

**College Student Personnel Association of New York State**  
**Advisory Board Meeting**  
**Friday, April 7, 2006**  
**Desmond Hotel**  
**10:00am-3:00pm**

**FYI...**

- **Happy Birthday: Doreen (April 26), Michael (June 15), Beth (June 20), and Peter (June 21).**
- **Congratulations to the Conference 2005 Team- Innovation Award from ACPA State and International Divisions.**
- **Please note Robin begins new position on May 1- she will forward new address, etc. to you.**
- **Bulletin for March/April will go out April 11- send items to Robin by Monday, April 10. Goal to Scott by Wednesday in PDF to send out to membership.**
- **Communications Committee: Tracey, Wendy, Beth will come to the June meeting with a proposal**
- **Michael is willing to begin to prepare for newly elected offices, electronic and paper binder information for the June meeting.**

**1. *Call to Order*** – 10:09 AM – present: R. Diana, S. Nonemaker, P. Fagan, , M. Fogarty, T. Cross-Baker, E. Balcom, L. de la Rosa, D. Hettich-Atkins, W. Neifeld-Wheeler, D. Pawlikowski, S. Helfrich. Excused: E. Bushey, B. O’Neill, M. Schneider, J. Manley, E. Duscherer, G. Knowles

**2. *Approval of March Minutes*** – E. Balcom passed out paper copies of minutes from last meeting. Motion to approve – P. Fagan, T. Cross-Baker second. Discussion. Passed – 8-0-0. Will be forwarded to G. Knowles.

**3. *New Business:***

- **Membership Plan:** S. Helfrich
  - Distributed the report in paper copy. It was in fact included in the last attachment
  - We have 240 members. There are still a few, but not many, duplicates, and these are being cleared.
  - Some of the numbers show people who did not self-disclose some portion of the information about themselves.
  - No longer tracking who referred, as this didn’t seem accurate or relevant..
  - Vendors – fall under “other.” Would like to differentiate this category even further (retirees, non-institution affiliated members.)
  - Race – 42 people did not self-disclose. We do not reflect membership across the spectrum. None reported means that people wrote in that they didn’t feel this was representative.
  - Years in field – 3 people with more than 30+ years!
    - Goals
      - 1. membership needs to go on to webpage.

- Very time consuming, and the amount of time that is needed to track these people down is extraordinary.
- We need to decide which areas/demographics are most important for us to track.
- Very few people are paying by check now, so we need to keep moving toward credit cards online.
- 2. Database has been switched over to Access from Excel by P. Fagan. Thank you to him from S. Helfrich.
  - S. Helfrich has been following up with specific people with membership problems – if we become aware of members who have fallen off the radar, they just need to send along a membership form.
- 3. Need to have a coordinated effort with membership, treasurer, and conference registration.
  - S. Nonemaker will begin tracking what each deposit represents in terms of what each deposit is intended for, who it is from, and which budget center it should be reflected in..
  - TCB – can we *really* do this by July? That is when it needs to be ready by then for the conference. We need a back-up plan.
    - S. Helfrich & S. Nonemaker will take the lead on making sure this happens. They will work with G. Knowles to get it on the webpage.
    - G. Knowles is still willing to serve as our webpage editor.
    - M. Fogarty will also be included in this discussion as the registration co-chair.
  - S. Helfrich offered up his budget to get this moving.
  - Application needs to be re-done. Gender, race, etc. Model after ACPA perhaps. Currently has it in Publisher. S. Helfrich will send updated application to P. Fagan and he will PDF it before sending to group.
  - Suggestion was made that a system be created to reward those who are referring people – if you are referring 11 people, have your check cut back to you.
    - 4. E. Balcom – concern about people taking advantage of system.
    - 5. W. Neifeld-Wheeler – suggests that we focus on other 3 areas, and perhaps come back to this later.
  - At some point, do need to sync membership to budget year, conference year, etc. For example, have renewal coincide with conference registration. This year's membership year goes from 8/1 – 10/31.
- **Annual Goals:** R. Diana
  - The current strategic plan contains five goals. We have made good progress. 3 out of 5 are substantially accomplished. We have made progress in not working in silos, and have been able to move forward.

