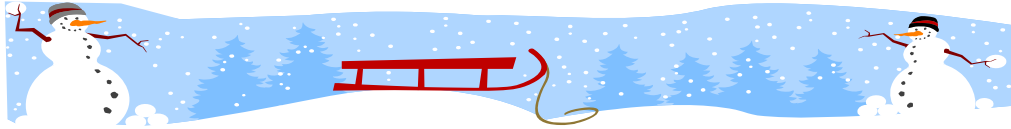


College Student Personnel Association of New York State Advisory Board Meeting



Friday, February 9, 2007
Ithaca College
10:00am-4:00pm

Minutes

FYI ACPA/NASPA Joint Meeting, March 31-April 4, '07, Orlando
Going to ACPA/NASPA—everyone but Jen Cole, Kerry, Peter Fagan, Michael

1. Call to Order

In attendance: Tracey, Kerry, Jenn, Jen, Doreen, Deb, Robin, Brian, Peter S., Peter F., Michael, Emily
Absent: Eric, Annette

2. Approval of November Minutes

Michael moves to approve November minutes with changes. Robin seconds. Vote: 9 in favor, 0 opposed, 0 abstentions.

3. New Business: (happy birthday Robin! (1/17), Lauren (2/2), Brian (2/22) and Emily! (2/24)

Emily moves to spend \$50 on a gift certificate to Amanda at the Marx. Brian seconds. Vote: 9 in favor, 0 opposed, 0 abstentions.

- a. PROFESSIONAL DEVELOPMENT - PD Opportunities group update (Goal 3) - Doreen & Jenn H.,
we are taking PHOTOS today - say cheese! ☺
- b. PD - Website/ one stop shopping ~
- c. **Major Themes of Jenn and Doreen's work:** 1. Primary function of CSPA is PD. 2. VPs for PD should not be the sole people in charge of PD. A drive-in conference will not be the best way to deliver PD to the state right now. VPs for PD are choosing to focus on the website as a means for delivering PD opportunities. Research on other functional associations and state associations was done. Most state organizations do not have websites.
- d. **PD Discussion:** Brian: has also done a great deal of research on state organization websites. We should try to co-sponsor events around the state that are already happening and advertise to membership. Jenn: We can highlight these on our website and promote and support them. We need to represent CSPA at these events, using CSPA funds to get our names out there. Doreen: We also need PD to be consistent and strategic. Jenn: Some PD opportunities are occurring in our organization without acknowledgement. (i.e. case study competition, participants, judging). Western NY placement conference is sponsored by NYACUHO. CSPA used to have placement conference. Brian: CSPA visibility was lost with the elimination of regional coordinators. Jenn: As a board, we take on more than we can handle. We should share and delegate these responsibilities to members who are interested in getting involved. PCPA, for example, has a committee that plans its showcase for ACPA/NASPA. What can we do to lighten our load and create more opportunities for our membership? Peter F.: Bylaws changes will be an engine to drive more involvement amongst membership. Robin: This needs to be tied to our strategic plan. We need accountability and responsibility on the board. We are way behind this year on our strategic plan. Communication is key—if we cannot follow through with our commitments, we need to let Deb, Emily, and Robin know so that the rest of the board can help us pick up the

slack. The only way to brand this association is to make sure we are doing innovative work. We have a strong history as a state association, but nothing is happening. We need to move forward. We have a duty to provide opportunities to our membership. We owe that to each other as practitioners. Jenn: We really need to reach out to members when opportunities arise. Robin: We want to be one of the first choice organizations of people working in New York State. Jenn: We want our website to be a one-stop shop. Other organizations' list-servs and websites are active resources. Robin: ACPA has a new website developer, and one of their priorities is to develop their state organization website. This is a prime time for us to get this done in the next 6-8 months. Peter S.: Website needs more development than a student can do—needs to be professional, requires commitment, cash, and completion. Website is VITAL. Emily: It's better to back out of something you can't handle than to try, fail, and disappoint the organization. Your professional credibility and integrity won't suffer if you communicate what you can and can't do. Brian: What happens when we see someone who we know is struggling but is not communicating? Emily: As leaders, we need to supervise volunteers and individuals we delegate tasks to. Robin: We owe it to each other as colleagues to call each other out when we are slacking, and if nothing changes, contact Deb; she has the responsibility to keep us accountable. Doreen: In addition to the Action Items listed at the end of minutes, we need between meetings check-ins. Everyone should check in every two weeks (via email or phone) with Deb—not Deb's responsibility to initiate check-ins. Jenn: One of the responsibilities of VPs for PD is PD for the board. Suggests talking about work styles at our June meeting. Kerry: Suggests team building at June meeting as well to encourage culture of asking for help and helping each other when we fall. Peter S.: We need to hold one another accountable *even though they are volunteers*. Michael: Identify what method of check-in is best for each member.

e. PD for website: Doreen and Jen will identify the low-hanging fruit and make a plan to get them accomplished through Kerry.

