

CSPA Executive Board Meeting
October 4, 2004

In attendance:

Tracey Cross-Baker
Robin Diana
Emily Balcom
Ann Marie Przywara
Deb Pawlikowski
Beth Anne Roy
Michael Fogarty
Peter Fagan
Tammy Westlake
Heather Maldonado
Eric Duchscherer

Thank You to Tammy for hosting the meeting at LeMoyne College.

CHECK-IN

VP for Conferences Elect

-Conference site for 2005 is all set. Conference will be held in Rochester.

Secretary

-Beth Anne Roy is new CSPA secretary.

Treasurer

-Deb Pawlikowski has updated Verisign to be directly debited from our CSPA checking account, instead of through a personal credit card.

-Professional Development

Ann Marie and Heather are trying to secure a speaker and a site for first Empire Series. They would like to look at what institutions are doing regarding Assessment. Because of problems related to securing a location, they are looking to hold a session in February, pre ACPA, for employers – covering career development, diversity, and people in student affairs who handle volume hiring. Robin suggested looking at MCC as a possible site to host the teleconference. Tracey suggested also looking at contacting the ACPA placement committee as well as her supervisor at Ithaca College. Currently Heather and Ann Marie will be focusing on a passive program for assessment information and looking to do a larger presentation in the spring. Peter suggested looking into using a Yahoo chat-room to hold the information. Robin recommended asking Nicole Boulais, Assessment Coordinator for Student Affairs at RIT, to host a drive in.

Regional Coordinators – A call for Regional Coordinators went out, no response from anyone. Where do regional coordinators stand as a place in our organization?

-VP for Conferences

Registration is down for the 2004 annual conferences – deadlines for conference and housing registration dates do not match, so hopefully the numbers will increase this coming week with the October 8th deadline for housing. Hudson Valley Resort and Spa has been tough to get a hold of.

Conference Committee has been falling behind in deadlines.

If executive committee would like to add things to the binders, please have them to the conference committee by 12:30pm Saturday October 23rd.

Binders will only be stuffed once!

Wireless microphones are still needed for the conference. Please ask around your campuses.

-President Elect

Award nominations need to be spoken of – do we want to extend the deadline?

We have secured a time for a CSPA social at the 2005 ACPA Conference. More information to come as it becomes available

Affirmative Action – Robin will be looking to meet with the committee at the CSPA conference. Hoping to have a report to ACPA by November.

-Historian

Please continue to copy the historian on anything that you are doing.

-President

Tracey is planning to talk to folks about changing award names. There are not a lot of guidelines in place as of right now.

Tracey is currently pricing printing options for our letterhead.

STRATEGIC PLAN

To get creative juices flowing – Let's play a game! Going to Mars.

As you think about CSPA, think about new leadership, where CSPA is heading, What do you bring to the table? How will you influence, impact, and guide the decisions of the organization? As a team, how do we as the executive board make a difference in changes? How are our voices heard? How are the membership's voices heard?

Robin-

It is important that we as an executive board are seen as a team. We need to have the 5 "Cs".

Commitment

Collaboration

Community

Communication

Cooperation

We can get back to the place CSPA was in the late 80's. (800-900 members)

How do we become an organization of best practices – WE NEED TO THINK OUT OF THE BOX!

Tracey – We are looking to go some place different with great resources to pull from. We need not take everything, but we have a great deal of resources to pull from.

Emily – We as an organization need to find a direction that will allow us to show members what we will be giving them something back for their investment in us.

Peter and Beth Anne – CSPA needs to become the premiere organization for professional development. Looking for things that will help invigorate the membership.

Lunch Break

Tracey

Let's look at ideas that we have brought

We need to use the conference this year as a critical opportunity to present this information to the membership. Some choices made today will set the stage for the coming 18 months.

Looking at CSPA

If you could change one thing about the organization what would it be?

- Apathy from Members
- Solve the paradox: How does a general organization specialize?
- Increase Membership
- Take a good organization to a great organization
- Mix RC's from different functional areas
- Different use of Technology
- Use financial resources for members
- Change the membership structure – looking at institutional membership rather than individual.
- Get away from the CSPA being seen as simply a conference site
- Letting go of the past – remember what worked, but looking to what works for us now.
- Be premiere statewide organization.
- Involve CSAO's in CSPA
- Broader involvement
- Revisiting the place for RC's in our organization.
- Have a concrete message for membership

How would you change the membership?