- **Goal 2:** To develop a strategic professional development plan for our members through the creation and dissemination of high quality experiences and exemplary models of practice.
- **Goal 3:** To examine and research how CSPA can better utilize technology to enhance the efficiency and effectiveness of CSPA.
- **Goal 1:** To develop a “branding/image” plan to promote CSPA and its many opportunities.
  - Budget cycle and membership cycle are in sync, but we have not examined the current advisory board structure
  - R. Diana proposing a work group to examine the advisory board make-up and come back to the June meeting with a preliminary recommendation.
  - Look at functions and roles, and the work we do on a daily basis and a yearly basis.
  - Need to align ourselves with operations and philosophy of ACPA, and they have gone through this process.
  - Are there positions that are needed. Ex: Communication
  - The group will be: P. Fagan, B. O’Neill, D. Pawlikowski, E. Bushey. They are being asked to bring in 2 members from outside the exec board to assist them.
- **Goal 4:** To research and examine technological advances for CSPA.
  - S. Helfrich has begun to examine this. R. Diana is asking S. Helfrich and S. Nonemaker to focus on that.
- **Goal 5:** To provide quality professional development opportunities focusing on diversity and pluralism.
  - R. Diana is asking D. Hettich to chair this group. L. de la Rosa, M. Schneider, M. Fogarty, E. Balcom & 2 members
- Last group - **Communications:** T. Cross-Baker, B. O’Neill, & W. Neifeld-Wheeler.
- All groups are asked to:
  - Plan on putting together a report for June meeting
  - Not asking for something to happen by June, but to have a preliminary plan in place.
  - If complete your plan before June meeting, it is important to allow for others to review before the meeting.
- **2006 Conference Budget:** E. Bushey (D. Pawlikowski)
  - Presented as it has been cleaned up per our suggestions.
  - Increases – conference reg. went up \$10 from 2005.
  - Numbers projected of course and decreased significantly from last time
  - Commuter package has been created
  - T. Cross-Baker – still has a question about *Sunday pre-conference*. Why isn’t the lunch reflected in registration price? Their registration should cover more of the cost. They need to decrease their cost in some way. W. Neifeld-Wheeler – if we raise this much more above \$30, it will put it out of line with rest of registration.
    - Mailings – should be eliminated, since all mailings should be folded into program. Lunch should also only be about \$325 - \$400.

- ACPA give-away – did the amount budgeted go up? No – it is the same as reflected as before.
- Sunday dessert reception – this shouldn't be an extra cost – is it just moving the dessert to another location.
- Saturday night social – it is now budgeted for \$1500 – last year it was only \$80.00. Has it been fully fleshed out? No. Goal is to market Saturday as pre-conference, and to help people who don't know a lot of members meet other attendees. But at what cost?
- T. Cross-Baker – mailing costs are still only \$.37, when mailing is actually \$.39 now.
- Joint programs – letter out to senior CSAOs. Only a list of 125 people, and it's probably 2 mailings.
- Miscellaneous registration fees – should be re-labeled as comp registration fees.
- Stationary and supplies – isn't realistic – have been given 3000 sheets, and needs to reflect that.
- Business associate reception costs should be rolled into President's reception.
- Need Marx Hotel line for patch fees, etc.
- Need to itemize commuter meals.
- Show 255 people attending the conference in their budget – 75% increase over last year. It exceeds out current membership! Robin's notes shows that 255 is far too ambitious. We had recommended 200 given location and commuter packages. No more than a 25% increase.
- Vendors – never received more than \$2250 from vendors (business associates). Want to give the opportunity to try to achieve this – but \$3500 is again too high.
- Duplicating and printing – vendors are being showed to get a page in the conference booklet. How is this being accomplished, and should it go up to the Marketing budget.
- Business Associates – signage needs to go up. Could also go on foam-board.
- P. Fagan – income – need to account for commuter meals purchased and also need to be an expense line.
- Can they please make these changes and then send out to board for approval, before much more has been spent? The budget still needs to be approved.
- D. Pawlikowski will work with J. Manley and E. Bushey to clean up conference budget.
- R. Diana will do an electronic vote – everyone MUST vote!
  - For good fiscal management, this all MUST be tracked. If those who are responsible for budgets aren't good at this, they need to find that resource.
  - Comps must be noted in the budget, and that has been done since 2005.
  - Once it is cleaned up, any additional questions will go to D. Pawlikowski.
- P. Fagan will send out his chart of comparisons of budget – summary of major headings to compare since it is hard to compare apples to oranges.
- **Nominations Update/Ballot Handling:** T. Cross-Baker
  - Nominations from every office except professional development.
  - Going back and talk to folks to meet the deadline.
  - Only has one candidate information sheet in hand. Number of nominations are as follows:

- President – 1
  - Conferences – 2
  - Member at large – 5
- Deadline is next Wednesday. Will pull materials together next Tuesday & Wednesday after. Need a healthy & diverse candidate pool.
- T. Cross-Baker – would like several thoughts recorded: it is important for person in her role not to reach out and solicit candidates; she is also only seeing familiar names right now - are we reaching out across our membership; also keep in mind that there are appointed positions and liaison roles where people can get involved.
- Ballot-handling – not recommend using RIT because there are candidates in the office that has handled the balloting.
  - A – do we have another electronic option?
  - B – or should we mail it? She recommends that it goes out in paper copy.
  - Wants to ensure that all information is going out to everyone.
  - Electronic balloting:
    6. M. Fogarty suggests Geneseo may have had this – perhaps a call to R. Bonfilgio?
    7. W. Neifeld-Wheeler – not to volunteer, but perhaps RPI has one – contact G. Knowles.
  - S. Nonemaker – we use this often enough, should we look into purchasing a license for CSPA and not attached to a campus. It could reside on a web-server. Either SurveyMonkey.com or Clipboard.
  - T. Cross-Baker – doesn't think it can be in place for this election. But would be happy to research it after election.
  - R. Diana will send in email newsletter to membership to look for it in the mail, as well as putting it on the website.
  - Advisory board and executive board members have an obligation to vote, so do it!!!
  - T. Cross-Baker is able to drop it at Staples, but also wanted to ask the question if anyone could do it on their campus. No volunteers.
- **Web site:** T. Cross-Baker
  - *Time was spent viewing web page shell and giving feedback to T. Cross-Baker to share with Eric Haddad*
  - By end of April T. Cross-Baker will work with E. Haddad to clean up as much as he can based on today's discussion. Replace current site by end of April, and final clean-up by end of May.
- **Journal with SPA Buffalo State:** R. Diana
  - Had sent out a summary regarding the journal
  - The faculty members are very excited about it.
  - After this conversation Robin will speak with the faculty, and bring it back for one more discussion.
  - Asked us each to comment on: Editorial board make up, e-copy vs. hard copy.
  - L. de la Rosa – from a grad student point of view, it would be interesting, and possibly offer an opportunity for grad students to be published. Would probably prefer an electronic version.

- S. Nonemaker – his concern is that a e-version would get lost. Also, readability is a concern.
- W. Neifeld-Wheeler – what about accessing an electronic version of the journal – yes, good idea. Searchable is important
- M. Fogarty – editorial board – needs to be as broad-based as possible. Representation from Buff State, CSPA, and other schools as well. Having faculty representation from every grad program would add credibility. (Buff State would supply the administrative support).
  - R. Diana - Joe Franick and Mike D’attilio are interested in serving on the editorial board, as is Mary Beth Cooper
  - R. Diana - Great Lakes wants to create a journal, and we were asked if we would like to jump on board at ACPA, and we said no thanks at this time.
- W. Neifeld-Wheeler – Historically went from open journal, down to just Buff State people, and now is the time to resurrect it in the way it should be. For visibility, a hard copy in the mail would be recommended, but archive electronically as well. One of the challenges is that in the past, it became perceived as an elite group who would be able to be published. This should not happen again. WE need to define what we are talking about as a journal. We want this to be scholarly, but also don’t want to eliminate the opportunity for budding SA professionals to publish. Also, need to examine what are we trying to accomplish by producing this journal
  - Combine About Campus and the Journal, for example.
- S. Nonemaker – Also questions why we are doing this before other items at hand? His mind also goes to logistics. We all have our separate jobs in addition to CSPA – how do we go about getting it done? Need to advertise, edit, produce, mail, etc.
- R. Diana – this is a spring board to bring us to a discussion with Buff State. We need to think about the purpose. How will this help us as an association? To accomplish this, it will take a set of folks who are dedicated, but when we have people who are experienced and prepared to make this happen, the work will not necessarily fall to us.
- P. Fagan – need to have some test runs. Will people submit?
- R. Diana – need to make sure we are marketing well. We also don’t need to re-invent the wheel.
- W. Neifeld-Wheeler – it is professional development for those who read, and those who publish.
- R. Diana - it is a chance for grad students and young professionals to publish
- S. Helfrich – it needs to not only be marketed to grad students and young professionals, but to more seasoned professionals. Also need to partner with grad programs to help up market to NYS prospective students.
- MPF – Could we create “departments” (or sections) that are targeted to different audiences.
- D. Pawlikowski – Do grad schools have journals – yes, it depends on the program.
- S. Helfrich – Great idea, concerned about finances. Major question on the table is: printing or no printing – we run into this in many areas. How are we going to pay for this if we don’t sell ad space?

