

**South Carolina College Personnel Association
Board Meeting Minutes
June 1, 2007
Presbyterian College, Clinton, SC**

Introduction & Overview of the Day

Board members in attendance:

Jeff Brown, Roberta Bigger, Beau Seagraves, Kelly Eifert, Jon Driggers, Beverly McAdams, Jennifer Jones, Karen Gibson, Tony Cawthon, Telesia Davis, Robyn Sanderson, Rhonda Mingo, Pam Havice, Suzanne Price, Helen Bailey

Jeff welcomed everyone to the retreat and thanked Beau and Presbyterian College for hosting the retreat. Jeff called for any opening, general announcements and there were none.

Jeff had everyone introduce themselves including what prior involvement they have in SCCPA and why they were here today.

Board Development

Jeff started the board with an exercise. Each person was to write down opinions/ideas/suggestions to these four questions:

1. What should we (Board/SCCPA) **keep doing**?
2. What should we **stop doing**?
3. What should we **start doing**?
4. What should we **enhance**?

Several suggestions were provided by everyone and the compiled list for each category is attached to the minutes. Several individual items came up for discussion:

1. How do we get our “regular” professionals involved in the organization? Some of the discussion included giving them a purpose (like participating in a mentoring program, formalizing the committee structure, participating actively in conferences, etc.).
2. Another question asked was, “What sets SCCPA apart? (to encourage professionals to be involved)” Suggestions included providing regional (within the state) networking opportunities and invite non-members to these; utilizing the past-presidents to recruit members; look at the timing of our Spring Conference and realizing that many conferences occur in the Spring and we are competing with time and dollars; reaching non-traditional student affairs staff to participate in the organization.
3. Do we need to change the timing of our conference? This was discussed thoroughly and some of the main ideas discussed included: do we move the conference to the fall? Many of our state counterparts (GCPA, VCPA, NCCPA, etc) host their large conference well before we do. If we switch the conference schedule, how do we keep good graduate student involvement while increasing professional staff involvement? How can we change or improve our conference format to make it unique?
4. There was discussion on the Administrative Professionals Workshop. What is the purpose of it? How do we define that? Should it be fun, professional development, some combination? Does the format need to be revised? Should a structure be devised? There was some conclusion that for it to be effective and successful, the Workshop should have a more professional focus.

Board Basics

Budget: Jon distributed the final budget for 2006-2007 and the new budget (revised per the last board meeting) for 2007-2008. The fiscal year runs May 1 – April 30 which allows time for the Spring Conference to finish any billing and reimbursements before the official Board transition/retreat. Please note that the Sustainability Institute was cancelled and that is not reflected in the budget numbers. Additionally, in reviewing the conference numbers, conferences suffered an overall loss this year. It was determined that all conference chairs need more guidance from the Board, specifically in the area of financial expectations. They can use the budget to determine what the overall financial goal should be for their conference (Revenue – Expenditures). **There are only a few updates that need to be made to both budgets, and Jon will work on those.** Jon discussed his desire to improve the communication between his position and the membership chair, which should be easier as the membership position is combined with the technology chair. There are no updates on Development.

Website: **Jason will be updating the website soon** with a new Board Directory, treasurer reports, minutes, Palmetto Practitioner, etc.

Reimbursements: Please note that the board manual has a reimbursement form included in it. Please make copies to use and complete those forms (with receipts) and mail to Jon for reimbursement. The reimbursement policy is in the Policy & Procedures Manual and is also located in the board manuals for reference.

Liaison Structure: Due to some of the board officer/position restructuring, Jeff revised the Liaison structure (included in the Board manual). **Please rely on the liaison structure for board meetings** as we are a large board scattered over the state and this can help the board's efficiency in meetings.

Related to the board structure, the question was raised as to why the HBCU Representative was not an elected position. To change it from appointed to elected would require a change of the by-laws and may be a future goal, but it was noted that we must first increase our membership in the organization from HBCUs.

Meetings: The board meeting schedule for the year was included in the board manual. **Please note these dates on your calendars.** The conference calls listed are for the elected positions only in order to have more efficient board meetings. This is not to exclude anyone but to be more efficient as a board and be cognizant of everyone's time. **Appointed positions are to utilize their designated liaison for reports for those meetings.** The deadlines for those reports are listed on the schedule. For anyone who needs/wants to be a part of the conference call meetings who is an appointed position, please let Jeff know. Tony suggested utilizing a report form to make things simple for the people in appointed positions and recommended using the ACUHO-I form as a template. It will provide the appointed position's report and indicate if that person wants to be included in the conference call meeting. Jeff agreed and **Tony will email that form to Kelly and Jeff for review and adjustment.** The minutes from the conference call meetings will be distributed to the entire board. Jeff noted that as a full board we still have five face-to-face meetings during the year (including the retreat).

