members do not realize it's available.

I thought I'd been told that the email restrictions were in our bylaws, but Alina recently sent me the current bylaws and they make no mention of the issue. So, it must be policy in the membership section of our operations manual or some wording stated in contracts and renewals with members.

I would like to propose at the very least that we amend this policy to allow the automatic use of emails "for all membership benefits" which would add only the APA access to emails for online access to Dreaming to benefits that members get directly from IASD central office. That is all that I'm requesting to alter the problem with the journal. However, I would suggest that the board might wish to consider a broader amendment to cease restricting email use more tightly than we do snail-mail addresses—I don't see the former as more personal than the latter—perhaps less so.

I do not believe as a non-board member that I have the standing to make or second such a motion, but I'm hoping someone else will after a discussion of this proposal.

Report from APA

Dreaming: 2021 Journal Impact Factor (JIF)

2017: 0.681

2018: 0.939

2019: 0.776

2020: 0.760

2021: 2.212

Dear Dr Barrett and Board

I am writing to share that Clarivate Analytics has recently released the 2021 Journal Citation Reports, and ***Dreaming*** has been awarded a Journal Impact Factor (JIF) of **2.212**, a **191%** increase on 2020 (0.76), and the highest yet in the history of the journal.

Congratulations!

I have attached a list of the articles whose citation contributed to the impact factor, which was calculated on the basis of 20 citations to 25 articles published in 2019 and **95** citations to 27 articles published in 2020 – a big increase in citations in 2020.

The two top cited articles were Ilaria Iorio et al.'s 2020 "Dreaming in the Time of COVID-19: A Quali-Quantitative Italian Study," and Deirdre Barrett's 2020 "Dreams About COVID-19 Versus Normative Dreams: Trends by Gender", with 23 and 22 citations, respectively.

COVID-19 related content may influence publishing metrics for some journals in 2020, as a new, extremely urgent field of study, which means that as it ripples throughout research and society more we may anticipate a possible return to trend in subsequent years.

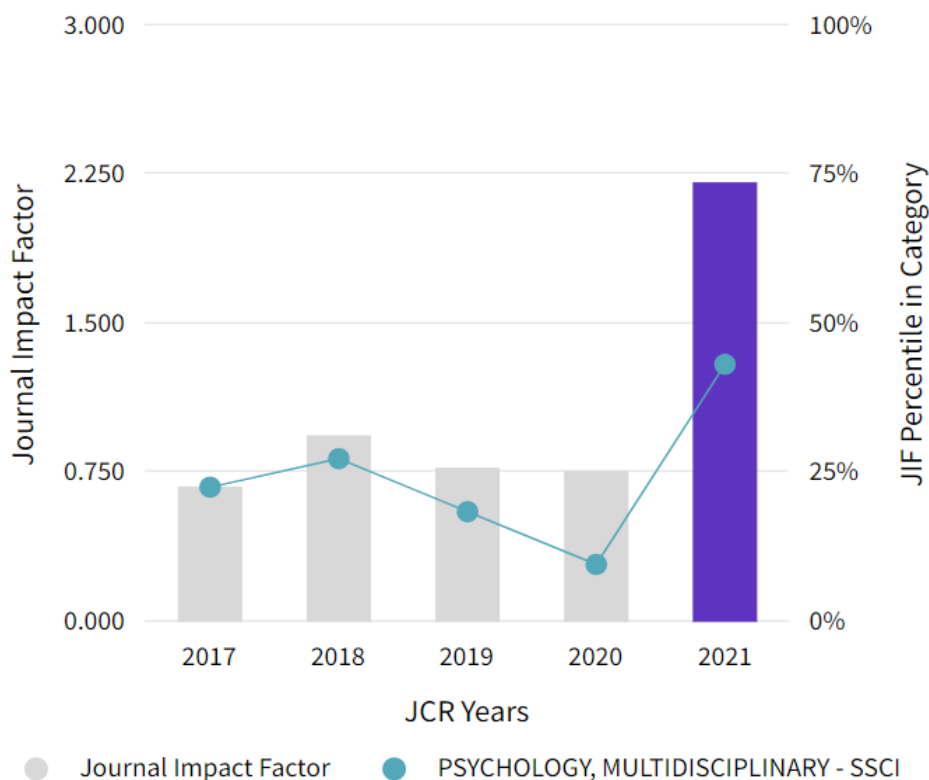
$$\mathbf{2021\ IF} = \frac{\text{Citations in 2020 to items published in 2019 + 2020}}{\text{Number of citable items published in 2019 + 2020}}$$

