

**South Carolina College Personnel Association
Board Transition Meeting, Columbia College
Wednesday, April 8, 2009
10:11 a.m.**

Welcome and Roll Call

Board members in Attendance: Roberta Bigger, Rhonda Mingo, Jeff Brown, Jon Driggers, Kelly Eifert, Jenni Evans, Steve Terry, Brian Lemere, Jason Cassidy, Susanne Price

Review of Conference Call Minutes and Approval

No corrections or additions to minutes. Rhonda moved to approve; Jon seconded. Motion passed.

Executive Committee Reports

President: Roberta Bigger

- Roberta was pleased with joint conference. Rebecca did a great job! Quality of speakers and presenters were great!
- She and Rhonda attended the ACPA convention. Prior to conference the state presidents and president-elects meet with ACPA staff. It was very informative and positive. 3900 people attended the convention. Each state had to present an accomplishment and a challenge. Roberta shared those from states who were present. ACPA staff will come to each state and Roberta will work with Rhonda and Jon on that. There is a task force with ACPA & NASPA looking at future of student affairs and should there be two large organizations? Would they be more effective, productive, politically powerful if they are one organization? Or can they work more jointly and be less competitive? They will continue to meet for another year and information can be found on the ACPA website.
- Next annual convention, March 2010, will be in Boston. Registration fees will be kept the same. They are looking at a possible one-day pass option. Information is up on ACPA website.
- New contact at ACPA for state folks, Sandra Emerick from Cleveland State.
- Met with the Georgia president and president-elect and North Carolina president and president-elect. We may look at future joint conferences to save money, increase attendance, maximize resources, etc.

President-Elect: Rhonda Mingo

- Report on spring conference (see below)
- **Need to set summer meeting**; she will work with Jon. She may need to do it at Converse (for her to be able to get there). Rhonda will be working on getting a full board by then.
- Suggestions for Fall Conference Chair:
 - Jeff – Mike Steele at Clemson
 - Kim Day –from SMC
 - Robin Agnew – Erskine
 - Amy Gambell – Clemson
 - Coastal Carolina?
 - Need to tap Winthrop and USC Upstate

HBCU – no success in soliciting involvement.

Melissa Laraway - Anderson

Travis Ballenger – Lander

- June meeting will focus on revamping SCCPA (not completely) as far as encouraging membership, members getting the bang for their buck, etc. Are we a current commodity and do we stay current? Roberta suggested we tap into the graduate students; if you do a special program, make it members only so that people will want to join.

Past President: Jeff Brown

- Elections Results:
 - Jon Driggers – new president elect
 - Brian Lemere– new treasurer
 - Steve Terry– new Director of External Relations
- ACPA is revitalizing their placement: will have more technology, a focus on services, more conducive to interviewing, etc. Leslie Erikson is the new placement chair and we will see some changes. They want to advertise higher-level positions as well at convention, so will have some confidential/private settings for those interviews. Next year's convention in Boston at the Hines convention center (same as NASPA last year). Jeff is serving on national convention for next year. The majority of the events will be held at the convention center. They are budgeting for an attendance of 3200. NASPA is in Chicago next year.
- Art Hartzog is retiring so let's recognize his services to SCCPA and profession.
- Conferences for SCCPA and looking at how we transition (if we want): do we do a year of just two drive-ins which allows us to maybe switch to big Fall conference (which most states do)? Graduate students are our biggest constituents and we need to keep them in mind when planning. We also need to keep the value for Administrative Professionals as well. Roberta suggested we find a weekend where both big schools have away football games and plan something for the Fall and perhaps the USC SPA can be the social hosts.
- Fall drive in – potential dates? September 12 is only weekend where both Clemson and USC have away football games. Can look at how we structure the days of conference. If it is held in Columbia, as long as they are away, we could schedule the drive in early enough even if Clemson is at home (and at night). Another possible date is October 15-16. Another possibility for day structure is perhaps start on Thursday night, and then go Friday all day. It may increase attendance and might be more budget friendly.