Conference Update

Fall Drive In: Robyn reported it will be held October 19, 2007 at Furman University. A theme needs to be decided on and they need ideas. They were exploring themes related to issues that are outside of your comfort zone. Some suggestions included themes related to:

Reorganization Assessment Embracing Technology (not fighting it)
Working with faculty Redefining our Identity

On the handout distributed were deadlines for the conference:

August 1, 2007	Begin Registration, Send out Call for Programs
September 14, 2007	Select Programs
September 21, 2007	Confirm with Presenters

No “early” registration deadline has been decided yet, but it may coincide with the confirmation of the programs. Robyn and Teri will work on the finances in the next two weeks and will select a hotel to obtain conference rates should attendees need it. The Hampton Inn in Traveler’s Rest was suggested.

They wanted undergraduate students to be able to attend as well, and will work on a separate conference rate for them.

Marketing ideas are needed and some suggestions included having the Chief Student Affairs liaison send letters to more experienced professionals to solicit attendance (and program proposals); sending a letter to the membership with the tentative schedule (at least the ones who register); include a Chief Student Affairs Officer panel to have CSAO’s attend the drive in and to attract other professionals as these have been well received at other conferences. Robyn will report these suggestions back to Teri to work on.

Administrative Professionals Workshop: No date has been decided for this Workshop yet, and a location needs to be decided. Karen will look in March to determine a date and will look at the various Spring Break dates for schools to try and work around those. Suggestions for locations included Wofford, USC, and the Midlands Technical College campus. It is too early for a theme, but there was discussion on the focus of the conference and how it should be billed. There was general agreement from Karen and the board that the conference should have a professional focus. Program suggestions included: Supervising Students; Working with Parents; Networking; Dealing with Disgruntled Students; Professional Etiquette; Technology topics (like How-to’s in Microsoft Publisher, Powerpoint, etc.).

Karen wants to increase the attendance and is considering a marketing idea like “Each One, Reach One” or doing a brochure mail out to all administrative professional members and including a few to share with their colleagues on campus.

Spring 2008 Conference: The dates are April 17 – 19, 2008, and it will be held at the Francis Marion Hotel in Charleston as we are still under contract with them through the Spring 2008 conference. Helen Bailey is taking over as conference chair. She was seeking theme ideas and suggestions included Sustainability (with Deborah Rowe as a possible Keynote speaker), Access to Higher Education; Looking to the future. Teri and Robyn for the Fall conference wanted to do a mentoring program but felt they did not have enough time to do it well, so they suggested trying to set up a mentoring program here. It was suggested that for the Program Selection committee to have the make up of it be diverse, including graduate students to more experienced professionals as a way to engage those members more in the organization. Boyd Yarbrough was

someone suggested to be on the committee and to help recruit other experience professionals. Helen also would like any creative ideas on how to market the conference to people.

Helen will work on getting the evaluation data from the Spring 2007 conference from Adrienne.

Strategic Plan Review & Workshop

Roberta reported on the work she and Robert had done, and that Rhonda will now be helping with. Roberta reminded the Board that the Strategic Plan is a working document and should be reviewed and revised annually.

Suzanne had made suggestions to Roberta prior to the Board retreat which included:

1. Simplifying the vision to one sentence.
2. Simplifying the mission to one sentence
3. Removing the bullet points from the mission and making those or incorporating them into the goals
4. Striking the last bullet point under the mission as it is already included in the mission

Other suggestions included:

1. Strike the third bullet point under the mission as it is already incorporated into the goals
2. Make the second bullet point an action item under Goal #4
3. Make the fourth bullet point an action item under Goal #1
4. The fifth bullet point is Goal #4
5. Make the sixth bullet point an action item under Goal #4 as it refers to the Code of Ethics for NASPA/ACPA

It was noted by Roberta that for Goal #1:

1. Letters A – E were all re-written
2. A Letter “H” was added from the bullet points

For Goal #2:

1. Letters A & B are the same
2. Letter C was added

For Goal #3, only the dates were changed in the items.

For Goal #4:

1. All items listed are new
2. An additional item is now added from the bullet points under the mission

Discussion:

1. For Goal #1, E – Telesia asked how we are viewing diversity – by institution or by individual members? Are we assuming that our minority membership only comes from HBCU's? Diversity needs to be defined, and it was decided to define it both institutionally and individually; therefore this action item will be reworded.
2. For Goal #4, A – it was discussed that maybe the Palmetto Practitioner was not the best avenue for press releases; that will be managed between the Marketing Chair and the Publications Chair.
3. For Goal #1, F – that may need to be reworded as it is written as a value, not an action item.
4. Items to be added to the strategic plan from the morning discussion include:
 - a. enhancing participation by more experienced professionals (Goal #1)
 - b. Promote and reward scholarship within the profession (Goal #1)
 - c. Increase award submissions (Goal #1)

- d. Examine member involvement in organizational structure (Goal #3, C)
- e. Include a mentoring component (either Goal #1 or #4)

Overall, the Strategic Plan is very close to being done. Rhonda will work on the rewording and restructuring from the suggestions and send them out with the minutes for a Board vote. Once the strategic plan is approved, we need to decide which of these things to focus on this year. We also need to decide how we can help accomplish these goals through our positions.