$$\mathbf{2021\ IF} = \frac{20 + 95}{25 + 27}$$

$$\mathbf{2021\ IF} = \mathbf{2.212}$$

The Impact Factor is also calculated differently this year as Clarivate continues to transition to a model that uses the online year publication date rather than the issue year publication date for the calculation. Clarivate has started to include citations from some other publishers' early access online content making the numerator in the equation higher than usual; we're benefiting from other journals' online articles citing ours in the numerator. The calculation does not yet include our online articles by online year in the denominator. This has resulted in some inflation; we expect that as Clarivate begins to include early access online content from all publishers on both sides of the equation IF scores will start to stabilize with next year's Impact Factor and beyond.

The journal's 5-year Impact Factor tends to paint a much clearer (and steadier) picture of journal citations, and in 2021 the journal received a 5-year I.F. of **1.50** (up from 1.06 in 2020).



Measure	2016	2017	2018	2019	2020	2021
Impact factor	0.867	0.681	0.939	0.776	0.760	2.212
Total citations	346	344	442	417	602	601
Cited half-life (years)	>10.0	13.1	13.1	14.2	14.6	13.3
5-Year impact factor	0.716	0.773	0.965	0.857	1.066	1.508
Eigenfactor	0.00017	0.00015	0.00018	0.00035	0.00035	0.00032
Article Influence	0.116	0.098	0.060	0.200	0.282	0.271
Ranking—psychology, multidisciplinary	83/129	105/135	100/137	113/138	127/140	84/147

Please let me know if you have any further questions or observations regarding the 2021 JCR report, and congratulations again on this excellent result.

This summer I will submit the APA Annual Report on journal performance which will include further analysis and detail – I wanted to share these metrics in the meantime.

Thank you as always for your many efforts in ensuring the quality and success of *Dreaming*.

All good wishes

Steven D. Smith, *DPhil*
Associate Publisher / APA Publishing
American Psychological Association

Dreaming							
Year: 2021							
Showing citable items in 2020 and 2019							
Authors	Title	Vol	Issue	Pages	Year	Type	Cites
Iorio, Ilaria;Sommantico, Massimiliano;Parrello, Santa	Dreaming in the Time of COVID-19: A Quali-Quantitative Italian Study	30	3	199-215	2020	Article	23
Barrett, Deirdre	Dreams About COVID-19 Versus Normative Dreams: Trends by Gender	30	3	216-221	2020	Article	22
Schredl, Michael;Bulkeley, Kelly	Dreaming and the COVID-19 Pandemic: A Survey in a US Sample	30	3	189-198	2020	Article	21
MacKay, Cassidy;DeCicco, Teresa L.	Pandemic Dreaming: The Effect of COVID-19 on Dream Imagery, a Pilot Study	30	3	222-234	2020	Article	20
Lemyre, Alexandre;Bastien, Celyne;Vallieres, Annie	Nightmares in Mental Disorders: A Review	29	2	144-166	2019	Review	4
Schredl, Michael;Bulkeley, Kelly	Dream Sharing Frequency: Associations With Sociodemographic	29	3	211-219	2019	Article	2

	Variables and Attitudes Toward Dreams in an American Sample						
Raduga, Michael;Zhunusova, Zhanna;Shashkov, Andrey;Sevcenko, Natalia	Achieving Pain During Lucid Dreaming and Transferring It Into Wakefulness	30	3	246-256	2020	Article	2
Kelly, William E.	Nightmares and Ego Strength Revisited: Ego Strength Predicts Nightmares Above Neuroticism and General Psychological Distress	30	1	29-44	2020	Article	2
Kelly, William E.;Yu, Qiujun	Convergent, Discriminant, and Incremental Validity of the Nightmare Proneness Scale	29	1	100-111	2019	Article	2
Domhoff, G. William	The Neurocognitive Theory of Dreams at Age 20: An Assessment and a Comparison With Four Other Theories of Dreaming	29	4	265-302	2019	Article	2
Kelly, William E.;Mathe, John R.	A Brief Self-Report Measure for Frequent Distressing Nightmares: The Nightmare Experience Scale (NEXS)	29	2	180-195	2019	Article	2
Buzzi, Giorgio	False Awakenings in Lucid Dreamers: How They Relate With Lucid Dreams, and How Lucid Dreamers Relate With Them	29	4	323-338	2019	Article	2
Lai, Carlo;Lucarelli, Giada;Pellicano, Gaia Romana;Massaro, Giuseppe;Altavilla, Daniela;Aceto, Paola	Neural Correlate of the Impact of Dream Recall on Emotional Processing	29	1	40-56	2019	Article	1
Nobakht, Habib Niyaraq;Dale, Karl Yngvar	The Mediational Roles of Sleep Disorders and Nightmares in the Relationship Between Trauma and Dissociation	29	1	79-90	2019	Article	1
Adams, Lucy;Bourke, Patrick	Examining the Triggers of Lucid Insight	30	2	120-139	2020	Article	1
Wang, JiaXi;Feng, Xiaoling;Bin, Ting;Ma, Huiying;Shen, Heyong	Assessing the Dream-Lag Effect Among Participants With Different Intuition Score Measured by the	30	3	267-277	2020	Article	1