Secretary: Kelly Eifert

- She still needs position descriptions for some positions and Policy & Procedures manual will be done.
- External Relations position – Eddie has suggested that maybe look at combining this with Development.
- Jenni asked if we need to streamline our appointed positions more? Still seems like a large board for an organization our size and it seems like there is some overlap in positions. Jason suggested that maybe this year we go with a skeleton board due to the economy, people unable to travel, etc. and just have some key positions to really function. Advertise that to the membership call it our “safe year”. Rhonda wants to keep

budget situation in mind for our institutions. She will look at getting those done by the June meeting once we decide what to do with the board structure (appointed).

Treasurer: Jon Driggers

- Have budget reports (handout)
- We are doing well! Spring conference went well because he didn't have to do anything, but he has not seen anything yet (as far as a bill or revenue) so we will see. That is not reflected in the budget since we don't have any information.
- Web contract with Homestead (web provider) not included here. It will be on next statement.
- He & Brian will coordinate their transition in the next few weeks.
- If you have any reimbursements, he has forms handy.
- The ACPA charges for the joint reception will be on the April report and will come from the President's line (misc). He can include a separate line item in next year's budget proposal. Roberta got the bill and the total was just under \$1500 and will be split 3 ways.
- Proposal for next year's budget will happen in June.
- CD: Jon was going to look at doing an online investment (moving it from Wachovia). ING is set up, but he hasn't moved all the money yet (some paperwork delays). Current amount: a little over \$10,000 which is reflected in our current checking account balance (that is where the money is right now).
- Next year, once we move the CD, he estimates we will roll over between \$7000 – 9000. Where we will go low is in membership. For the conference, if we break even, that will be fine. He did a comparison of membership from last year to this year. We are down \$800 from last year (last year – was around conference time).

Director of Member Services: Jenni Evans

- Jenni – will write position description by June!
- Rhonda asked if we need to do a membership campaign to entice membership? Jenni asked when to time it to get a bigger return? Susanne suggested approaching CSAO's and sell it as affordable professional development. We might get their support so they will allow memberships in SCCPA. Rhonda mentioned that Michigan is looking at doing institutional membership: \$200 – includes one free conference registration for spring, or 3 free fall drive in registrations, or 5 individual memberships. Institutions can decide on how to break it up. Do we do something like that? Roberta asked if we move to a set time line for membership renewals which may help in budget planning and may be easier for membership & treasurer to track. Jon said he would not set a timeline for that because if you forget or join late you don't get your full value for membership. So then you don't pay or you wait and then forget. Administratively it would be easy, but the impact on membership may be negative.

Director of Scholarship: Tony Cawthon - Unable to attend

- No Report

Director of External Relations: Edward Young

- No Report

SPA Representative-Clemson: Alex Ries

- No Report

SPA Representative-USC: Marissa Adamczyk

- No Report

Appointed Members Reports

Administrative Professionals Representative: Karen Gibson- *Unable to attend*

- No Report

Advocacy: Bill McDonald

- No Report

Awards: Brian Stuart

- No Report

Chief Student Affairs Officer Liaison: Victor Wilson – *Unable to attend*

- No Report

Faculty Liaison-Clemson: Pam Havice – *Unable to attend*

- No Report

Faculty Liaison-USC: Jenny Bloom – *Unable to attend*

- No Report

Development: Steve Terry

- We should have more than \$3500 in sponsorships, so someone has not paid. He wants to streamline the process a little. We should have another \$1000 from a sponsor. Missing from SFI.
- Roberta suggested that in addition to them being in conference programs, we should give them something. Steve suggested that maybe we give them more promotion on our website (blurb about company, local contact, include website).
- To get sponsorships, go to people you know and/or work with (board members could help with that). Steve could follow up once someone makes that contact.
 - Sodexo – need USC to make request (since they are big dollar school)
 - Caldwell – Gregory – new laundry service at Clemson
 - Studentvoice – USC, Clemson uses them
 - GoalQuest – Clemson & USC use
 - DirectTV – Clemson uses

Fall Conference Chair: Brian Lemere

- No Report

Historian: Art Hartzog – *Unable to attend*

- After June 30, he will spend time putting together SCCPA history stuff.

