

**College Student Personnel Association of New York State**  
**New Advisory Board Meeting**  
**June 12, 2006**  
**Hosted by Cazenovia College (Thanks Liz!)**

1. Welcome & Induction of New Board Members, Elected & Appointed [Deb]

**Present:** Deb, Emily, Peter, Elaine, Jenn H., Kerry, Michael, Annette, Brian, Jen C., Doreen, Lauren

**Absent:** Tracey, Eric, J.J., Robin

2. Special Thank you to Robin & Tracey! [Deb]

3. Exploring CSPA and our Leadership Team - ... Who Are We? [Emily]

a) Election Cycle

June is a transition time, this year is a hiccup/transition year, this board will work from June 2006-October 2007, next election cycle will be the same, we are trying to line up all of the cycles (budget, membership, conferences, e-board terms), our membership system doesn't have the ability to give everyone unique membership years—ours have to be October 30/November 1, everything is now synched to the fall conference.

b) Icebreaker (Thanks Emily! CSPA Sharing Tree Activity)

Be aware of others' "big black holes" – annoyances in working with others. We all need to commit to not making excuses, ask for help when we need it, follow through on commitments, and make everyone feel welcome and part of the team.

4. Review of Leadership Binder [Thanks Michael!]

Reorganization of previous binder, contains general reference material, new vision/mission/principles, strategic plan, updated bylaws approved spring 2006, position descriptions, Sections 3-8 are for self-organization (notes & handouts to come), CD contains manual/ 05-06 advisory board minutes/ membership reports/ treasury reports/ proposals submitted, CD is rewritable.

5. Our Year Ahead ~ Strategic Plain Review [facilitated by Deb]

How can we tap the energy of the new board and move the strategic plan forward? Ideally, today we will walk away with tangible assignments/projects. Reflecting on long term goals and last year's goals:

- Work on Goal 5 (from 2005-2006 goals): Members at large would like more projects/assignments/being more involved, professional development needs work, we don't have regional coordinators to reach out to the state as much—hopefully members at large can facilitate professional development opportunities. It will take time for our strategic plan to come to fruition.
- CSPA Executive Council Structure Proposals (Goal 3 from 2005-2006 goals) [Thanks Peter!] Peter's diagrams are suggestions for our structure. We need to look at how we do the work we do and decide if we want to change our bylaws or use the President's power to appoint people into positions to accomplish our

work. We're trying to figure out ways to be more effective. Recent bylaws changes only affected calendars/terms/election cycles. If we aren't actively utilizing certain positions that exist in our bylaws, then we should get rid of them in the bylaws (Brian). We've been trying to get committee meetings to replace regional meetings. These diagrams are in their early stages.

- The Strategic Plan is a 3 year plan, started by last year's board. When we look at the broad goals, we are charged with 1-3 (long term goals), reflecting on the 2005-06 goals, and incorporating our goals for the year.

## 6. Thoughts/Goals/Priorities/ Ideas from everyone [facilitated by Deb

### a) What are the ideas/goals that this executive board aspires to for this year?

- Marketing CSPA to all levels of professionals, particularly mid-level professionals (Annette)
- What are we marketing? We need to develop a product before we market. (Peter)
- What do student affairs practitioners in NY need/want? We can't just be a conference. How else can we reach out? What are members' and non-members' expectations? (Emily) How do we find this out when voting results were so disappointing? (Annette)
- Increase member contact, number of people who are voting in elections/bylaws
- Increase ENGAGEMENT
- Tangibles to members (we provided a good product this past year, but people didn't walk away engaged in the organization)
- Annual conference = annual meeting of the organization. We should be able to conduct a balloting process for something at the annual conference when half the membership is there. (Peter)
- We don't use our annual conference enough to engage. (Peter)
- Do we want people who are first-timers at the conference voting if they are uninformed? (Jenn H.)
- People shy away from "business meetings" at conferences (Michael)
- Committees should meet during conference
- There should be a new members workshop during conference. We used to have a new members orientation.
- We now have a sitting ACPA president in our state. People are looking for an ACPA-like experience at the CSPA conference without the travel/cost. Let's utilize these resources. CSPA Conferences = Local, low cost, professional development.
- We had a highly attended conference this past year.
- How can we retain our membership? There was a spike in membership/conference attendance.
- Increase our diversity. We are very White, very female.
- Were CSPA members actively reaching out to new members and conference attendees at the conference? Let's avoid cliques.
- Change in feeling of conference as we moved from Silver Bay conferences to Hotel conferences. But...CSPA grew up.