	Myers-Briggs Type Indicator						
Konkoly, Karen;Burke, Christopher T.	Can Learning to Lucid Dream Promote Personal Growth?	29	2	113-126	2019	Article	1
Schredl, Michael;Rieger, Janina;Goritz, Anja S.	Measuring Attitude Toward Lucid Dreams: A Six-Item Scale	29	1	91-99	2019	Article	1
Bontempo e Silva, Luiza;Sandstrom, Karoliina	Group Dream Work Incorporating a Psychophysical Embodied Approach	30	2	162-170	2020	Article	1
Paquet, Caitlin;Cogan, Chelsea M.;Davis, Joanne L.	A Quantitative Text Analysis Approach to Describing Posttrauma Nightmares in a Treatment-Seeking Population	30	1	54-67	2020	Article	1
Black, Joshua;Belicki, Kathryn;Emberley-Ralph, Jessica	Who Dreams of the Deceased? The Roles of Dream Recall, Grief Intensity, Attachment, and Openness to Experience	29	1	57-78	2019	Article	1
Sestir, Marc;Tai, Ming;Peszka, Jennifer	Relationships Between Video Game Play Factors and Frequency of Lucid and Control Dreaming Experiences	29	2	127-143	2019	Article	1

Dream News (part of the Publications Committee, chaired by Mark Blagrove)

Linda Mastrangelo, Editor

Joy Fatooh, Copy Editor

Laura Atkinson, Design and Layout

Richard Wilkerson, IASD Office Manager

Jean Campbell, Executive Committee Advisor

Robert P. Gongloff, Editorial Consultant

Delia Puitti, Illustrator

Though we have no official news to report, the *Dream News* has been going along smoothly, thanks to the collaboration of this team. One area we would like to explore is how we can use *Dream News* to bring in more members as well as generating interest to our conferences. New energy is afoot and we are so excited that we have support from Jeanne VanBronkhorst and Michelle Carr as Regional cochairs along as well as Misa Tsuruta and Dolores Nurss for the Membership Committee.

Questions or comments about *Dream News* can be directed to Linda H. Mastrangelo, LMFT at dreamnews@asdreams.com who is the Editor.

DreamTime Magazine
Jean Campbell, Editor

There have been some important changes for *DreamTime* publication since the most-recent Board report in February.

New Mailing House

We discovered in the week before the Spring 2022 *DreamTime* issue went to the printer that our long-term mailing house, Bay Area Mailing, was no longer processing bulk mail. IASD uses its bulk mail permit to ship all copies of the magazine mailed in the United States, so this was a huge problem. In order to utilize the bulk mail permit it is necessary to have a mailing house in the city, Oakland, from where the mail originates.

To emphasize the importance of this mailing house issue, the time for receiving a change in bulk mailing location can take up to two years...time we definitely could not afford. The good news is that, with some excellent work on the part of Richard Wilkerson, Alina Mansfield, and Laura Atkinson, the Oakland Post Office was able to (somewhat unwillingly) recommend another mailing house in that city and, within a week we had reached an agreement with them for the mailing. Not only that, but the price for the mailing was somewhat less than we had been paying previously.

The new mailing house is Handled With Care in Oakland, and here's a report from Alina on how the first mailing we did with them worked out:

I thought I should compare costs with what we spent for the Winter issue, except that Bay Area Mailing bundled our US postage with their labor, so I can't compare exactly. Richard says our US postage is typically around \$150. We had 229 on our mailing list for Winter, whereas we had 248 for Spring, so postage would have probably been \$146 for Winter.

