

**South Carolina College Personnel Association  
Board Meeting Minutes  
June 19, 2006  
10:00 a.m.**

**Members Present:** Beau Seagraves, Jeff Brown, Bob Hanley, Telesia Davis, Kelly Eifert, Rhonda Mingo, Emily Burns, Linda Jameison, Karen Gibson, Robert Overton, Roberta Bigger, Tony Cawthon, Alisa Meador, Scott Lewis, Darlene Mahaffey, and Boyd Yarbrough

The meeting was called to order at 10:15am.

**Welcome & Introductions** – Beau welcomed everyone to PC and asked board members to introduce themselves, tell their roles at their respective institutions, and tell their roles within SCCPA.

**Board Notebooks** – Telesia distributed notebooks and explained the various sections of the notebook. The strategic plan, the by-laws, and the policies and procedures manual are behind the red “Policies & Procedures” tab. Also included in the notebook are a draft copy of the SCCPA Board Directory, a section for the agendas, minutes, and treasurer reports, as well as other tabs for miscellaneous handouts, information, and notes.

**Review and Approval of the Minutes** – Beau gave the group a few minutes to read through the minutes from the last board meeting, which was April 22 during the annual conference. There were no suggestions for revisions. It was moved, properly seconded, and passed through vote to accept the minutes as printed. Beau reminded the group that the highlighted items are for action items.

## **PRESIDENT’S REPORT**

**Review of the Agenda** – Beau took a few minutes to review the agenda and to highlight some of the reflection items.

**Vacant Board Positions** – Beau reported on the following:

- **Human Diversity** – Beverly McAdams has agreed to serve as the co-chair. Beau will ask Idella Glenn to serve as the other co-chair.
- **HBCU Rep.** – Beau will ask Idella if she knows of anyone who would be good for this position.
- **Administrative Assistant Conference Co-Chair** – Beau is hoping to get someone from Anderson College to serve and will keep us posted.
- **Fall Conference Co-Chairs** – Tiffany Coleman will serve as one of the co-chairs, and Beau is waiting to get confirmation that Nick Shrader from USCA will serve as the other.
- **'08 Conference Co-Chair** – Since no one is currently in this role, it was suggested that we ask Jimmy Gahagen at USC.

- **USC Faculty Liaison** – Due to the transition occurring in the HESA department resulting from John Lowery accepting a new position in Oklahoma, there is a little uncertainty about who will serve in this role. Beau has asked Michelle Maher if she can serve or if she would recommend someone for the position. Scott Lewis reported that there will probably be a structure change that would make the eventual new hire a good fit for this role. Beau will give updates as soon as they become available.
- **Annual Conference Co-Chairs** – Sandra Gray will serve with Jimmy Howard.
- Beau will continue working on making the remaining appointments.

### ACPA Updates

- Jeff and Beau will represent SCCPA at the summer meeting July 13-16 in St. Louis. If there are concerns that members would like addressed, Beau encouraged board members to let him or Jeff know so that they can get the concerns addressed during the summer meeting.
- Beau and Boyd encouraged the group to take time to read the emails about the proposed new ACPA governance structure so that members can make an informed decision when voting online.

## EXECUTIVE BOARD MEMBER REPORTS

### President-Elect

**Conference Locations** – Telesia distributed an email from Adrienne Middleton concerning the upcoming conference (see attached). According to the email, Adrienne and Katie have been focusing their efforts in locations in either Charleston or Myrtle Beach. Several issues surfaced related to potential conference locations:

- Beau would like Jeff to take the lead in helping to tackle the issue of conference location from a larger perspective. Specifically, he'd like Jeff and Boyd to explore multiple-year contracts and to set dates for three years out.
- Rhonda mentioned that the facilities at Ocean Creek resort were limited given the growth of the conference.
- Scott brought up the possibility of combining efforts with the organizers of the Safety Conference who are intrigued by the possibility of aligning with a larger group.
- Rhonda suggested that the board might want to consider combining efforts with the SCHOA Conference.
- Beau was open to the idea of cosponsorships, as long as the SCCPA identity doesn't get lost. (Scott pointed out that the organizers of the safety conference are not a stand-alone organization so that this would be less of a concern with them.)
- Given the complexity of issues to be considered, Tony suggested that the board might want to make sure at least one of the conference co-chairs is not a new professional.