Let's put the C in CSPA...

Our C's:

Communication
 Commitment
 Collaboration
 Completion
 Creativity
 Cooperation
 Connection
 Consideration
 Compel
 Courage

f. Ideas for the website:

- 1) Directory of CSPA members
- 2) E-board bios, goal statements, what we are currently working on
- 3) E-board pictures
- 4) E-board group picture
- 5) Position Descriptions
- 6) Highlights: 2005 Innovation Winner, 2007 Diamond Honoree inductees
- 7) Listserv
- 8) Discussion boards
- 9) NYS Student Affairs grad programs
- 10) Link to college/universities state wide HR pages (job postings)
- 11) Book of the month club – maybe member reviewed?
- 12) Websites
- 13) Upcoming events and conferences locally, regionally, statewide, nationally, etc.)
- 14) Conference presentations from previous conferences
- 15) Resources: academic360.com, academicimpressions.com, insidehighered.com, other resources sorted by topical area, other professional organizations, links to their sites

- 16) Member Of The Months (incentive program for current and potential members-waive membership fee for following year)
 - 17) E-board OTM—another way of recognizing E-board members for exceptional service.
 - 18) Mtg. agendas and minutes
 - 19) Sponsors – (can be a link, continuation of relationship with conference vendors; can also finance the ongoing work that needs to be done on our website. NYACUHO has 4 corporate sponsors listed on their website. Note: ACPA has clear expectations about vendor sponsorship. Massachusetts has sponsors on their state website. Could also be a way to generate revenue to fund website development. Business associate relationships with the North Carolina organization are impressive.
 - 20) Announcements posted on the website
- g. CSPA's Member Professional Development Opportunities: E-board does not need to do all of the work-we can delegate/share the wealth-great opportunity to recruit new members to the E-Board. We see professional development as the majority of what this organization is about and would like to see the VP and VP-E as guides and supports and managers of many of the activities coordinated by the organization such as:
- 1) Journal
 - 2) ACPA Showcase planning team
 - 3) Mentor/ Mentee program
 - 4) Case study – judges, student/new professionals that are competing
 - 5) Awards selection committee
 - 6) October: Careers in student affairs Month planning committee
 - 7) Board positions
 - 8) Conference Planning team
 - 9) Have a presence at other events happening around the state: team up w/ NEACUHO for WNY placement, SPA conference, Brockport and Cortland RA conferences, etc.
 - 10) Create a schedule of drive-ins: December: Rochester; February: NYC; April: North Country-create a tradition that members can look forward to and plan on attending.
- h. FINAL 2006 Conference Wrap up! ~ Elaine/ Michael/ Tracey **handout**
- 1) We made a profit from this year's conference. We made more money and spent less than anticipated.
 - 2) Additional AV charges were from incidentals.
 - 3) Cheers to the Conference Committee for coming in under budget for all expenses.
 - 4) Elaine will be leaving CSPA. ☺ She will be spending the next few years painting and trying to get into a MFA program. Elaine will be attending and presenting at ACPA this year. **Thank you, Elaine, for everything.**
- i. BUDGET ~ questions/ approval for operating budget ~ Deb & Tracey
- 1) We are not operating on a zero based budget.
 - 2) In the past, our campuses have provided a great deal of financial support.
 - 3) Partnering needs to increase.
 - 4) Website development might be an underestimate.
 - 5) If we have a deficit, we need to move money from our savings into checking (this will need to be voted on).
 - 6) How can we increase our revenue? Increase conference and membership fees.
 - 7) Any new expenses or income since November 1 should be charged to 2006-2007 budget.
 - 8) Tracey will delineate which expenses were conference related and which are new expenses and income for 2006-2007 budget.
 - 9) Tracey will look into high yield online only savings accounts that will earn more money than our CDs—she will look into HSBC and ING.
 - 10) When CDs mature, we are planning on moving all accounts to Bank of America.
 - 11) With the upcoming plans that we have, we need flexibility with our money.
 - 12) Should we break money up into CDs, or put it in high yield savings accounts, or a combination of both? TBD when rates on savings accounts are determined.

- 13) Remaining outstanding expenses from 2005-2006 budget are Jenn's showcase expenses and gift for Amanda.
- 14) We have a surplus from 2005- 2006 budget and liquid money still lingering in checking and savings—what do we want to do with that money? Using existing money to cover a deficit is still a deficit. Are we comfortable with that?
- 15) We need to approve a budget for 2007-2008 by the conference this October.