Winter 22 International postage: \$488.99

Spring 22 International postage: \$477.14

Winter 22: Domestic/US postage: charged with labor below

Spring 22: Domestic/US postage: \$158.17

Winter 22: Cost of Labor/BayAreaMailing and postage: \$324.13 (ESTIMATE: \$324.13-\$146.05=\$178.08)

Spring 22: Cost of Labor/Handled With Care: \$157.62

Total Winter 22: \$813.12

Total Spring 22: \$792.93

(Plus \$60 for labels, envelopes, and mailing the labels and envelopes to the mailer, but also we have enough left over for the next mailing).

Change in Printing Costs

We also discovered in March that our long-term printer, Short Run Printing in Phoenix AZ, has also had a price increase. Due to the rising cost of paper, Short Run has made the increases shown below. However, the good news here is that, even with the price increase, about the best price we can get from any printer. Due to the increase though, with another possible increase on October 1, we will make sure that the Fall 2022 issue reaches the printer well before the next increase arrives. We will also monitor the increase in cost over the next year and report to you.

Here's the message Laura sent concerning the increase at Short Run:

Order #:	Order Date:	Contact:	# of Copies:	Total Cost
#70177	04/07/22	Laura Atkinson	325 Items	\$1420.10
#68618	12/16/2	1Laura Atkinson	315 Items	\$1182.72
#66960	09/02/21	Laura Atkinson	320 Items	\$1125.99
#64884	04/21/21	Laura Atkinson	330 Items	\$1122.89
#63346	01/06/21	Laura Atkinson	330 Items	\$1027.22
#61704	09/09/20	Laura Atkinson	300 Items	\$983.47
#59830	04/07/20	Laura Atkinson	300 Items	\$960.94

Other *DreamTime* Activity

Apart from the business above, all *DreamTime* activity has been going very well. Since the magazine has been reporting and featuring articles on the organizations move toward Diversity, we have received a number of comments and emails from members stating their appreciation of this new focus, and approximately half of the IASD membership has continued to request that hard copies of the magazine be mailed to them.

Thanks need to go to the excellent *DreamTime* staff: Laura Atkinson, Layout and Design; Joy Fatooh, Editorial Director and copy editing; and Alina Mansfield (with assistance from Richard Wilkerson), Business Management. And thanks to the IASD Board for assistance.

Regional Events Committee

Michelle Carr and Jeanne Van Bronkhorst, Co-Chairs
Committee members: Angel Morgan, Susannah Benson

Robert Waggoner and Ed Kellogg are once again planning their online conference, *The Many Worlds of Lucid Dreaming*, scheduled for later in the Fall, which already promises to be informative and engaging.

Research Committee members Katja Vali and Remington Mallett have developed a one-day Hybrid Research Event for this year's annual conference. This day will include a keynote by Michelle Carr and the work of twelve researchers. It will be available for people attending the conference in person and for people who will attend online only. This hybrid event holds great promise for future IASD conferences, as pandemic-related travel restrictions may continue.

There have been a number of moves and adjustments among various Regional Representatives as life situations change, and the Regional Representative page has been updated to reflect these changes. Interested Regional Reps continue to meet twice a year to discuss dream topics related to outreach/education/event efforts, and to receive updates and organization information from the IASD. These meetings have developed into thoughtful and insightful conversations with dreamers from around the world.

Research Committee Report

Katja Valli & Michael Schredl, Co-Chairs

The recent activities of the Research Committee have focused on working together with the Conference Advisory Committee in organizing the 2022 annual conference and the Hybrid Research Event. The research keynote is IASD president Michelle Carr and invited speaker in the research track is Prof. Deirdre Barrett. For the 2022 conference, the research track submission evaluation team included the following members: Mark Blagrove, Jayne Gackenbach, Michelle Carr, David Kahn, Michael Schredl, and Tadas Stumbrys. We thank the evaluation team for their valuable work.

The Hybrid Research Event will take place on July 21st, and for the first time in IASD's history, combine onsite and online conferencing options. First, Michelle Carr's keynote address will be streamed to all Hybrid event attendees via Zoom, followed by 12 international research presentations delivered from all over the world. The event allows us to connect presenters and audience members who were not able to travel to Tucson and offer the same content for onsite conference registrants. If this pilot project turns out to be successful, similar format may be utilized in our future meetings. The Hybrid Research Event core team is composed of Robert Hoss, Remington Mallett, Michelle Carr, Scott Sparrow and Katja Valli. We thank the supporting CAC members and IASD staff for their contribution to the event.