### Past-President

**End-of-the-Year Gifts** – Bob distributed gifts to last year's board members that had not been present to receive their gifts during the annual conference.

**Committee Work** – Bob also informed the group that he is looking forward to serving as liaison to the committees for which he has responsibility.

### **Treasurer**

**Certificate of Deposit** - Kelly informed the group that the deadline for increasing the CD had passed, so it will be increased in October.

**Overview of Budget** - Monies have not been carried over to next year yet. So far it looks like we lost \$643.43 from the spring conference, and we're still missing \$605 in memberships fees. Beau asked if there's a way to be sure that our numbers reflect members who have actually paid and encouraged Kelly and Katie to discuss this possibility further. Beau also suggested that we need a coordinated system for sponsorships so that sponsorships don't necessarily just go into the conference budget. Boyd mentioned that he is currently working with Jeff on that. Kelly concluded by informing the group that we're looking at \$11,000 being transferred over to next year's budget.

### **Secretary**

**Board Directory** – Telesia asked the group to review the draft of the board directory and to let her know what revisions were needed.

**Notebooks** – She also asked members in attendance if they could take notebooks back to those who were not able to attend. Telesia will make sure that all remaining notebooks are distributed to the appropriate folks.

### **Two-Year Institution Rep**

**Recruitment** – Emily reported that she is looking forward to recruitment.

### **Private Institution Rep**

**Letter-writing campaign** – Rhonda reported that she is in the process of drafting a letter, and she's reflecting on what SCCPA has to offer.

### **Public Institution Rep**

**Adrienne's New Job** – Beau informed the group that Adrienne has taken a position with Savannah College of Art and Design (SCAD). He emphasized that there are no by-laws indicating that SCCPA officers must be residents of the state and informed the group that Adrienne wants to stay connected to the group. He encouraged members to contact him if they have any concerns about this arrangement in the future.

## **Member-at-Large**

**Survey** – Linda reported that she would like to get a survey out and will work with Jeff to send something out to the executive board to determine the information we'd like to solicit from the membership.

### **Clemson SPA**

No report.

### **USC SPA**

No report.

## **APPOINTED BOARD MEMBER REPORTS**

### **Fall Drive-In**

**Theme** – Linda and Alisa reported that they are working with Emily at Midlands Tech. The theme for the conference, since it will be Friday, October 13, will be “Make Your Own Luck: Get Engaged in the Dialogue.” They are encouraging seasoned professionals to consider making presentations to engage and challenge graduate students and make the experience more meaningful to these new professionals. Heather Bailey, Rebecca Howard, Laura Page, and Emily Burns are working together on this.

**RD Institute** – Boyd informed the group that Furman will be hosting a one-day RD Institute for Housing Officers on August 4 for \$20, which includes breakfast and lunch. He added that the board might want to do some sort of follow-up presentation at the Drive-In.

**SCHOA** – Linda reported that SCHOA is having a conference on October 6. She asked the board to let her know of other conference themes so that she and Alisa can focus on providing something different but relevant.

### **Administrative Professionals**

**Name exploration** – Darlene has not yet conducted a survey to find out if there's another name that is more inclusive to better reach out to the target audience. Beau suggested that it might be best to first determine if the reason that there was a drop in attendance at the last year's conference was a reflection of the name or if it was more related to other issues that need to be addressed, such as whether the conference is relevant to the targeted audience.

**Discussion** – There was much discussion on the possible reasons why turnout was not as good as in previous years. Following are the main issues that surfaced:

- **Stand-alone conference vs. track during spring conference** – Some felt that the registration fee for the stand-alone conference makes that conference much more attractive to professionals who may be on a tight budget. There was some discussion about offering an administrative professionals track at the spring conference, instead. The concluding sentiment seemed to be that the stand-alone conference is vital to these professionals, but we still need to offer sessions during the annual conference.
- **Conference Relevancy** – There was much discussion about the relevancy of the administrative professionals conference. Some mentioned that the conference was not providing new and practical information and that these professionals are interested in learning the new trends in the field. It was mentioned that the board might want to revisit inviting professionals, in addition to administrative professionals, to present during the conference.
- **Conference Agenda** – Several indicated that some folks might not have participated in the conference because the agenda for the conference was not available until the day of the conference. Jeff indicated that he will work with the conference chairs to try to get information about all the conferences out earlier. Another suggestion was that Beau send letters about the administrative professionals conference that have the endorsement of officers of various professional organizations.