- Be open to new ideas
- Examine the board member structure – bring in new blood, more opportunities
- More streamlining within the executive board – while maintaining a balance
- Give more guidance and direction to roles on the executive and advisory committees
- Reach out to membership as well as board members
- Better follow through
- Better promotion to members and to other groups
- Collaborate on meetings – less site-based board meetings
- Ensure genuine commitment/accountability
- Challenge the perception of the dynamics of our leadership

One thing you would keep about our organization

- Commitment to Professional Development

- Local, affordable, and a quality conference vs. other conferences
- Energy to “do”
- Networking (x4)
- Remembering past successes and recognitions
- Welcoming organization
- Family – sense of place (x3)
- 1st person you meet, is important to the view of the organization
- Voting and non-voting membership
- Possibility to be involved but not have to attend every meeting
- People

One thing you would keep about the leadership

- Balance of seasoned professionals and new professionals
- Positive attitudes
- Fun
- Balance of history
- Flexibility
- The elect-year
- Passion for CSPA
- Service to the people
- Risk taking
- Challenge to think openly
- Site meetings – human contact
- Change Agents

What talents to you bring to CSPA?

- Leadership is spread out from across the state
- Drawing from a good cross section of student affairs
- A lot of experience across the board – the individual and campus wide
- Experience the “outside looking in” – we are willing to looking at ourselves and make the needed changes
- Understanding of technology
- Multi-talented/Well-rounded, being able to secure resources from our institutions from our own network
- Sharing a common prospective as to “Why we are here?”
- There is pride in our goals.
- We are willing to get to the heart of the problem, and not simply look at the data.

Where do you see CSPA in 3 years?

- Better use of technology
- Better use of our web-site
- Create on-line learning opportunities
- Wider geographic representation of membership - expand variables
- More urban conference site in future
- Utilize opportunities to draw our membership to change the field – research, journal, etc., that relate to SA professionals
- Collaborate, don’t compete with other departments and other professional organizations
- Premiere professional development opportunities

-Implementing and beyond a specific imaging and marketing

SWOT ANALYSIS

Strengths, Weaknesses, Opportunities, Threats

Strengths in CSPA (Internally – current with in the organization)

- Leadership people - e-board/advisory board
- Willing to change and take risks
- Close connections
- Resourcefulness
- Networking Opportunities
- Passion
- History – local/national
- Initial Professional Development experience
- Membership
- Members at Large

Weakness (Internal with in the organization)

- Leadership structure
- Member attrition
- Idea follow-through
- Communication with in e-board and with in membership
- Website
- “Unraveling”
- Reliance in paper
- Perceptions of the organization
 - Entry level organization
 - Res. Life Organization
- Not using data
- RC roles
- Not involving members

Opportunities (External to the organization)

- Capitalizing on good program/message marketing
- Institutional membership
- ACPA yet not, CSPA members
- Examination of the leadership structure
- Empire Series
- SAMI
- Website
- Best practices in New York
- Community Colleges
- Practitioner focus
- Organization Collaboration
- Use experts – business experts

Threats (External to the organization)

- Change of the organization
- Institutions that do now “buy into” organizations
- Old-school/loss of identity
- Fiscal pressure/members
- The REAL job – CSPA folding into people’s real lives
- Are we biting off more than we can chew
- Institutional support roadblocks
- Specialized organizations

With our list complete, what have been our consistent themes? Where do we go from here?

- Leadership structure
- We don’t want to miss the boat of the conference membership

If we were to focus on two specific items, what would they be?

- Structure and Marketing
- Perception of CSPA and Communication
- Website and Empire Series/SAMI
- Marketing
- Professional Development Events
- Leadership structure
- Leadership Structure and Professional Development
- Leadership structure
- Institutional Membership
- Leadership structure and Professional development
- Leadership structure and Involvement of Members
- Leadership Structure Professional Development (Empire Series and SAMI)
- Leadership Structure and being able to communication what we a pre providing to our membership

Tracey

-Let’s process this over the next several weeks and communicate with the other e-board members. Tracey’s goal is to have a plan put together and to the membership by Thanksgiving.