Human Diversity: Telesia Davis *Unable to attend – sent report via email*

- I have been working on a final draft of my report to the board. I submitted the first part of the report in the fall. I have made some minor revisions to that first draft since that time. To complete the report, I need some information from the last two conference chairs, if possible. **I would like to get a copy of the last two (preferably three) annual conference programs, as well as the drive-in programs.** I would prefer electronic copies, if possible. Otherwise, they can be sent to me at the following address:

Telesia E. Davis
Dean of Student Life
Presbyterian College
503 S. Broad Street
Clinton, SC 29325

Once I have this information, I will complete my report and submit it to the new board for their review and appropriate action.

- I'd also like to let the board know that I am willing to serve as the human diversity chair for another year, unless there's someone who has an interest in serving. If there is someone who is interested, I will pass along the work that I have done and will support that person in her/his role as desired. If you'd like me to serve in the role another year, I will try to cultivate interest in the role for the following year so that we can continue to share responsibilities across our diverse membership and so that other members can feel a sense of ownership in SCCPA. Either way, I'm committed to completing the work I started and hope that it will help better define the role of the human diversity chair.

Marketing: Mike Bowers - *Unable to attend*

- No report

Palmetto Practitioner Editor: Suzanne Price

- Pam sent information to faculty in prep programs around the state. Jenny Bloom will market Palmetto Practitioner to her graduate students to encourage to submit.
- Suzanne may develop an email to encourage submission. She will send it to Kelly who will send it to the Board and then we can send it out to our colleagues/directors, etc. They receive a lot of graduate submissions; they would like to see more professional submissions.

Publications: Mary Beth Russell

- No Report

Spring Conference: Rebecca White – *Unable to attend*

- From Rhonda via email: Rebecca thinks the partnership worked well (especially given the times); we saved money especially on rooms (\$70 cheaper than past two years). Guest speakers were great. A little over 140 attendees (since it was a joint conference). Even though we were in minority, they went to our format. We think the SCCPA attendance was about 50 or 60 (including just student affairs professionals who weren't

members). We did not meet the room block with the hotel, but they gave us a break by letting us supplement with our catering contract (increased food to make up for room loss). We still don't know about final budget or bill (contact has been made – no word yet). Coastal Carolina is managing all the monies for the conference (so our budget today won't reflect any expenses or revenue). We did lose membership opportunities since the conference payment went through Coastal (and we could not include an increase to incorporate membership dues). Great sponsorships- thanks Steve! We had a vendor exhibit area. Good programs & speakers with a lot of variety; it was a good way to mix student affairs and campus safety. She believes that we will break even on conference, but we have not seen final numbers yet.

- Cons – SCCPA was vastly underrepresented; CHE pulled in folks from out of state. The time of year conflicted with SEAHO (which we knew going in). Campus Safety - their conference dates are set for years out so we won't have any flexibility with dates in the future if we want to partner with them again. Partnering with another group meant relinquishing some board control (by us) on input. There were also some challenges with getting our sponsors there without charging them (because CHE solicits sponsors just for conference).
- For next year, we need to start planning! Rhonda's thoughts are that she is not sure we would partner again, but she would like to explore something like every 5 years to partner (and keep that partnership). We need to keep in mind what travel expectations will be for next year and is it feasible given the current economy (especially given the attendance at spring conference). Do we want to just do a Fall Drive in, or do something like ACPA on the road (like a 2 hour brown bag in different parts of state)? Rebecca suggests we need to make a decision earlier than we did last year. Others thoughts? Talk now or wait till summer meeting (which will probably June or early July)? We want to be sure members get some value for their membership (especially if it can't be a conference). Suzanne stated that Clemson just started a professional development committee this year where they keep programs low cost (no food) but it provides development for staff. Roberta said it may also be a good way to reach out to administrative professionals. If Clemson has a program and can invite others, SCCPA could provide refreshments, etc. USC also has a professional development team that does the same thing.
- Susanne asked how can we utilize the two student leadership conferences to partner and provide development for professionals? Jeff asked what if we just try to get things centralized in Columbia (since the driving distance is reasonable for most) to bring everyone together? We can look at where we can utilize discounts if people want/need to stay overnight. Jon commented that we be careful in that if we break stuff up that we don't lose memberships (and dollars). It may be a trade off. Rhonda said we need to figure out what are we selling as a benefit for membership. Is it just the conference or is it more? Jon said that if we are doing a conference, like at the Kingston, what if we are able to piggy-back on another conference for space and room block (to share), but keep all other aspects separate - just two organizations able to save money. Roberta said NASPA may have some money if we want to partner with them. Steve stated that if we reduce events, it also gives the vendors less things to do so we may lose money or sponsor overall. How can we still sell it to them?
- Rhonda does not want to lose our ground. At ACPA we are more financially stable than many other states (and larger states!). So if we go smaller, it may only be for one year,