**Membership Forms** – A couple of people called attention to the fact that the board needs to consider soliciting supervisor information on the SCCPA membership form. Apparently there have also been some administrators (i.e. chief student affairs officers and directors) who have been checking that they are administrative professionals, so there's a need to be more clear about what is intended by this term.

## Spring Conference

**Additional Discussion about the Location** – In addition to what was discussed earlier during the president-elect's report, following are the issues about which there was more discussion:

- The general consensus among board members present was that the preferred place for the spring conference is Charleston. There were several suggestions for places, in addition to the Francis Marion, that may be considered, including the Mills House Hotel on Queen and Meeting, the Holiday Inn, and Embassy Suites (which has the added perk of a free breakfast).
- Beau tasked Jeff and Boyd with developing a proposal for a 3-year commitment, and he informed the group that a decision should be made within the next two months.

## Membership

**Brief Updates** – Karen distributed a handout with the membership numbers (see attached). According to her, much of the decline in membership can be attributed to graduate student decline. During the discussion about this, it was mentioned that Clemson Higher Ed faculty email incoming graduate students about joining SCCPA and that an announcement is made during USC SPA meetings. There was brief discussion about exploring the possibility of multiple-year memberships.

## Development

**Shifting Fundraising Focus** - Boyd announced that he's interested in shifting his focus from raising money for the conference to raising money for the association and that he would like to explore this concept more with Beau and Jeff.

**Institutional Vendors** – Boyd would also like to find out the vendors utilized by the various institutions from which SCCPA draws members so that he can cultivate relationships with these vendors and encourage giving. It was suggested that the board could think about how to utilize the website as one benefit to sponsors and that the board explore how other similar organizations utilize the web for this purpose. If the board pursues vendor fairs during the annual conference, Linda encouraged the conference planning committee to make sure the schedules allow for adequate time for professionals to visit these vendor fairs.

**Purpose** – In thinking about a possible shift in focus, Boyd suggested that it would be appropriate to think about the mission of SCCPA and how the organization can grow in areas that are not strong. Tony further stressed the importance of this. Roberta and Robert will work to address some of these issues

**Action on Issue** – It was moved, seconded, and passed through vote that the board shift the fundraising focus from conference fundraising to a more general, annual-based fundraising.

## Technology

**Updated Roster** – Beau reported for Jason that Jason would like to have an updated board roster for the website. Telesia will work with Jason on this.

**Online Membership Directory** – Jason reported that he can place the membership online and make it accessible to SCCPA members through a common password. Members would have the option of whether they wanted their information included or not. After discussion, the general consensus was to ask Jason not to place the membership directory online for various reasons ranging from the security issues involved to philosophical reasons related to how and for what audiences the website is targeted.

**Pay Pal** – Jason also reported that SCCPA can establish a merchant account with Pay Pal. There would be no annual commitment, but the cost would be .30 per transaction. Several board members mentioned that they had problems with Pay Pal and apparently SACSAs has had a few problems related to Pay Pal. Beau will encourage Jason to talk to Joe Buck of SACSAs to find out more details. Someone asked if it would be possible to utilize the national office of ACPA to accommodate members who'd like to pay with credit card. Currently there are 5 states that utilize this option, which gives them the convenience of paying their state fees and their national fees at the same time. Beau pointed out that, given SCCPA's growth and structure, there might be some logistical issues associated with that kind of arrangement, since financial control would be at the national level.

