

College Student Personnel Association of New York State  
Advisory Board Meeting



Friday, April 27, 2007  
Syracuse University  
10:00am-4:00pm

**MINUTES**

**FYI** UC Berkeley – Social Justice Leadership Conference - June 21-24, 2007  
NASPA Region II Conference, June 10-12, 2007, Albany  
November 10, 2007 – Buffalo SPA conference (getting connected, rep from CSPA?)

1. Call to Order

In Attendance: Doreen, Emily, Annette, Peter F., Eric, Jen C., Michael, Deb, Lauren.  
Achieved quorum at 11:15.

2. Approval of February Minutes

**Emily moves to approve minutes with changes. Lauren seconds. Vote: 6 in favor, 0 opposed, 0 abstentions. Motion approved.**

3. New Business: (happy birthday Kerry (3/2), Annette (3/10), Deb (3/22), and Doreen!! (4/26)

- a. Elections Update (**host still needed**) ~ Robin (via phone): When bylaws pass, election materials will go out later that day.
- b. PD ~ plan for low hanging fruit (Goal 3) ~ Doreen & Jen H.
  - 1) Standard letter/ email for follow-up to conference connections. How do we do it? We made some amazing connections at Showcase and at the Reception. We need some formal contact. Include contact info for exec board and encourage them to get in touch. Personal connections are meaningful. **Email: thanks for coming to our social or stopping by our table, visit our website, come to the conference—info about program submission deadline extended—visit conference website conference07.cspanys.org, encourage them to get in touch with a board member. Need to send out master letter from president.** We all need to have a master list so that we're not duplicating contacts when we send out info for PD and conference, for example. **Peter will send out template Monday 4/30/07—please fill in the contacts you made at the conference by Monday 5/7/07.** Please include where you made contact with those people. **Everyone type up contacts, send them to Peter, he can send out the email with membership application.** Many folks who visited Showcase table aren't NY residents—it's ok to send emails to them. Use generic letter, personalized emails will follow up. **Deb will write letter to go out by 5/7/07.** Let's keep this system and use it for follow up every year post ACPA. We got good response from NYU grad students.
  - 2) Partnership with Wellness Commission and Sustainability—Reception at ACPA was productive. Doreen was approached by Todd Cellini from Sullivan Community College. Looking to partner with us to put on a drive in on sustainability and wellness. Willing to host—will check dates and availability. Looking to have a sustainable event—income will cover expenses—no cost to us—looking for Jeanne Steffes or Debra Rowe to keynote. Located in Monticello 90 miles from NYC and 90 miles from Binghamton. Potential date: February 2008. Concern: Our conference is looking at Debra Rowe as potential featured speaker. There are other folks within ACPA who can speak on sustainability. Boyd Yarbrough, Kathleen Gardner, Chairs of ACPA Sustainability Task Force, for example. ACPA was very willing to help us connect with speakers on sustainability if we want. Cortland RA conference is last weekend in February. Can we plan our advisory board meeting for close date so that we

- can piggyback on it and meet there. Board offers support to continue to investigate and plan. If you have any resources or contacts, get in touch with Doreen.
- 3) PD Web Updates—on hold, waiting for conference stuff to be done.
  - 4) Sharing on the website – info, job descriptions
- c. Our new LOGO (and something for our creator) ~ Annette—THANK YOU! It looks AWESOME. Professional staff member who coordinates facilities. Appreciation gift—framed logo with plaque thanking him and identifying his service.
  - d. What are we going to do with our new logo? **Eric will look into pricing new banner and window clings.** Plan: use logo electronically and on website immediately, hold off on purchasing new print materials.
  - e. How does the new logo affect conference logo? Fine for conference to have its own logo—use your discretion, in conference publications, use both CSPA logo and conference logo (since CSPA letterhead already has logo).

**Doreen moves that as a thank you to Josh McLearn for the design of our new logo we provide CSPA membership free for one year for 07-08 year and an appreciation gift. Annette seconds. Vote: 6 in favor, 0 opposed, 0 abstentions. Who will get gift?**