- We need to also look at our mission and visions and create some goals
- We need to pull out the pages of manual on the mission – BE PREPARED FOR THE NEXT E-BOARD MEETING?

Tracey has a program slot to talk about this with the membership during the conference.

In three years I would like to see us:

- Examining Leadership Structure - Healthy, Function, Complete and Productive:
- As an organization we need to examine:
 - RC roles
 - Member at large Role

- Those that have ACPA memberships, yet not members of CSPA
- Elected vs. Appointed positions, Voting vs. Non-Voting e-board members
- Reassigning responsibilities to give people a better idea as to what is required of them in their position,
- Examine Professional Development
- Graduate Programs
- Best Practice
- Involvement of the members
- Old School members to re-energize circle
- Organization Collaboration
- Empire Series/SAMI
- Utilize data
- Member attrition
- Website/E-learning
- Willing to change and take risks
- Resourcefulness
- Institutional professional development experience
- Who are we and who are we serving?
- Possibly create new functional positions

****Our goals may not include all of the this. These are a great start to begin encompassing these things into our plan****

Marketing Message

Bridge

Maintaining Membership; Keep the organization Running

Core Threads of our mission

Professional support – does our membership feel the same way?

Skill Development

What are we able to provide:

Affordable convenient

HOME WORK FROM TRACEY:

1. Read minutes from the meetings
2. Construct a list of Values and Goals
3. Use your list of value and goal to write a mission statement for the organization. *Use the attached current mission statement as a guide. Also consider the following questions:

Who are we?

What are we?

For whom do we do it?

Why do we do it

Why are resources devoted to this effort?

Consider this:

Higher Education Educators, vs. Student Affairs Professional

Advancing knowledge vs. professional development/personal development

How are these different?

Advancing knowledge – More Global?

Professional and Personal development – “Me’ taking action to attend a conference.

Are we too focused on Professional Development and Personal Development, and forgetting advancing knowledge?

There was a suggestion that the organization look into writing for a research grant to help answer these questions.

CSPA Current Mission:

The College Student Personnel Association of New York State, Inc. is committed to advancing the knowledge, and personal and professional development of a diverse group of student affairs educators in public and independent Colleges and Universities through state and regional involvement

Values of the CSPA Organization:

Community – the culture of acceptance, support, and encouragement

Learning – A lifelong commitment to personal and professional development for ourselves

Inclusion

Collaboration

Professionalism

Goals for 2003-2004

Increase Membership

To have volunteer leadership positions filled

To maintain Financial Stability

To emphasize the importance of the regional activities

Other Business:

Awards –

1 nomination thus far. The committee has made a decision to proceed with just giving those awards in the form of a certificate, knowing that award plaques are given away at the ACPA conference. All except, Significant improvement Region, Outstanding Region, Outstanding Regional Coordinator. If ACPA does it, there will be recognition of ACPA and CSPA on the plaque.

Discussion:

Plaques are \$50.00 a piece

Eric – It is less personal to receive the plaque 6 months after the award is given.

Tracey – ACPA plaques don’t cost us anything

Emily – We need to make a big deal out of the people

Robin – Thinking out the box

Is there a way to not give a plaque is there something else to give, so people don’t get two plaques?

We have agreed that people need to have something that symbolizes their accomplishments

***Robin made note to Emily and Peter that she would like the committee members to present the awards at the conference in October.**

HOMEWORK FROM ROBIN:

When considering a token to give to award recipients, what are your ideas, other than plaques?

E-mail to Robin with your ideas by Friday October 8th at 12:00 noon. Robin will send suggestions on the committee and they will make the final decision.

Please send in nominations for awards with in the organization. We are in need of nominations for all awards except "Outstanding Service to the Organization". Please send one page descriptions to Robin by Friday October 8th at 12:00 noon.

Meeting adjourned at 2:50pm.

Respectfully submitted,
Beth Anne Roy
CSPA Secretary
6 October 2004