**Listserv** – Jason has created a listserv, [sccpa@sccpaweb.org](mailto:sccpa@sccpaweb.org). He suggests that the list be used for SCCPA business and not for spam. He suggests that he should coordinate the list and that only members should have access. Vote: It was moved, properly seconded, and passed by vote that the listserv be posted online. **Beau will task Jason with setting up guidelines for its use.**

## **Publications**

**Newsletter Schedule** – Linda suggests that we consider publishing the newsletter four times a year, as opposed to 6 or 8 times a year. Roberta suggested that it might be good to publish newsletters either before of after conferences.

## **Advocacy**

**Grant Opportunities** – In his role as Advocacy Committee Chair, Scott would like to begin pursuing grant opportunities. **He encouraged board members to email him with ideas for other issues and activities that would seem appropriate for him to develop in this role.**

**Discussion Items** – Following is a summary of the discussion that took place about issues of advocacy:

- **NAACP** – Boyd brought up the NAACP's boycott of South Carolina and wondered if this was an issue on which SCCPA needs to take a stance. He was also concerned about the lack of diversity on the board and within SCCPA. He suggested that the board might want to explore this further by engaging in dialogue with professionals from HBCUs. There were some suggestions that we explore membership options for HBCUs. There was also a suggestion that we need to be clear about our goals for diversity. Beau suggested that we table the discussion until Idella and Beverly, the Human Diversity Co-Chairs, can enter the discussion.
- **SCSSA** – Suzanne informed the group that the South Carolina State Student Association is quite active and has recently sponsored marches on tuition issues and meetings with the governor. According to her, they have received some grants and have a pretty large budget. She suggests that there may be some opportunities to interact and cosponsor some activities with this group.

## **Awards**

**Transition** – **Beau talked with Jon last week and will connect with Darlene and Jon to facilitate a smooth transition.**

## **Long-Range Planning**

**Meeting** – **Roberta, Robert, Beau and others will meet soon to discuss goals for long-range planning. Karen will send the list of members that expressed interest in this committee on their membership applications.**

## **Palmetto Practitioner**

**Updates** – Suzanne informed the group that there are 9 reviewers for the *Practitioner*, and one of those is from USC, which addresses a concern that had been addressed earlier. So far there have been five submissions, and the reviews will be in by July 10. Pam and Suzanne have drafted a letter to be sent to CSAOs encouraging them to get their staff members interested in submitting to the *Practitioner*. Tony informed the group that he will post information about the *Practitioner* on the faculty listserv at Clemson.

## **HBCU**

No report

**Administrative Assistant Rep** – No report. (See previous discussion items under Administrative Professionals Conference.) Darlene asked all board members to submit the names of the administrative assistants at their institutions.

## **CSAO Liaison**

**Update** – Beau informed the group that Victor Wilson, Senior Vice President for Student Affairs at the College of Charleston, will serve as the CSAO Liaison. He has already been working with public institutions and is looking forward to developing a relationship with private schools. Beau has encouraged him to talk to Roberta and Robert.

## **Clemson Faculty Liaison**

**Update** – Tony reported that 26 students have been admitted to the program for fall. On July 17, 33 students will participate in the 12-day trip to Scotland, six of whom are from South Carolina.

## **USC Faculty Liaison**

No report. (See earlier discussion about USC transition issues.)

## **Historian**

**Updates** – Art sent regrets that he could not attend.

## **Future Conference Chairs**

No reports

## **DISCUSSION & REFLECTION ON 2006-2007 OBJECTIVES**

**Increasing numbers of members in HBCU and Two-Year categories** – Following is a summary of the discussion related to this objective:

- The content piece is important. Potential members need to know what they will get from membership in SCCPA
- Beau is willing to work with two-year institutions.

- Consider using conference information as a marketing tool.
- It was suggested that Beau consider appointing a position devoted specifically to marketing. Beau may be able to get some marketing faculty to consider letting students work on marketing SCCPA as a project for one of their classes or as an internship.

**Increasing attendance at conferences** – Following is a summary of the discussion related to this objective:

- Focus should be on reaching a broad audience.
- Consideration should be given to an earlier deadline for program proposals so that more information about the conference can be distributed to people before the conferences.
- Consideration should also be given to providing specialized tracks that appeal to the various target groups (i.e. administrative professionals, housing administrators, etc.) and/or pre-conference workshops.
- Another focus should be on finding quality speakers, and the board may need to invite people to present during the conference.
- The board needs to be more intentional about the program chair selection process, making sure to include seasoned professionals who have experience in negotiating contracts.
- The board should begin tracking conference attendance in the same way that membership is tracked.

