

SCCPA Board Meeting
Fall Drive In, Wofford College
Friday, October 24, 2008
Minutes

Board Members in Attendance: Robert Bigger, Rhonda Mingo, Kelly Eifert, Rebecca White, Brian Stuart, Jenni Evans, Ben Walizer, Eddie Young, Karen Gibson, Telesia Davis, Jason Cassidy, Ashley Bailey-Taylor, Jon Driggers

Welcome

Roberta welcomed everyone. The meeting started at 10:05 a.m.

Review of Board Minutes and Approval

Kelly asked for any corrections or additions to the minutes. Seeing none, she asked for motion to approve. Jason moved; Eddie second; motion passed.

Conferences

Spring Conference Update (Rebecca):

- Rebecca emailed everyone updates on the conference; (see attached)
- Trent Pinto, Dir. Of Res. Life at Coker College, helping with program proposals. November 1 – December 1 programs will be solicited; plan to review them in 5 days. They need session titles by December 5 to keep rolling.
- Budget is based on 215 attendees, which we hope to get!. Total Revenue is expected at \$33,400. Expenses: \$33,064. Profit: SCCPA will get (since the CHE foundation cannot). Meals – need to hit \$21,000; plus 9.5% sales tax; plus a service charge. With budget cuts everywhere, we still need to encourage people to go so we can make what we need to. We are competing with SEAHO; we opened up the conference to the International Police organization; we have an opportunity to open up our base to other student affairs staff (since most housing staff will probably go to SEAHO).
- Roberta – the Southern region of campus safety officers had their regional meeting canceled, so we can benefit from that (they will promote this conference).
- Registration – one website for everyone to register. Will help with budget, accounting, etc. Steve has been soliciting sponsors for the year for SCCPA; we need to figure out how they will derive benefits from our conference with our sponsorship policies and because it is a joint conference. Maxient may be contributing again; trying to get Motorola to sponsor piece of conference. We are looking for others.
- Website for the conference should be live next week; a postcard (save the date) will go out about then as well.
- **If you have counselors on your campus, please invite them to come to the conference!**
- Keynote speakers will all focus on higher education but have expertise in various campus safety issues.
- With this conference, we hope to reach out to coastal colleges (increase membership, interest); community colleges.
- There will be a board meeting at conference.
- Have heard good reviews about hotel/conference center. Rebecca will do a promotion at lunch for spring conference

Administrative Professional Conference (Karen)

- Location: trying to secure Columbia College; not getting any response (phone/email). Want to be in the middle of the state to encourage attendance; cut on drive time. Other suggestions: USC (Kelly mentioned the Daniel Management Center); Jason mentioned Benedict College (Rufus Watts just renewed his membership). There is also a professional group that does professional development for Administrative Professionals, maybe find out who they are and tap into that.
- Looking at two dates: April 17 or 24.
- Roberta – do we want to turn over the board at this conference to keep the timeline of officer terms? Perhaps we have just one board meeting with old members and new and Rhonda could meet with her officers at a later date. If we did this, the board members may not be able to participate in sessions, just one long board meeting to facilitate turnover. It would not be like the turnover last year in Charleston during a luncheon (as typical), and trying to do it in February at the joint conference would be too early. Thoughts? **Jeff will be working on slate of officers soon.**
- **Roberta & Rhonda will help Karen find a location.**
- Karen – worried about budget costs because Administrative Professionals are the first budgets to get cut (travel wise). Roberta asked if there is a way to find a sponsorship to cover registration so they could come and only have to pay for gas. Kelly asked about any up front costs we would have to pay, and there are none (at this point). Midlands Tech last year had no facilities cost.

Overall conference discussion

- Do we need to move to a Fall 2009 conference? The joint conference has been good for this year, but CHE has been steering it. Roberta does not want to wait till February to decide if we need to move to that now. Rebecca's thoughts? She feels like CHE does work with us, but they just can't move dates for us. Roberta stated that they have already set dates for 2010 at College of Charleston (?). Their theme for next year is basically the same, and that may not be good for our members. Rhonda needs to look at how we need to move forward. It may depend a lot on how the budget cuts pan out, which may also include investigating pricing out a fall conference vs. a spring conference.
- Rebecca asked if we have thought about an extended drive in? There would be no hotel contract, but set a format for just two days to drive in, and provide food only (no commitment for hotel rooms, etc).
- Jason stated that while we have money to have an Administrative Professionals conference, will anyone be able to come with budget cuts? Karen is concerned that if we cut it this year, will have a hard time getting it back and it will look like we don't value Administrative Professionals.
- Eddie asked if there is something online for Administrative Professionals to access to cut costs (like a webinar, podcast)?
- Rhonda: what if we think about it differently? Have 3 stop spots across the state and perhaps compensate 3 people the gas money to get to a location and do a "Mid-day Coastal Workshop". This way, the presenters go to the Administrative Professionals instead! The Association incurs the expense, not the Administrative Professionals, and they may only have to negotiate something like a 2 hour lunch. We need to think differently in how to invest in them without putting a financial burden on the individual or institution. She suggested providing it regionally (like upstate, midlands, coast).