- R. Diana – this is part of what T. Cross-Baker’s communications group is working on.
  - T. Cross-Baker – overall in favor. As she sits and listens, she wants to be intentional about keeping this as a NYS journal. She would be cautious about how connected to Buff State it is – making sure it is something that is identified as CSPA.
  - P. Fagan – referencing cost – the bulletin for the conference last year was \$1000. while it won’t be glossy, it would be expensive
  - W. Neifeld-Wheeler – can look through her archival information (old journals) to give us a look at what it used to be.
  - P. Fagan – PCPA used to do one, but it has been discontinued.
  - T. Cross-Baker – she believes we have the potential to produce something relevant and worthwhile.
  - R. Diana – send your ideas and thoughts.
  - R. Diana – as she transitions to Buff State, she will set up a meeting with Tim Gallineau and Carol Patitu to have further dialogue. Next step will be to appoint people from CSPA and Buff State to create a plan for creating this project if it is decided to proceed.
- T. Cross-Baker – is there a way to pull something together to update new members – it should include some overlap and information on what we are talking about with new members. Transition needs to be integrated.
- **2008 Sites:** P. Fagan
  - The question is – do we want to go to Binghamton or Rochester? It appears that Binghamton Regency has possibly enough meeting space.
  - P. Fagan will check out the Binghamton area, including the Regency and tourism bureau.
  - If we go to Rochester, would try for Hyatt, not the Clarion.
  - Other suggestions: near Seneca Falls/Waterloo, Lake Placid, Rochester, Sagamore in Bolton Landing.
  - T. Cross-Baker – isn’t there an anniversary coming up in 2008? Is it connected to Silver Bay? No – not until 2012.
  - E. Balcom - Consider that 2008 is a 40 year and could bring big-wigs (airlines).
  - We need to ask specific questions, such as do we need to bounce around the state, or should we tie to one region or hotel? Do this at June meeting.
- **June Transition Meeting:** L. de la Rosa
  - June 10 – conference team at Marx in Syracuse
  - June 11 – outgoing board meeting – R. Diana will be coming in late. D. Pawlikowski will run meeting until her arrival.
  - June 12 – incoming board meeting
  - Dining hall is under construction – VPSA has offered to pay for dinner one night. Other meals should be off campus.
  - L. de la Rosa needs to know numbers and meeting space.
  - May be a nominal fee for continental breakfast.
  - Look for something in middle of May (post-transition for R. Diana).

- Overlap vs. non-overlap. The new board needs to be a part of the discussions that the old board has on June 11. R. Diana and D. Pawlikowski will work out details and will get back to us.
- M. Fogarty has volunteered to work on leadership manual. Take some information out of paper format and move to electronic, etc. D. Pawlikowski will work with him
- Ideas about how those 2 days should look, please send to D. Pawlikowski & R. Diana.

#### 4. Reports/Updates:

- President: Robin
  - i. ACPA – updates – orange sheet
    1. program proposal deadline is Sept. 8. Only programs sponsored by a commission, general programs.
    2. hotel reservations are October 30.
    3. have to register for joint meeting to be able to register for the joint meeting – registration is out-sourced to ensure this happen.
    4. not a NASPA or ACPA hotel. Marriott and Gaylord will have bus transportation. Can't walk it. Can book 3 days before or 3 days after with the rates that have been negotiated.
    5. Exhibit hall – Marriott, Placement in Gaylord palms.
    6. Will need to talk about CSPA receptions. There is a clear push to joint receptions, as there isn't space to do it all. RD has already reached out to NASPA Region II.
    7. They are not Walt Disney World. They are not there to entertain you, but to provide a conference for you.
    8. public transportation is available. Does cost per day for vehicle.
    9. ACPA is doing placement. Mike is looking for people to serve on placement team.
    10. This convention team was specifically selected. It is a smaller team than before.
  - ii. NASPA & ACUHO-I will be co-hosting placement in 2008. ACUHO-I will host the placement, and won't have to register for the conference in order to go to placement.
    1. ACPA is not concerned.
  - iii. Governance structure will be a membership vote in May. The constructive feedback was heard and clarified. Our voices on behalf of state and international divisions will be heard, but we won't weigh in on things that aren't necessary.
  - iv. Ann is sending to R. Diana all the ACPA attendees who are not CSPA members, and R. Diana will draft a letter out to those people with S. Helfrich.
  - v. Through 2007 – 2008, Educational Leadership Foundation will continue to have the chance to bid on keynote speakers.
    1. E. Balcom - Think about contacting Esther Lloyd Jones' family for a future conference.
    2. T. Cross-Baker – Let's make sure we contact Kathy Engstrom for the Syracuse conference