Defining Association Priorities: Jeff had each board member think of one thing we can do this year as an association and share with the group. Priorities were (in no particular order):

1. Increase Membership Diversity (4 mentions)
2. Change the Award Timeline
3. Evaluate and improve the conferences
4. Increase/improve membership involvement (7 mentions)
5. Increase the diversity in programs
6. Outline/define our fiscal responsibility (especially as it relates to conferences)
7. Define the services we provide (to market to uninvolved institutions)
8. Redefine the Advocacy Chair role to include updates/information on National, State, and local issues; updates on issues in the legislature that impact higher education; discussion of those issues and deciding on a stance as an association – increasing our visibility (2 mentions)

Jeff will draft the organizational goals for the year and send them out for feedback.

Additionally, please review your position descriptions to determine:

1. Does it need to be revised?
2. Your goals for that position this year
3. How your position and goals connect to the strategic plan

Board Expectations

This was skipped for the sake of time.

Board Structure

Jeff wanted the board to review if, in our current structure, we are effective. We are a very large board and some of the co-chair positions were cut for that reason and to increase the use of committees through the membership. If an elected position is changed, it must be changed in the By-Laws as well which requires a membership vote. Discussion on board structure change will occur via the conference calls so that any changes can be presented at the Fall Drive In Conference. This will allow for review by the board October to December and to have a final proposal ready by elections in the Spring.

Small Group with Liaison

Jeff directed the Board members to communicate with their liaison over the summer to save time during the retreat.

Position Updates

Kelly requested that everyone please review their position descriptions and get any changes to her by August 1 for the Policy and Procedures Manual.

Jeff and Linda will create the position description for the Marketing Chair.

Current vacant positions on the Board include: Private Institution Representative, HBCU Representative, Awards Chair, Historian, Fall Conference 2008 Chair, Spring Conference 2009 Chair. Jeff took suggestions for each position:

1. Private Institution Representative – Witney Fisher, Kay Thomas, Heather Reyes, Molly Duesterhaus, Steve Terry, Eddie Young, Kim Dressler. Jeff will ask Kay Thomas first (as Newberry has no people involved on the board currently).
2. HBCU Representative – Martin Kinard expressed some initial interest but has not followed up with Jeff. Telesia will ask some colleagues about their interest and get back to Jeff.
3. Awards/Historian – there was discussion about combining the position or keeping it separate, and it will be kept separate this year. Jeff will follow up with Art as he expressed interest in remaining Historian. Nominations for Awards Chair included Kim Dressler, Sandra Bray, Rebecca Howard Atkinson. It was noted that for the future, the Written Awards topics should be decided at the Summer Board retreat to maximize graduate student submission in that category.
4. USC Faculty Liaison – Scott will do follow up with the new person directing the Masters HESA program and get back to Jeff.
5. Fall Conference 2008 - Mary Beth Redmond Russell
6. Spring Conference 2009 - Stephanie Foote, Lidell Evans, Sarah Hammond, and Jennifer Overholt-Mau.

ACPA/Summer Leadership

Jeff and Roberta will be attending the Summer Leadership meeting for ACPA in St. Louis in July.

Beau is working on the annual report for ACPA, which needs to include an updated affirmative action plan. Beau may ask Telesia for assistance on this.

Jeff and Scott will be meeting to discuss the Campus Safety Conference and a future collaboration with them.

Board Meetings

Jeff distributed a list of board meetings for the upcoming year. It is attached with the minutes. Please note the date change in January (highlighted on the attachment).

Closing Announcements

Clemson SPA is hosting a “CU in Student Affairs” day in October. Save the dates will be going out – please forward to any undergraduates who may be interested (or to colleagues who can get them to undergraduates who may be interested). Jennifer needs suggestions of professionals for the panel.

The Palmetto Practitioner editors are meeting Monday, June 4 to review submissions. They hope to have the issue online by September, definitely before the drive in conference.

If any board members have any follow up from a meeting, please send that information to Kelly and she will include it in the minutes, with action items highlighted. If you have information that needs to go out to the membership, please send that information to Jason.

The meeting was adjourned at 3:34 p.m.

Respectfully submitted,

Kelly Imbert Eifert, Secretary