- Karen stated that it may still feel like a slap in the face to Administrative Professionals, but it may be worth putting a survey out there to see what options they might prefer.
- Roberta wanted to know what they want for professional development to make it worthwhile.
- Karen stated the feedback from last year indicated they want to see this conference be a day and a half. If we move the big conference to the fall, can we incorporate the AP conference in that?
- Rebecca suggested we could have an AP “track” with sessions. Jason suggested that maybe on Thursday have the AP Conference, and then Friday and Saturday, the rest of the conference. Roberta suggested looking at changing the days, like Sunday through Tuesday, or Wednesday and Thursday?
- **Roberta stated to do a survey.** We want to let Administrative Professionals know we value them, but in light of budget cuts we want to help institutions make responsible decisions. In the survey, offer the various types of formats; ask what topics they would like to see, include a question about budgets and are they able to travel in the Spring, and how can SCCPA support you?
- **Roberta: If you are interested in investigating a fall 2009 conference, see Roberta or Rhonda.**

President’s report - Roberta

- We have some board members that have had to step down. Need a new Director of Scholarship, a Marketing Chair, and HBCU representative. These would all be appointments by the President. If you know of good folks to fill those positions, please let Roberta know. Want to keep the Board membership diverse (institutionally).

ACPA President Report – Patty Perillo

- National level recently went through restructuring. ACPA is now a 13 member board (downsized). Are seeing an increase in people getting involved, coming back to the organization from the specialty ones because of the restructuring. Right now they are in the middle of the strategic planning process and hope to be done by February. 110 leadership positions in the organization, and they all participate in the process. 3 primary goals:
 1. General knowledge and core competence. Journal of College Student Development (JCSJ) turns 50 this year, so there is a commitment to dissemination of knowledge. What are core competencies of our profession? Developed 8 core competencies for profession; adopted them as the professional development framework for the organization and this year’s convention. Convention – also picked 3 critical issues to address as well. Core Competencies: advising & helping; assessment, evaluation & research; ethics; legal foundations; student learning & development; teaching; (missed last one).
 2. Professional & Career development – use the framework of the competencies to drive professional development all year.
 3. Recruitment & retention - Developing formal plan for members
- 3 goals for next 5 years (strategic plan).
- Convention this year: more programs than ever submitted for proposals; committed to affordability (graduate scholarships); location is at the Gaylord Property in metro DC which has other hotels and plenty of places to eat that are much more affordable. Priority for this year at convention is senior student affairs leaders. They are offering 3 particular sessions for that audience (including meeting with legislators). Faculty also have a strong membership in ACPA and they will hold a faculty summit for them there. There will also be session for faculty and SSAO’s to discuss core competencies. ACPA turns 85 this year. Next generation will be held.

Executive Board Reports

President-Elect (Rhonda)

- Brian will come and give an update on the drive-in shortly. We may actually make money/break even with this one. Registration – 74 registered, 4 have not paid. People were registering up until yesterday.
- Will do a conference evaluation online.
- Will keep working with Rebecca & Karen on their conferences.

Past-President (Jeff) – No report.

Secretary (Kelly)

- Policies & Procedures manual: Any comments? She still needs a position description for Marketing and more information on the 3 new executive positions. Rebecca will tweak the conference information. Where should we add the information about graduate students getting their first year of membership free (as a new professional) if stay in the state for their first professional job? Jason suggested to put the onus on the graduate students to renew the membership so they can track it. He gave a list to Jenni of the graduate student members from last year. Ben & Ashley gave Jenni the list of graduates who stayed in state. Four are from Clemson, seven from USC. Jon does not need to know who they are unless they are paying, then a refund might be an issue. This work is really between Jenni & Jason. Kelly will include that clause in Membership piece. The SPA representatives indicated some changes: USC has elections in November, Clemson in October. Kelly will make those changes.