- Conference shouldn't be the only form of professional development.
- Too much overlap between Advisory Board and Conference Committee.
- How can we find ways to get more members involved? What are points of entry for new members? How can we expand outreach (we are small enough)? Many of the advisory board members can point to individual members who inspired them to join CSPA.
- Was Silver Bay the impetus for members getting engaged? Sitting and chatting, making personal connections, there are places to sit and talk. It is hard to recreate personal interactions at hotel conferences. How can we create that in any setting? We have to be intentional. Maybe make vendors area a social space/lounge space? We will probably see this at the conference this year.
- We need to give members something to do—maybe at the conference? (Doreen)
- Joint training opportunities, regionally, etc?
- Can we provide resources (grants for research, teleconferences) to encourage/support members to put on professional development events? We have money that just sits—can we utilize it in creative ways?
- We need to fit our ideas for goals into the long term goals.
- Let's tap into/support/promote/advertise some of the professional development opportunities that are already going on in the state—at individual campuses, for example. Maybe a place on our website to promote some of these things that are already going on? A NY state professional development calendar. This information was shared readily when we had regional coordinators.
- Sharing resources—collaborating, we had a speakers directory at some point, but it was difficult to get information from people
- Let's use the website more effectively—if we're promoting other organizations' events, they should link back to our website
- Partnerships with other state organizations? Invite folks from other states to our conference? Do we want to spend time getting people from other states when we can't get NY state folks to come to the conference?
- Partnering with other local placement/etc. conferences (Western NY Placement Exchange)
- Is there something people need that CSPA can provide? What is it that people aren't getting from other organizations (national, local, functional area specific) that we can easily provide?
- How do we reach out to our colleagues at community colleges? (innovation is happening at community colleges)

b) Themes (many carry over from long term goals and last year's goals). How do we translate these ideas into goals for 2006-2007?

- Increase involvement and engagement of NYS higher education professionals (within activities of CSPA).
- Reorganization
- Membership
- Professional Development
- Diversity/Social Justice

- Marketing (what “innovative professional development opportunities” are we offering?)
- Technology

## 7. Where Do We Go From Here? [facilitated by Deb]

- a) Needs Assessment—should we spend from now until September assessing the needs of our members (current and former)?
  - i. Who should make the phone calls? (We want to be impartial, but we also want to show that we care and make the personal connection.)
  - ii. Should we make calls, but also give respondents the option of completing a survey online?
  - iii. Should we make the calls and enter the data from respondents into a central survey area?
  - iv. Should we offer prizes for participation?
  - v. What should our sample be? (purposive vs. convenient) What if we go purposive and try to get a certain number of folks from each region, each functional area, varying lengths of time in the field? \*Pull out folks who we know are already engaged, either in advisory board or committees\*
  - vi. Do we also do a survey of folks who have been around for a while so that we know and can share reasons for their longevity?
  - vii. What is our timeline?
  - viii. What should we ask?
  - ix. Action Teams (will still communicate with other and we all expect reasonable feedback)
    - Question Developers: Brian, Emily
    - Survey Process Developers: Peter, Michael
      - Look at Survey Monkey, Delegation of who calls whom
    - Callers: Deb, Annette, Emily, Lauren, Elaine, Robin, Tracey, Eric, Jen C., Michael, JJ
    - Conference Facilitators: Jenn H., Kerry, Doreen, Lauren
- b) Should we have a pre-conference (September) board meeting to discuss assessment data and figure out our plans, then share plans with membership at the conference. (And communicate with folks who don't come to conference—personal outreach). Friday, September 8, 10 am-4 pm. CSPA will buy lunch. Location TBD? Deb will check on the Marx, Syracuse University.

