

SCCPA Board Retreat Minutes

July 9, 1999

Clemson University Visitors and Alumni Center

Members Present

Donna Hight (President)

Andrea Wyrosdick (Publications Co-Chair)

Haven Hart (Private School Representative and Past Awards Chair)

Laura Puckett-Boler (Awards Co-Chair)

Bill Purkerson (Past President)

Kevin Koett (Spring Conference Co-Chair)

Jim Kiser (Historian)

Fred Bosarge (At Large Representative)

Ken Waldrop (Membership Co-Chair)

Darryl Bridges (Public School Representative)

Ricardo Hall (Human Diversity)

Lauri Yeargin (Publications and Fall Conference Co-Chair)

Meredith Mims (Secretary)

Brenda Ishmael (Historically Black Colleges Representative and Past Human Diversity Chair)

Suzanne Price (Advocacy)

Amy Wyatt (President Elect and Past Treasurer)

Viki Sox Fecas (SCCPA Journal and Research Co-Chair and Past Advocacy Chair)

Amy Leahy (Conferences Co-Chair)

Eric Wood (Clemson SPA Representative)

Scott Monetti (SCCPA Journal and Research Co-Chair)

Members Absent

Tony Cawthon (Treasurer, Clemson Faculty Liaison)

Mitzi Winesett (SCCPA Sage and Past Private School Representative)

Carol Paguntalan (Two Year Representative)

Beth Pratt (USC SPA Representative)

Kim Blitch (Membership Co-Chair)

Shon Herrick (Development Chair)

Sheila Hill (Awards Co-Chair)

Deb Kladvko (Senior Student Affairs Officer Liaison)

Linda Yount (Technology Representative)

Michael Sutton (USC Faculty Alison)

Mandy Hayes (Past Secretary)

Tim Hamby (Past Public School Representative)

Tammy Wells (Past USC SPA Representative)

Missy Barnett (Past Clemson SPA Representative)

Dawn Eades (Past Clemson SPA Representative)

Dr. Paul Fidler (Past SCCPA Journal Chair)

Dan Karns (Past Membership Chair)

Ice Breakers and Team Building – Viki Fecas

Using the Myers-Briggs method board members broke into different categories that best fit their different personality styles.

SWOT (Strengths, Weaknesses, Opportunities, and Threats) – Donna Hight

Donna asked that when we broke up in our four groups to look at:

1. Who we serve?
2. What is our niche?
3. Where do we want to be in 5 years?
4. What role do we play in South Carolina?

5. What are the important services that we offer?

6. How do we balance the needs of our graduates with the needs of our professionals?

Numbered off and broke off into groups to share ideas and brainstorm.

Reassembled and collectively shared ideas with the whole group.

Strengths

Affordable

Inclusive

Easy to get involved in SCCPA

Networking

Comfortable Atmosphere

Fun

Takes the Show on the Road approach

Fall and Spring Activities

Open to change and new ideas

Continuity

Newsletter is a great communication tool

Awards recognize people for their hard work

Directory is used regularly by the members

Weaknesses

Membership is stable yet low

Do not market the organization

Do people know what we do?

Perception of SCCPA is that it's more for Graduate students

Additional Services not offered

No close ties with ACPA

What purpose is our membership survey? Are we using results? Publishing results?

Lost contact with past/old members

Need to strengthen development

No standard manuals for board members

Under utilize the list serve

No non conference opportunities

Membership numbers from the larger schools may intimidate smaller schools

Need more networking opportunities for members and special interests groups

Need mentoring program for GA's and Professionals

We've gained members, but have not retained all of our past/old members (lost members)

Opportunities

Newsletter is a good communication tool

Grants and Awards – We need to be aware of these and take advantage

Create more opportunities for leadership for upper management to get involved

Form communication with seasoned professionals so they will get involved

Contact past board members find out why they are no longer involved, encourage them to reconnect with SCCPA

Utilize technology

More ties to preparatory programs to smaller schools

New generation of professionals – instead of reaching out, reach down

Identify new professionals coming into South Carolina

Capitalize on our 30th Anniversary – Reunion Year

SCCPA should sponsor networking opportunities for special interests groups

Create more planned networking opportunities

Create membership & newsletter representatives on each campus – send a newsletter to all Student

Affairs

personal with membership form enclosed

Create change through email communication – Do not wait for a board meeting to bring up or move on a good idea.