Treasurer (Jon)

- Handed out budget report. He left out paypal amount to keep it cleaner. It does not show the latest paypal purchases for the conference or checks received this morning.
- Steve secured two corporate sponsors: MacGray and Southwest Contract. We may have USA Today (need to clarify with Steve).
- Will see a more accurate picture of the budget next week once all Fall Conference expenses and revenue are clear.
- He did take out the CD; Jon did some research on options for investing. A CD at Wachovia was getting about 1% interest. There are also some online options. ING Direct – 4.25% for a CD. Their savings account - 2.8%. A savings account is not locked in like CD. If we go to a business savings account, we can make more interest and we are still safe and protected. Jon also looked at First Citizens and their numbers close to what he offered above. Jon's recommendation is if we want to get the most out of the money, the CD online is the way to go. If we want flexibility, an online savings account is the better option. With a CD, if we pull the money out early (depending on the terms), we just lose interest earned that term. Jason suggested we could split the money and put half in savings and half in a CD. Jon also mentioned that we will see some loss with the free first year membership for continuing graduates, but we don't know what that looks like yet. Jon made a motion to create a business savings account with the current CD dollars (\$10,416.40). Once that is created, we move \$8000 to a CD (online) and the remainder would stay in the online savings account. Rebecca seconded; there was a clarification on the term of the CD - Amend motion to do 12 month term; the motion passed.
- With budget cuts we may be asked as Board members to tap into SCCPA resources with travel.

Director of Member Services (Jenni)

- Reminder about graduate to professional membership.
- What do we want her position to do? Roberta suggested looking at the 8 core competencies from ACPA and how that may work into position to support our members. Rhonda also stated that with the new structure, this position encompasses the old “representative” positions, so we may need to include outreach to institutions to recruit them (look where we have gaps on current roster and reaching out to them). We can look at reimbursing travel for that from SCCPA. Website can also be a way to provide information.

Director of External Relations (Eddie)

- Had hoped to have a survey out; will work with Jenni on some of the questions. Mid-November is the target date to have it out. Rhonda – use SurveyMonkey to do the survey since we have a membership. May look at combining surveys with Karen & Telesia (avoid survey fatigue).
- He will also work with Marketing and Development in building up revenues, sponsorships, etc.
- We may need to explore ways to inform local media about what we are doing (press releases), we can also look at Facebook and MySpace, promoting SCCPA to graduate students; college presidents; other campuses, etc.

Clemson SPA (Ben)

- Just had elections this week; new board taking over next week. Alex is the new representative and will join on the next conference call.
- Got new faculty Member from UT, Dr. Tammy Khrig.
- Working with Ashley on conference, but they are running into roadblocks with dates. They wanted to try for November, but will probably move to spring.
- Hope to have a large delegation at Spring Conference.

USC SPA (Ashley)

- May look into joint SPA activity for Carolina-Clemson game.
- Membership – 40% of SPA are SCCPA members, which is more than last year (33 USC grads).
- Wants to explore an “Institution-hosting” program. If a graduate student is interested in a South Carolina institution, could the institution host them for a day? Tour, interview, learn about the departments, etc. It might help them stay in South Carolina. Thoughts? Roberta – good idea! Jason – focus the timing of that for maybe Fall (for second years) and Spring (for first years) and not trying to schedule this when campuses are hosting on-campus interviews for candidates. We could add this as a question to survey: Would institutions be willing to be host for the program? Ashley will promote it to SPA to see if they are interested in an institution? Then she can go through Jenni to perhaps arrange the host. Will open up to all members of SPA as it may encourage people to join SCCPA. This can also tie in to internships for first years.
- Idea for facebook page? From last meeting.

Appointed Board Reports

Awards (Brian)

- When will we do awards? Will we align with the national schedule? Yes. So we may skip this year? When do we solicit awards? Depends on whether or not we do a fall conference. Roberta suggested looking at the NCCPA timeline. Submit this past year’s awards for this coming year, and then we will be on the national schedule. Patti – will connect Brian with the National Award timeline person.

Chief Student Affairs Officer Liaison (Victor)

- Sent an update to all SC CSAO's recently and was able to have some good conversations with a couple of them regarding recent events, etc.
- He is creating a PR poster to encourage undergrads to look at Student Affairs; has sent that to the President for feedback and approval and has not heard back yet. Will move forward after that is resolved.

Human Diversity Chair (Telesia)

- Is drafting a plan and will gather information on Institutional type, visible identities, non-visible identities (sexual orientation, disabilities), positions (senior, mid-level, grad students). We need to know what we look like before we move forward. By November 15 Telesia should have that information.
- We also need to know what we look like in the field which involves a more extended survey. Will have that available for the phone conference. Roberta wants to know if our membership reflects what South Carolina looks like in higher education.

Membership & Technology (Jason)

- Membership report handout.

Announcements

Roberta thanked Brian Lemere for his work today!!

Items for next board meeting

The next meeting is a conference call on November 17, 2008.

Respectfully Submitted by:
Kelly Eifert,
Secretary