Doreen moves to table the discussion on 2006-2007 budget in favor of reviewing 2006 conference budget. Robin seconds. Vote: 9 in favor, 0 opposed, 0 abstentions.

Doreen moves to reopen the budget discussion. Robin seconds. Vote: 9 in favor, 0 opposed, 0 abstentions.

- 16) 2007 Conference proposed budget (**handout**)—working toward operating on as close to a zero based budget as possible for the conference. What is our expectation for generating revenue for the conference? We need to charge a higher fee than \$20 for late registration.

(Thanks for taking over the minutes for a few minutes, Peter F)

- 17) Is the conference our only opportunity for generating revenue?
- 18) Robin used ACPA Convention as an example for the budget.
- 19) Tracey asked about the complimentary registrations within the conference budget.
- 20) Co-Chair budget line in conference for incidentals, things that come up as unplanned.
- 21) Incidental budget item lines are important when needed.
- 22) We bought shirts for conference committee in 2003-2005 to recognize them for their commitment. We should be careful about how much we spend to recognize volunteers for conference committee.
- 23) The last 2 conferences, we have demonstrated that we can easily make \$1000 for a conference. A reasonable and cautious expectation for the 2007 conference would be \$1500 revenue. We are in a transition year with our new membership cycle. The Desmond's AV rates are high. We need to start small with our expectations and raise the bar later. Clarification: logistics for the conference require no money. Logistic expenses come out of other lines (AV, programming, for example). Would it be worthwhile to consider purchasing some of the supplies we use for conferences every year (i.e. projectors, easels). We have CSPA storage at St. Rose and Potsdam.
- 24) Any kind of increase in fee needs to be brought to the board.
- 25) **Michael and Peter S. will have their revised conference budget updated and sent out to Deb by Wednesday, Feb. 14.**
- 26) Note: Lauren, Graduate Student/New Professional, voting member, left.

Doreen moves that board charges the 2007 conference committee with earning profit of \$1500. Emily seconds. Vote: 7 in favor, 0 opposed, 1 abstention.

Doreen moves that the 2007 conference co-chairs provide Deb, President electronically with income and expenses schedule by Feb 28th to be voted on by board electronically. Deb rescinds her motion.

Robin moves that the conference chairs submit by February 14, 2007 the 2007 conference proposed budget to Deb, President. Doreen seconds. Vote: 7 in favor, 0 opposed, 1 abstention.

Robin moves that Deb, President, will submit the 2007 proposed conference budget and the 2007 CSPA operating budget to be voted on electronically by the board by Feb. 28th. Michael seconds. Vote: 8 in favor, 0 opposed, 0 abstentions.

- 27) Annual bond insurance covers both President and Treasurer.
- 28) Member at large budget lines will be cut.
- 29) We have not been billed for A+ since June. This might be an annual fee.

Kerry moves that from all points forward we refer to the budget year by its full numerical name. 2006-2007 is current budget year, 2007-2008 is next year. Doreen seconds. Vote: 8 in favor, 0 opposed, 0 abstentions.

30) Website development is not reflected in budget in a specific line.

- j. By-Laws / Leadership Structure committee update (Goal 1)- Peter F. (handout)
- 1) In the past, we had an Executive Council and Advisory Board. These have been fused and replaced by Executive Board.
 - 2) Clarifying Crystal Membership.
 - 3) Annual dues—eliminated what didn't make sense.
 - 4) Elected officers—removing VP for Conferences and VP for Conferences elect, increasing Members at Large to 4.
 - 5) Striking VP for Social Justice position.
 - 6) Appointed Board Officers and Appointed Program Chairs. Who is required to attend board meetings? We want the Executive Board to have input into who appointed officers are.
 - 7) There are some major changes to these bylaws—please review and give feedback to Peter S. One major change includes adding CSAO and faculty representatives.
 - 8) Need to eliminate set date for transitional meeting. Transition meeting does need to happen between elections and installation of annual conference.
 - 9) After bylaws are revised, job descriptions need to be revised.

Doreen moves to close discussion on bylaws. Jenn seconds. Vote: 7 in favor, 0 opposed, 1 abstentions.

Jenn moves to table the discussion on bylaw revision. Doreen seconds. Vote: 8 in favor, 0 opposed, 0 abstentions.