- vi. Competency task force has report on website. Sub-task force has been formed to look at those specific competencies and are deserving of certificate merit. They will be producing a report to filter up/out to prep programs.
- vii. Mid-level management group that R. Diana is a part of will be publishing a monograph of these competencies.
- President-Elect: D. Pawlikowski:
  - i. her meetings were over-whelming but exciting. As CSPA we have our ducks in a row, but we will continue to have big shoes to fill. Surprised at how many states who have state associations, but don't attend or have a voice.
  - ii. Jeanne Steffes is coming back into leadership of ACPA – going to be assuming the presidency. She wants to partner with CSPA to get ACPA exec board to New York next fall. She approached D. Pawlikowski & R. Diana and is writing the proposal with them to get the exec board to Syracuse in the fall.
  - iii. New position coming into being – State and International Division liaison in the central office. This will mean more accountability for the division presidents, and there is an opportunity to have our voice heard and to get involved. Downside – any association that wants to be re-chartered, or wants to be new, must have dual membership. It will continue to be a conversation.
  - iv. Kim Yousey – is looking to partner with CSPA on assessment. Deb will pass along her proposal to us.
  - v. D. Pawlikowski has a student who is the incoming director for NEACURH. They have been talking about how to partner with schools that need assistance with getting RHA started.
- Past- President: T. Cross-Baker: Nominations please.
- Treasurer: S. Nonemaker:
  - i. Asked the tax question of a CPA on his campus. He didn't so much say yes or no. He suggested we **find our incorporation papers**, or we re-incorporate and get our not-for-profit status. S. Nonemaker's recommendation is that we do this, and discuss how to do this in June. **R. Diana & S. Nonemaker will start looking into this with G. Knowles, E. Duscherer, and D. McDonald.**
- Membership: S. Helfrich – see above
- VP for Conferences: J. Manley – both keynotes were recognized by ACPA as well.
- Members at Large: B. O'Neill, M. Fogarty and W. Neifeld-Wheeler
  - i. W. Neifeld-Wheeler – our sponsored program was well-attended. made a suggestion to J. Manley that we might want to consider to have something like the AIDS memorial at the national conference at our own conference. Suggested that we should now be thinking about our keynotes for 2007, since we have our location set.
- VP for Professional Development: L. de la Rosa and D. Hettich-Atkins
  - i. S. Helfrich – Columbia decided to pull together NYC/LI/Metro people, as did New School, having conversations and round tables. To fill a void.

- Graduate Student: M. Schneider- excused
- Liaison Role: E. Bushey - excused
- Historian: E. Duscherer – as reported by R. Diana, we need to get a new banner – felt, etc. Let’s archive the old one, and R. Diana is willing to do the research.
- Secretary: E. Balcom
  - i. address?
    - 1. should we change it from St. Rose address? At the time, it made sense due to constantly changing leadership. Used to be a P.O. Box and mail got lost. Does the address need to be on the letterhead? Can it be logo-only? Or should it reflect our website address? We are suggesting that next round of letterhead will include the website instead. In the text of the letter, it will need to reflect the return address of the person mailing it. Also will eventually take the return address off the envelopes, and those who mail them out will need to add a return address.
  - ii. Asked who took letterhead and envelopes at last meeting, as some was taken before it was transferred.
    - 1. each large box is 1000 – conferences took 3000 already.

**5. Housekeeping: Announcements**

- adding more awards to recognize mid-career professionals as well as business partners/institutions/etc who contribute in a major way to CSPA.
- New scam on Facebook – people are posing as “friends” and asking for information, photos, etc. Facebook forces the liability of lawsuits on the student.

**6. Adjournment of Meeting – Motioned – M. Fogarty, D. Pawlikowski seconded. Passed unanimously. 7-0-1 Meeting adjourned at 3:00 PM.**