Have different kinds of membership with different voting privileges

New opportunities will be created with the newly added Board positions: Brenda Ishmael

(Historically Black Colleges Representative) and Deb Kladvko (Senior Student Affairs Officer Liaison)

Threats

People are spread thin

Elitists with Technology

Because of longevity need to be creative with your thinking

Grooming for officers – need better transitions

Not a lot of middle agers and older members are leaving SCCPA

Membership and Conference attendance is low

Membership is low because we do not communicate what we offer

How do we recycle volunteers?

Do not market

Elected positions – USC and CU graduate students will vote for the people they know. This creates block voting. May threaten and discourage smaller schools from getting involved.

Passed out Directory of Colleges and Universities and made corrections – Donna Hight

Ran through Announcements posted on the Agenda – Donna Hight:

Need mailing labels? Let Donna know what you need and she will send them to you.

Copy all work so Donna can share with ACPA and the Awards Committee

Always run extra brochures, newsletters, etc. so Donna will have these for the ACPA meetings

Add Regina Sargent, Associate Director to our membership database

Send handout for ACPA program due dates – encourage people to submit

Melani Miller is being put forward as our state sponsored submission

Grants available – these dates were 1998 dates and 1999 dates should be similar

Conference grants from ACPA – September 1 for Fall and December 1 for Spring

ASJA offers money for conference support as well

Affirmative Action grants – Plan due by end of September and granted soon after

Grant in Aid is due November 15

Please regularly check email if you have it. This is our preferred mode of correspondence. If not, let Meredith Mims know your preferred mode of communication.

ACPA logo is available to be downloaded from their web site

Passed out Goals and Objectives for 1999-2000

– Donna announced we would be reviewing these after lunch

- LUNCH -

SCCPA Goal and Objectives – Reviewed Handout

VISION To become South Carolina’s premier professional organization serving those in student affairs and services roles at the state’s colleges and universities

GOAL #1 To redefine how SCCPA serves our diverse external constituencies

Define what SCCPA uniquely offers Student Affairs Professionals in SC that no other organization can offer

Restructure the Fall conference to a series of drive in meetings for diverse groups which are part of SCCPA

Discussion:

Discussed changing big Spring Conference to the Fall

Bill Purkerson will gather conference information and look into specific groups getting together

Announced Fall Conference is October 15th at Winthrop University and Spring Conference is April 14th and 15th at the Sheraton in Charleston, SC

Create an email distribution list to keep members current on upcoming meetings, minutes, to solicit involvement, to distribute newsletter in a cost effective manner, etc.

Discussion:

Personalize membership contacts in order to build membership

"Get a Member" campaign incentive program

Recognize new professionals and new positions available

Email information list – No mass emails. Go to contacts that people know. Start an email tree and send to target people – Ken Waldrop

Create a Web Page

Discussion:

Linda Yount needs someone to pull together information that needs to be placed on the SCCPA Web Page

We need to post on the web page:

Why be a member?

Conferences

Publications

Directory

Past Board Minutes

Membership Application Form

SC Job Postings

Kevin Koett will be the Liaison

Seek newsletter material more intentionally to address members needs, including one article of substance per issue

Discussion:

We need to send a newsletter to all SC Student Affairs professionals in order to spark interest and market what we do

Send a letter to all Presidents and Vice Presidents of Student affairs/Dean of Students of non member institutions to sell the importance of group and involvement of their Student Affairs area and what they can contribute and gain from SCCPA - Donna Hight

Communicate with ACPA about how we service our state's needs to increase their awareness of what we do

Partner with other professional organizations and conferences to offer programming of interest, for example: Careers in Student Affairs workshops, etc.