- f. 2008 Conference Updates ~ Michael & Peter: (handout) June 9-10 conference committee meetings. Same weekend—NASPA region 2—coordinated by SUNY Albany. Cards that were printed at ACPA cost \$30, Syracuse Univ. picked up the cost. Presently no programs submitted for the conference—deadline is Tuesday 5/1/07. Need to extend that as well as notification. **<Michael: Conference Budget Report needs to be emailed to Kerry and Jen.> Need to update website to extend program proposals.** Let's push back deadline to take advantage of conference outreach. To recruit presenters—ok to recycle, should be reading journals to see if NY folks are writing. Russell on the phone: Ok to extend to 5/21/07, Michael is ok. Move notification deadline to approximately June 9<sup>th</sup>. For comparison, NASPA Region 2 conference has a very short turn around time, so we're ok. **Please edit email to emphasize the deadline extension. Email Michael suggestions for panel of seasoned professionals for New Prof/Grad Student pre-conference.** Looking to find speakers/presenters for pre-conference (non grad stud/new prof) Case study competition looking to include category for 4+ years in field. Charity for silent auction suggestion—organizations in state capitol that provide service state wide. Please work to model sustainability to conference committee in the work they are doing and look into what the hotel can do to support this theme.
- g. **ACPA S/I Leader Meeting sharing ~ Emily and Deb will sort through their notes and send email update to board.** Next year's conference is going to be based on 10 professional outcomes. Hope that for 2008, they will have an online assessment that will allow you to target certain programs according to your strengths and weaknesses. Hopefully CSPA 2008 conference can tag onto this idea. Huge push for recruitment at ACPA—experience vs. experiment. Mariama Bomey is planning on coming to CSPA conference in Albany. Our conference is awesome compared to other states—whose professional development is often more limited.
- h. Webmaster successor ~ Doreen: Met Kelly Showard at CSPA reception, won case study competition in Syracuse. Works at Canisius, non-traditional aged grad student. Is also a web developer. Is interested in being our new web developer. Appointment has to come from Deb—need to talk with her about commitment, expectations. **Deb will reach out to her initially this week, then help her get in touch with Kerry.** Kelly will need to meet with Erik ASAP.
- i. State association website management update ~ Deb: Contacted 6 different states' web developers (GA, MD, MA, MI, PA, WI) to gather information about how their websites are managed. No web developers are paid. Variety of ways website is hosted. Updates are done by web developers, who are board members, recruited by word of mouth. Most did not have credit card capability. Our state association is wealthy compared to others—but they do sustainable conferences—not looking at conferences as fund raisers. General consensus is that it's ok not to pay web developers.
- j. Planning for new board/ updating electronic and paper binder ~ Deb: THANKS to Michael for doing it last year. Not a lot would need to be done fresh for newly elected members. **Jen C: Make sure you have all updated documents. In the interest of sustainability, we will all bring personal flash drives and download all updated documents from the Secretary.**
- k. Affirmative Action Plan ~ Emily: No update. **Will be ready for June meeting.**
- l. Operating BUDGET ~ approved over email. CDs have been moved to Bank of America. As she is able, Tracey is moving other funds out of HSBC.

- m. By-Laws voting update and follow-up – next steps (Goal 1)~ Peter. Bylaws are out to membership, reminder email was sent yesterday. As of 4/26/07 15% of voting membership has voted: 29 in favor, 4 opposed, 2 abstentions. Open until 5/10/07 at noon. Kerry will give Peter report. Robin will have election materials prepared to go out if bylaws pass or if they don't. Good job—thank you!
- n. Journal Update (document) ~ Tim. Concern—Proposed Great Lakes Journal is looking for an institution as a home, many states partner, should we look to partner with proposed Great Lakes Journal? "Great Lakes" is comprised of all states touching the Great Lakes. State associations would each need to contribute \$1500 annually. We should continue conversation. This is way cheaper than proposed costs of a CSPA journal. If we want to do journal on our own, maybe we should look at initially publishing journal online only. Funding and lack of submissions are believed to be causes of fizzling out of original CSPA journal. Would Great Lakes Journal compete too much with JCSD if it got too big? ACPA seems extremely supportive. The Great Lakes Journal idea came up in years past. We are interested in continuing the conversation with Great Lakes—flip side is looking at only publishing our journal electronically. Need to go back in minutes and look into when it was discussed in years past. Michigan, Minnesota, Georgia are doing state journals—Michigan and Minnesota had unsuccessful attempts at maintaining statewide journals and looking to join Great Lakes. Robin will reconnect with Journal Group to share our discussion about Great Lakes. Emily will let Great Lakes folks know we are having discussions about this.
- o. Communication update (Goal 2, part 1) ~ (via phone) Kerry
- 1) We need to develop guidelines for our website (i.e. how long do we keep minutes? How long should VT information remain on website?) Add welcome statement from current president on front page.
  - 2) Home page: What do we need to change?
    - Home Page: Deb will compose welcome message. Remove "Benefits of Membership" section. Leave mission and vision.
  - 3) Need June 05-current minutes posted on website
  - 4) Jen C. – Send amended February 2007 minutes to Jenn.
  - 5) Move CSPA Grad Programs and Affirmative Action to Resources Page as bullets
  - 6) Change Grad Programs to NYS Graduate Programs—will use listing of programs as opposed to white paper
  - 7) VT page should come down by June 1 or when Erik H. is done.
  - 8) Deb will send Kerry new goals
  - 9) Eric will update history and award pages and send them to her—make names consistent (remove all titles: Dr., Ms., Mr.). Update history and award pages.
  - 10) Mailing list page—this used to be a list-serv. Remove this page.
- p. Technological advances ~ website/ contract w/ Erik Update (Goal 2, part 2) ~ (via call) Kerry: Kerry will get definite end date for Erik Haddadd and work with getting him in touch with Kelly. Contract with Erik never got finalized. We need to figure out what direction we want to take with the web. We want Erik to set up credit card processing—we need to decide who our vendor is going to be. He recommends PayPal or Google Check-Out. Google is offering a deal for 2 years. Need to investigate and decide which service is better. We will leave smaller things for Kelly—Conference details for web and membership take priority—since we're paying Erik, we should have him do the harder stuff.