## 8. Housekeeping Items [Everyone]

- a) Future Meetings (for the year, tentative dates/ locales)
  - a. September 8, 10 am-4 pm, Location TBD—maybe The Marx, Syracuse?
  - b. October 7, 10 am, @ Conference
  - c. November 10, 10 am-4 pm, Syracuse
  - d. February 2, 10 am-4 pm (Snow date 2/9), Syracuse
- b) Roster: Deb will send us new roster with email addresses so that we can all update our address lists.
- c) Birthday List: Will send to exec board.

- d) Shirts: Blue button down with pocket, women's or men's styles. Deb is taking orders. \$20/ \$29 depending on style.
- e) Other:
  - a. Upcoming Conference Locations: 2006 Syracuse, 2007 Albany, 2008 Rochester
  - b. ACPA Executive Council Committee Meeting Dinner. Should we connect this to a professional development opportunity and open it to CSPA membership? Should we invite graduate students, ask them to write a personal statement and submit a resume? (Brian, Jenn H., Michael, and Lauren want to work on this—graduate student initiative/contest to earn a competitive sponsored dinner with the ACPA executive board at their Executive Council Committee Dinner in December).
    - **Doreen moves to accept ACPA's offer to host wine and cheese party and that it be open to our membership, Emily seconds. Vote: 9 in favor, 0 opposed, 0 abstentions. Motion approved. Deb will contact Jeanne to figure out how this will work.**
    - **Do we host dinner for ACPA Executive Council Committee? Michael moves for CSPA to pay for ACPA Executive Council Committee Dinner and up to 5 special guests that CSPA defines and if the CSPA advisory board chooses to attend, each individual member must pay for his/her own dinner. No seconds.**
    - **Jen H. moves that CSPA pays for up to 5 special guests invited by CSPA advisory board but that CSPA does not pay for ACPA Executive Council Committee members' dinner. Annette seconds. Discussion: Is this to our advantage? Will our membership benefit from this? Would this benefit CSPA politically? What are the political consequences? Could we lose political capital over this? We are uncomfortable using our members' dollars without their consent. Our executive board would love to pay to join dinner party and pay to bring along some graduate students via a competitive selection. We need to protect the interests of our members. Our responsibility is to our membership. Deb tables the motion.**
    - **Doreen moves that, pending approval from the ACPA executive council committee, CSPA agrees to sponsor 5 special guests to attend the dinner with the ACPA executive council committee. Michael seconds. Vote: 9 in favor, 0 opposed, 0 abstentions. Motion approved.**

#### 9. Announcements [Everyone]

- a) Peter—Membership Report (handout)
- b) Doreen—Goals handout
- c) Emily—Goals handout
- d) Brian—Goals handout
- e) Website—it's live! Is the front page more of a welcome portal? Tracey says that there is more work to be done. Does it come up when people do Google searches? No one has tried.

- f) Peter—Ad Hoc Committee for Leadership Structure. Do we want this committee to continue? Should it continue with the same members? Beth is leaving committee. **Emily moves to continue the work of the Ad Hoc Committee for Leadership Structure and to replace outgoing Member at Large Beth O’Neill with new Member at Large Brian Haggerty. Doreen seconds. Discussion: Should there be a timeline for this project? This has already been delayed. Should we have this ready for a vote at the conference? Let’s not rush to finish this until we complete our needs assessment of the general membership (September). Vote: 9 in favor, 0 opposed, 0 abstentions. Motion approved.**
- g) Do the Members at Large feel as though they have tangible tasks that they are walking away from today’s meeting with? General consensus is yes.
- h) Deb—Final Thoughts. “Ripples of Meaningful Work” ([www.TheRipplesProject.org](http://www.TheRipplesProject.org)) & “A Wish for Leaders.”

**Emily moves to close meeting at 4:27 pm. Deb seconds. 9 in favor, 0 opposed, 0 abstentions. Motion approved.**

Safe Travels and GO CSPA!