Research Grant Committee

Bob Hoss, Chair

There are no updates from the Research Grant Committee at this time.

Social Networking Committee

Ryan Hurd, Chair

Laura Atkinson Staff Liaison

Jean Campbell Advertising Committee Liaison

Committee Members: Christian Gerike, Athena Kolinski, Kimberly Mascaro, Linda Mastrangelo, Delia Puiatti and Nicoline Isema

At a Glance:

- This report tracks the growth of our social networking sites on the Internet.
- We continue to coordinate chiefly with the Advertising Committee for the chief aim of growing our visibility with the public in order to increase membership of the IASD and contribute to the public's understanding of the pure and applied investigations into dreaming.
- The heart of our social media presence is our Facebook group page, which has 7.9K members.
- All stats were generated on July 6th, 2022 by Ryan Hurd.

Key takeaway: This has been a slow but steady quarter for growth and promotions, with positive engagement in our FB group. \$135 were spent in ads this quarter.

Assessment of last quarter's goals:

- Our goals of increased engagement were successful for Instagram, but not Twitter.
- We are not sure at the effectiveness of this quarter's ads yet, for example the online hybrid event ads.

Goals for next quarter:

- team meet virtually to discuss strategy.
- Increased engagement in Twitter and Instagram
- promote October 2022's World of Lucid Dreaming Conference
- investigate 7% loss of FB fan page likes: how to grow the page without spending more \$?

Social Networking Sites

Facebook Group Page:

<https://www.facebook.com/groups/5493995967/>

Our Group page now has over 8082 members (1.3% growth this last quarter – .7% more growth compared to last quarter) with 41% as active members as counted for the last 3 months: up 29% from last quarter. The group is active and healthy, and engagement has been steady this quarter with no major drama.

Top posts this quarter were tributes to Rita Dwyer who passed away in June 2022.

Our FB Group remains healthy thanks to careful moderation by Laura Atkinson, Christian Gerike, Kimberly Mascaro, Delia Puiatti, Linda Mastrangelo and myself (Ryan Hurd) with many more alerting the team to interpersonal drama and sensitive topics.

Facebook FAN page

<https://www.facebook.com/pages/International-Association-for-the-Study-of-Dreams/118109938248168>

Our fan page now is now followed by 4706 accounts. That's a 7% loss from last quarter, continuing a trend of loss that began last quarter, mostly likely due to our default ad strategy. This should be investigated this next quarter.

As a reminder of our default strategy, for the last 2 years, we have been using this page more for reminders for deadlines than sharing dream news or studies, with links that connect to call to actions on the IASD website. This strategy is essentially due to the throttling of visibility of posts unless we pay to reach our own audience. Hence we have been more focused on building grassroots community building on the FB Group page. This strategy may not be sustainable given the recent quarterly net losses of likes. However, Engagement is the primary issue, not likes; more sharing of content by fans would be a good initial goal.

Facebook ads this quarter

February \$25 - Proposal Submissions Reminder

May \$10 - Online Hybrid event announcement

June \$100 - Online Hybrid event ad

Instagram.com <https://www.instagram.com/iasddream/>



We now have 655 followers, many of whom are IASD members. 4.9% growth this last quarter (.2% less growth than less quarter).

Thanks to Delia for reengaging our fans here!

Twitter <http://twitter.com/dreamscholars>



- Small account: We have 2466 followers, about 1.3% growth.
- Practices: Largely inactive moderation this quarter except following some new accounts.
- Summer 2022 goal for Twitter: More active maintenance.

We also have IASD accounts for Google + and Pinterest, and Reddit but these are currently not active. Information available upon request.