Discussion:

Bill Purkerson and Suzanne Price will look into this objective together

Support efforts to actively encourage research and publication of this work in the online journal – Scott Monetti and Viki Fecas

Provide financial support for outstanding undergraduate students to attend the Next Generation conference as part of the ACPA conference

GOAL #2 To clarify our internal structures and processes that support what we do

Complete strategic planning process including developing a vision statement, revising bylaws, creating policies and procedures manual, and developing short term and long term strategic plan – Tony Cawthon

Create a new member packet to orient any brand new member to SCCPA and SC higher education system, including mission/vision, bylaws, organizational chart, affirmative action statement, and opportunities for professional development, involvement opportunities and advantages, etc.

Discussion:

Creating a Welcome Wagon packet – Amy Leahy

Ideas for welcome packets:

Policy and Procedures

Organizational Charts

New Professional opportunities

Buddy/Buddy (mentoring program)

Develop an accurate list of Deans and Vice Presidents or institutional contacts at each institution – Donna Hight

Create and utilize mechanisms for more actively and personally involving the membership in the operation of SCCPA

Discussion:

Provide minutes to members and non members

Donna Hight and Amy Wyatt will work on 4 & 5 together

Work with ACPA to promote both membership in ACPA and SCCPA

Design a program for planned giving that details benefits on contributions to SCCPA including recognition, advertising, etc. – Shon Herrick

7) General Items and Ending Announcements

Conference Report – Amy Leahy & Kevin Koett

Fall 1999 Conference: Violence

October 15 at Winthrop University

Speakers

About the conference

Topic Ideas: Computers, Greek Life, Relationships, Risk Management for Social Events

Spring 2000 Conference - Title is still in the works, using a historical theme

April 14-16, 2000 at the Sheraton in Charleston, SC

Social events will be coordinated by Bill Purkerson and Kevin Koett

Creating a historical timeline

Dinner Cruise

Capitalizing on the 30th Anniversary and reunion

Will market Spring Conference at Fall Conference 1999

SCCPA Journal and Research Report - Viki Fecas

Carolina View handout

Need to find out who wants to submit

Working on links to the page

Should we put any Carolina Views into print?

Carolina View has been around since 1986

Treasurer's Report – Amy Wyatt

Nothing outstanding

Balance is \$10,989

Conferences have generated money

Support from ACPA & ASJA

Would like to venture out and do some things with "Next Generation"

Awards Report – Donna Hight

Reviewed Awards Criteria for ACPA

Addressed people/schools not following submission rules

Historian Report – Jim Kiser

Made list of things that should be sent to him

Developing a criteria of what should be kept and what should be thrown away

Newsletter Report – Andrea Wyrosdick & Lauri Yeargin

Let them know about items that need to be submitted to the newsletter

Want to incorporate pictures in the newsletters

Need picture and brief bio of each Board Member. Will get timeline and deadlines together and give them to each of the Board Members in two weeks.

Newsletter will be a hard copy

Membership – Ken Waldrop

Need to create a list of nonmembers in order to send information on SCCPA to entice non members to join

Ending Announcements

Leadership workshop August 3 – for more information contact Amy Wyatt

Look and consider what other states are doing with their organizations – Donna Hight

A few examples:

Membership directories on disc

State speaker resource guidebook

Divide State into different parts for drive ins, etc.

East Coast graduate student fairs

Solicit donations for paper and supplies

Next meeting will be held at USC Spartanburg – September 17, Campus Life Center, Room 309 from 10AM -2PM

Additional Meetings will be:

November 12 10AM – 2 PM

February 25 10AM – 2 PM

Meeting Adjourned