**Doreen moves that we give Tracey, Treasurer; Peter Fagan, Membership Coordinator; and Michael and/or Peter Smith, Conference Co-Chairs authorization to make a decision between PayPal and Google with board support. Annette seconds. Vote: 8 in favor, 0 opposed, 0 abstentions.**

- 1) Web Priorities: Have Erik work on setting up real time credit card processing for membership and for conference registration, conference registration form, ability to join online (membership application and renewal—linked to membership database, accessible and usable by Membership Coordinator) ASAP, wait on all other changes until we give the word. Michael and Peter S. should tweak all conference documents and forms for the web ASAP—final drafts only should go to Kerry to give to Erik (we are paying him by the hour—small tweaks afterward will be ok, but large changes will be expensive. Peter F. will send Kerry new membership form. Please have Erik change conference proposal submission deadline and availability until 5/21/07.

- q. Use of June meeting ~ Deb & Emily—bonding, retreat, goal setting, but not necessarily business. It's important to know our strengths and weaknesses, important to make strong transitions from old officers to new officers. We don't have time in September to do these transitions. How much notice are we going to be able to give people, post elections, but prior to June? We need retreat/transition meeting this year, and it makes more sense to implement larger scale event June 2008. If election materials go out immediately after bylaws, the earliest we could announce election results June 10<sup>th</sup>. For newly elected folks who can't make it to the June meeting, a board member who is close regionally should reach out afterward. **Deb will look into Silver Bay availability. Dates being considered: 6/14-15, 6/18-19.** Back-up: The Sage Colleges (in Troy or Albany). Would like to piggyback on Conference Committee meeting in June.
- r. Needs position descriptions in order to fill appointed positions. **Ad Hoc Committee for creating job descriptions: Doreen (PD), Peter (Membership), and Annette (Member at Large). Position descriptions to be completed by May 10<sup>th</sup>.**

Reports/Updates:

- o VP for Professional Development: Doreen and Jen H.: One of them is hoping to go to NASPA Region 2 to network
- o Membership: Peter: Need to discuss raising dues—and need to do it ASAP because once we publish conference rates, we're locked into another year. We should raise rates a little bit each year so that there's not a drastic increase.  
**Michael moves that we raise membership rates \$5 for both categories—professional member and graduate member, reflected as \$25 for professional members and \$15 for grad student. Lauren seconds. 6 in favor, 0 opposed, 0 abstentions.**
- o Peter F. will get Kerry rate increases for website. All conference materials need to be updated.

4. Announcements -- Next Meeting: date and location TBD

5. Adjournment of Meeting

**Michael moves to adjourn the meeting, Emily seconds. 6 in favor, 0 opposed, 0 abstentions.**

Action Items:

- ✓ General: Still need host for elections.
- ✓ All: If you attended the joint conference, fill in your contacts in Peter F.'s template. If you have suggestions for seasoned professionals for panel discussion during CSPA Grad Student/New Prof. pre-conference, please email Michael. Bring flash drives to June meeting for downloading materials.
- ✓ Deb: Write master letter to go to conference connections, send to Peter F. Organize and send notes from ACPA S/I Leaders Meeting to board. Reach out to Kelly Showard this week. Compose welcome for CSPA webpage. Send Kerry electronic version of new goals. Look into Silver Bay availability for June meeting.
- ✓ Peter: Send out template for organizing conference connections. Upon receiving Deb's letter, send out email to connections by 5/7/07. Send Kerry new membership form for website (update membership rates).
- ✓ Eric: Look into pricing for new CSPA banner and window clings. Update history and award pages for the website, send to Kerry.
- ✓ Michael: Email conference budget report to Kerry and Jen C.
- ✓ Kerry: Work with Erik H. to make changes to website (see above, highlighted in red). Send Peter F. voting results when bylaws voting closes. Get definite end date for Erik H.
- ✓ Annette: Secure gift for logo designer? (this is unclear in minutes)
- ✓ Emily: Organize and send notes from ACPA S/I Leaders Meeting to board. Prepare affirmative action plan for June meeting. Share with Great Lakes Journal folks our consideration of the journal.

- ✓ Jen C.: Make sure you have all documents for handbook binder electronically. Check in old minutes to see previous discussion on Great Lakes Journal. Send revised Feb. 2007 minutes to Jenn.
- ✓ Robin: Share our discussion on Great Lakes Journal with the journal working group. Prepare election materials. Send election materials once bylaws voting closes.
- ✓ Doreen, Peter F., Annette: (Ad Hoc Committee for Creating Job Descriptions): Position descriptions need to be completed by 5/10/07.