**Roundtable Discussions** – Following is a summary of the discussions related to this objective:

- Suggested topics for discussion included retention rates for new professionals (not just about burnout), CSAO issues with a focus on issues facing institutions in South Carolina, millennial issues (understanding students, mental health issues related to millennials, etc.), mental illness and other health issues, and successful collaborations with HBCUs.
- One suggestion was to purchase a web seminar, invite people to attend, and then sponsor a roundtable discussion after the seminar. This would require board members to be more “nimble” or flexible about planning, since the seminars sometimes pop up without a lot of advanced notice. In general, however, web seminar hosts give an initial email blast at least 12 weeks prior to the seminar. At any rate, the chairs would have to explore logistical issues.
- As the discussion began to change direction toward the web seminar, several people indicated that the board needs to revisit the goal of the roundtables as a way to guide how to proceed. Some suggested that the main purpose should be getting small groups of people together so that new relationships would flourish and so that people could find a niche in SCCPA.

**Membership Assessment** - There was no major discussion on this item.

**Awards** – The major discussion topic for this objective concerned whether the board feels there are too many awards? Some suggested that we might want to limit the awards and make them

more competitive. Others felt that it was important to recognize more people for the work they do, and that the focus should be on doing a better job of publicizing and soliciting nominations.

**Fundraising** – Boyd plans to complete a fundraising plan this summer.

**Membership Database** – The board may want to consider revising this objective in light of earlier discussions. (See the Technology Report.)

**Executive Board Conference Calls** – Beau explained that the purpose of these calls is to keep people connected outside full board meetings. He also pointed out that the Officer Liaison structure is listed on page 49 of the policies and procedures manual (behind the red tab in the board notebooks) and that officers should keep in touch with the committees to which they are assigned. That will make the conference calls more productive with the exchange of information. Beau also asked people to RSVP in advance of the conference call so that he can know when it's necessary to cancel or reschedule a meeting. Beau explained that everyone will call in to a number for the conference calls due to a limitation in PC's phone system and that PC's Residence Life office will absorb the cost for that. Boyd indicated that Furman has some new capabilities that might prove to be a more effective system for a phone conference, so he'll check into that.

**Strategic Planning** – Robert and Roberta will meet soon to discuss this objective.

**Reception for South Carolina during ACPA/NASPA Joint Meeting** – Bob will explore reception opportunities (e.g., consideration of a southeast regional reception).

**Next Generation Conference** – ACPA holds a national conference, essentially a crash course in student affairs, for undergraduate students interested in the field. It was suggested that SCCPA might want to consider hosting a local Next Generation Conference. There was also a suggestion that the board might want to consider alternating between hosting the AA Conference and the Next Generation Conference. Jeff will explore the possibilities.

**Budget Structure** – Kelly has implemented the new budget structure and is working through the kinks. So far there haven't been any major issues.

**Grant funding** – Scott will explore grant opportunities and is soliciting feedback on the types of issues the board would like to address through grant opportunities. It was mentioned that Pam Havice is the SACSA contact for grants and would be a good resource person for the advocacy committee.

**Role of Historian** – Bob updated the group on the history of this position. He explained that Art was aware that there might be a role change due to advancements in technology. He agreed to serve under the impression that he would get things up to speed and then see where the position evolved from there. Beau encouraged board members to let him know if there are suggestions as to the role of historian from this point on.

**Advocacy Chair** – Scott and Beau want to meet, possibly including Rhonda in the discussion as well since she was the last chair.

**General Observations** – Beau encouraged the group to infuse the objectives into normal SCCPA activities so that the organization can continue moving forward incrementally.

## **CONCLUDING DISCUSSION**

**Future Meeting Schedule** – Beau reminded the group of upcoming meetings and encouraged members to add these dates to their schedules.

The meeting was adjourned at 3:45pm.

Respectfully submitted,  
Telesia Davis, Secretary, SCCPA