

Trina Arpin: Statement of Candidacy – CBI Board

- 1. Describe any experience you have serving on commercial or non-profit Boards. On what committees did you serve? What were the strengths or capabilities you brought to the Board to address the entities' challenges? What were two of three contributions you made through your role?**

I have been an active member of Tiller Club, serving on the executive board for the last two years, and of Women's Sailing and Racing, serving as vice commodore for racing and commodore over the last two years. I've had the pleasure to lead many orientation sessions and rigging classes for prospective members. I bring the strength of knowing CBI as a committed volunteer and enthusiastic member.

I also serve on the Society for Scholarly Publishing's membership committee. Just like CBI, the SSP is facing a changing landscape. The membership committee's signature achievement has been proposing and obtaining board approval for revised organizational membership levels in order to account for increasing consolidation in the publishing sector while balancing the needs of smaller organizations. We sought these changes to ensure the continued financial health of the organization. I am currently acting as a liaison with the marketing committee for the roll-out of the new levels.

I have served as an area director for the Fenway Victory Garden Society, a 300+ person community garden association. My key contribution in this role was in mediating disputes among garden neighbors, listening to member concerns and relaying them to other volunteers and stake-holders when needed, and communicating garden policies.

- 2. In your professional life, in what types of organizations and in what capacities have you served as a leader? What are or were your primary responsibilities in your leadership roles there?**

Over the last 13 years, I have worked for Cell Press, a division of Elsevier, one of the world's largest science and technology publishers. In addition to people and journal management responsibilities, I lead our production value story, a customer experience initiative using social listening, surveys, and interviews with authors and readers to ensure that department's priorities match what they value most, to communicate our findings to the department, and to turn our insights into action. For example, we heard from authors that the short turnaround times for proof corrections was a major pain point. We piloted doubling the requested turnaround times from 1 to 2 business days on two journals to ensure it did not reduce our overall production times before rolling it out across all 40 journals. I would bring this experience to CBI as it seeks to increase participation across a range of dimensions.

I also create and maintain the department's Tableau dashboards to monitor our KPIs (publishing speed and volume). I am also responsible for training the department on the use of the dashboards and for increasing engagement with them.

- 3. Please review CBI's current strategic plan (available to download [here](#)). What stands out to you about the strategies and priorities expressed in the strategic plan? Based on what you see there and what you know about CBI now, what would you urge the Board to add or change or emphasize more to ensure CBI's health going forward?**

I believe we should focus on developing from our strengths. CBI has a very strong and committed community in both the corporation and the larger membership that can be a core from which we can expand to bring in new populations as members. We can also leverage this community to strengthen our volunteerism and diversify our revenue sources. In particular, I would also urge the board to utilize member initiatives such as women's sailing and racing and intermediate race practice and adapt their successes at providing members with confidence, social and learning opportunities (hi-per racing has also been successful in attracting experienced sailors) as we seek to expand participation across a range of dimensions.

- 4. Thinking again in the context of the Strategic Plan, please describe any other professional skills, networks, or capabilities that you could bring to Community Boating as a member of the Board to refine and implement the strategies described in the Plan.**

When I joined CBI 10 years ago, I had never been on a sailboat. I joined on a whim after having run by the building for years without stopping to think about what the "sailing for all" sign really meant. Although I have since become an active member of both Women's Sailing and Racing and Tiller Club, I remember what it was like to stand on the dock and be too nervous to take out a boat by myself. And I remember the face (but sadly not the name) of the fellow member who took me out for informal instruction on a lovely green-flag day in July, and said "now drop me off at the dock, and go back out; this is the perfect day for your first solo sail." He was right.

I will bring to the board a desire to fulfill the mission of "sailing for all" and to continue to aid those newbie sailors trying to work up the nerve for their first solo sail, as well as more experienced ones who are ready for the next challenge. I would also bring from my professional life customer experience skills, which I would use to collaborate with staff, board, corporation, volunteers, etc. to better strengthen our understanding of the member and corporation experience and finding ways to improve it. This would be especially helpful as we seek to expand the membership base.