but she doesn't want to do it long term. Jenni said that if we can do this well, it may help our membership, especially in long run, for members who aren't active now.

- Idea : offer scholarships to graduate students to help with their attendance? Suzanne asked if we want to do something informal regarding a career placement/networking (not like ACPA), but opportunities for them to connect, see job opportunities.

Technology & Membership: Jason Cassidy

- Membership: people are not renewing because they don't have the money. We want to reach out to HBCU's, Charleston area schools, etc.
- Currently at 212; last year this time 279.

2years ago – 316

201 - 4 yr schools

9 from 2 year schools

148 public

62 private

6 faculty (5 lifetime members)

81 prof.

91 grad students

25 admin prof. (1/2 from last year)

212 includes renewals from March and April; so it may decline further. We need to look at how to market. Many people who have been members for a while are not renewing due to budget (most likely) Lack of conferences/attendance probably also affected membership numbers.

- Ideas? Half price membership for a year? Slight increase in fall conference price to include membership?
- Roberta looked at the budget numbers and we are down about \$1930 overall from last year which is about the membership numbers we are lacking.
- We need to get newsletter up and running again since it is a great way to get information out to members even if they cannot attend conferences, etc. Good monthly contact for members. May help keep members engaged.
- Website – is current!
- May want to consider moving to paypal only to help with revenue/delay in payments. Utilize it for everything (membership, conferences, etc.) If they can't, they must contact the Treasurer to work out arrangements.
- Jenni asked about an opportunity for listserv to keep members connected. Jason does a weekly posting of events/information going out, but no listserv (control content). **Jason – will look at listserv options.**
- **Mike – follow up with him on Facebook group.** May help with membership recruitment to graduate students.

Old Business

- Proposal for funds from Clemson. Funds for Women's Leadership Conference. We postponed till we heard from CHE about conference costs, but still no word. Have some expenses we are not using but are some still coming in. The is the second year of the conference. They have some sponsorships (some within Clemson, some from the state).

It is a one day conference. Attendees – undergrads, grads, professionals, others from around the state. Last year about 30-40 % of attendees were not from Clemson. They are looking to get about 250 attendees total this year. Jenni – moved to give \$500; Jason seconded. Motion passed.

- Proposal to add a Board liaison position for NASPA SC (having NASPA State Director on board as NASPA/SCCPA liaison with no voting privilege). Roberta is the current state director. Would this person report through External Relations Director? We would invite them to be on board, but would not force them. Jason – moved to establish this position as a non-voting member. Jeff seconded. Motion passed.

New Business

- Bill from Joint Conference – no information yet!
- Other

Jason moved that we recognize Art Hartzog by giving him a lifetime membership and name the two-year programming award after him (at Fall conference). Rhonda seconded. Motion passed.

Steve – do we want to support drinking initiative/Phoenix Center (?) addressing underage drinking, etc. We may need more information before making any decisions. This may be something we sponsor as a fall workshop or inservice opportunity. We will get more information to discuss in June.

Fall conference – what are we doing? Jason moved that we commit to a Fall event to be determined (date, time, length, conference) and we commit to a spring administrative professional opportunity so Rhonda can get people to work on that between now and June for proposals. Jeff seconded. Motion passed.

Rhonda will draft a form of “safe mode” for the board for the executive committee for a plan for 2009-2010. Jason & Jenni expressed support – no vote needed.

Roberta thanked everyone for their commitment to SCCPA. She is confident in Rhonda’s leadership for the coming year and did the official passing of the gavel.

The meeting was adjourned at 1:44 p.m.

Respectfully submitted,

Kelly Eifert
Secretary