Student Research Awards Committee

Curtiss Hoffman, Chair

The Committee received seven proposals from students this year, which is a major increase over the last several years. This is the first year that the Diversity and Ethnic Identity award was available, and two of the students self-identified as members of diverse ethnicities. We are pleased to report the following results:

Student Research Award #1

Qualitative Award: Victoria Rogers
Black Noise: Dream the Revolution

Student Research Award #2

Quantitative Award: Maddy Wary
Assessing the Role of Sleep in American Sign Language Learning

Student Research Award #3 (also honorable mention in the Qualitative Category)

Diversity, Equity and Inclusion Award: Farah Aziz Annesha
Swapnorajya: A Tale of Birth Dreams in Bangladesh

Visual Arts Committee

Kim Vergil & Julie Nauman, Co-Chairs

Bob Hoss joined the VAC's meeting on March 8 for a robust discussion about conference budget and funding as it relates to the Dream Art Exhibition, prize money allocation and submitting a proposal to the Board, and logistical considerations for this year's venue in Tucson, AZ.

From February through May, great efforts were made by the VAC to get out the call for submissions to the 2022 Dream Art Exhibition, with a focus on engaging local artists within Arizona and the Tucson community. Examples of outlets that were contacted include a local radio station, regional art galleries, and print publications and online forums such as Tucson Weekly, AZarts.com, and various Facebook group pages. A call for art was also sent to all artists

who participated in previous IASD Dream Art Exhibitions, as well as outreach to individual artists in VAC members' networks.

The Call for Artwork submission deadline was extended to May 15, 2022. The VAC Jury reviewed all submissions and emailed artists whose work was accepted into the show.

2022 Dream Art Exhibition Submission Summary:

62 artists applied
180 artworks were submitted

The Jury accepted 81 artworks by 53 artists.
26 artists have confirmed acceptance as of June 14, 2022.

Submission fees collected: Approximately \$1320
25 artists have registered for the conference.

Preliminary submission data show the majority of artists heard about the exhibition through IASD (42%) or through a friend (22%).

As preparations have been underway for the 2022 Dream Art Exhibition, the VAC has been simultaneously focused on taking note of opportunities for improvement for next year's exhibition (clarifying details on Submission Forms and Acceptance Letters, considering art transport assistance, engaging with local artists, inviting Guest Jurors, etc.)

Other Administrative Updates

The call for VAC volunteers was published in both *DreamTime* and *Dream News*. The increase from 5 to 12 members has been an invaluable increase considering the tasks of the VAC.

Julie Nauman is now attending Executive meetings; Susan Joseph is serving as backup if needed.

VAC's monthly Meeting Minutes are now being sent to Bob Hoss in order to keep him apprised of Dream Art Exhibition planning.

The VAC acknowledges the need to create a plan for fielding VAC-related questions that go to IASD Office. Until an official workflow is established, please contact Julie Nauman and Kim Vergil.

A Publications Sub-Committee was established within the VAC in order to create a year-round presence of the VAC and dream arts in print and online both within and outside IASD. In

addition to the annual Dream Art Exhibition winner spotlights, the Publications Sub-Committee hopes to increase visibility with more articles, artist interviews, and social media content.

Future VAC goals (September-January) include reviewing the structure of the VAC and the Committee's purpose; proposing the inclusion of music in dream art exhibitions; 2022 Dream Art Exhibition data analysis; planning for 2023 to increase exposure and submissions.

Current Visual Arts Committee Members:

Kim Vergil - kimvergildream@gmail.com (Co-Chair and Meeting Secretary)

Julie Nauman-Mikulski - juliesereia60@yahoo.com (Co-Chair)

Delia Puiatti - unknownquantity@live.com.au (Social Media)

Roberto Gongloff - rgongloff9@gmail.com (Technical)

Walter Berry - artistwalt@verizon.net (Meeting Coordinator)

Christi Cervetti - christicervetti@gmail.com

Willem Fermont - willemfermont@gmail.com

Susan Joseph - sackjo22@gmail.com; www.sackjo22.com

Amy Lloyd - amy-lloyd@comcast.net; www.amylloydart.com

Jeri Staley - jeri2000@juno.com

New VAC Members Who Joined Since the February 2022 Board Report:

Gloria Sturzenacker - glsturz@cs.com

Writer, artist, longtime IASD member and presenter, IASD Regional Representative for New York and area, created Home page articles for IASD Dreamers/Brain Awareness Week

M.C. Olimpia Nicosia - mchiara.nicosia@alumni.imtlucca.it

Art Historian living in Italy with a strong focus on representation of dreams in visual arts

On Location Support and Logistics for the 2022 Dream Art Exhibition:

Kimberly Mascaro - kmascarophd@gmail.com

Victoria Rabinowe - dreamingarts@gmail.com

Virginia Bennett - vergebennett@gmail.com

Report prepared by Christi Cervetti.