- k. Communication CHART & group update (Goal 2, part 1) ~ Kerry (handouts)
- l. Technological advances ~ website/ contract w/ Erik Update (Goal 2, part 2) ~ Kerry/Robin
- 1) Kerry and Robin met with Erik on Wednesday 2/7.
 - 2) Manual is complete, written in expert language.
 - 3) Erik operated under the understanding that he was going to spiff up the website back when Robin was president. Erik took direction from 3 other people on the board, but never had the understanding that he was to implement credit card processing after having done the research. He also received communication about implementing online registration and attempted to do that last minute. All of his practices were good, but our board provided mixed messages and miscommunication to him. Erik deserved everything he was paid. Erik is willing to continue updating our website in the interim with written agreement of expectations and cost. In the future, we need clear expectations and communication. Only one person should be in communication with him if we move forward with him as our website developer.
 - 4) We need someone with professional web developing expertise.
 - 5) Erik's rate is \$20/hour. Credit card processing implementation would take approximately 5 hours. PayPal also charges us fees.
 - 6) Can we allocate some of last year's surplus to website development?
 1. Priorities: Credit card processing of membership and conference registration, pictures from conference, details, typos, all information needs to be current, no outdated information, no linkage errors, low hanging fruit on PD list (TBD between VPs for PD and Kerry), all conference forms. Kerry and Brian will be task force to proofread and edit website.
 2. PayPal Fees 3% + \$.35 / transaction. Tracey will get Michael and Peter fee schedule.

Doreen moves to pay Erik Haddad for web development up to \$1000 until June 1 with all transactions to be approved by Kerry, who shall be the only communicator with Erik. Robin seconds. Vote: 6 in favor, 1 abstention, 1 opposed.

AMENDMENT: Emily moves to pay Erik Haddad for web development up to \$2000 until June 1 with all transactions to be approved by Kerry, who shall be the only communicator with Erik. No action on this amendment.

3. Peter S. and Michael should email Kerry about what they need for conference. Kerry will have proposal for what Erik can and cannot do for website by February 28th.
4. Kerry asked Erik to recommend other students who could serve as web developers; she will let us know this information. Deb will ask other state associations and ACPA main office how they do web development. This research will be done by April.

m. ACPA/NASPA Joint Meeting Update (Reception, Showcase, sign-ups) ~ Emily

- 1) **Showcase.** Mon. 4/2 6-8 p.m. Set-up at 5:30. Crystal & Grand Ballrooms in Marriot. ACPA is moving toward a focus on sustainability and organizations should not be offering give-aways. With help from Annette Robbins, Emily is working on putting together the showase. CSPA will be doing Beach Blanket Bingo, asking questions about New York State and New York State higher education. Winners will be entered into a raffle for "beach blankets" from various NY campuses. **Please have campuses donate blankets and postage to mail them after the conference. Please let Emily know by March 15th if your campus can donate a blanket.** Recommend having something (maybe Bingo card) to hand out with opportunities for involvement with CSPA. Erik is sending banner, innovation award, sample plaque, updated membership forms. FYI: Marketing folks on Conference Committee still have responsibility for ACPA Showcase give-away and have already put some thought into this—we will need to change that for 2008 and beyond. There will never be another ACPA conference give-away from CSPA. Note: joint conference numbers will be different than ACPA numbers. **Wear campus shirts and beach attire.**
- 2) **Reception.** Reception: Tues. 4/3. 7:30-1. Miami Room. Marriot. (Conflicts with Multicultural Festival). **Wear CSPA shirt.** Reception is co-sponsored by Teamworks. Catering is based on an hourly rate, fruit platter is \$9.50/person, before tax. Beverages would be an additional charge. Non-alcoholic piña coladas are \$75/gallon. Other concurrent receptions are looking to co-sponsor cash bars (\$450 minimum). **Emily will look into co-sponsoring a cash bar with another organization with a concurrent social.** We do need a beverage at our reception. Bottled beverages are not consistent with sustainability theme. **Teamworks will take care of postcard invitations to reception. Board members please bring one door prize to raffle off at reception.**
- 3) **Awards.** All named state award members will receive plaques from CSPA. Awards will be picked up at awards reception and ceremony. Sat. 3/1 5-7. Reception is FREE. Crystal Ballroom Salon H in Marriot. Awards luncheon 4/3 12-1:30. \$35. We are reimbursing our award winners for their lunch cost. Lunch is open to all. **Emily will email our recipients to find out if they plan on attending luncheon.**

n. Affirmative Action Plan ~ Emily—No update. Due to ACPA at Annual Conference, therefore definitely will be done for June board meeting. Needs more involvement from membership. Contact Emily with suggestions for members who you think could get involved.

o. CSPA Award Standardization ~ Emily—will have samples at June meeting.

p. Elections ~ Robin

- 1) Will not be able to happen until we make a decision on revision of bylaws and that goes out to membership for a vote.
- 2) Proposing that we do a postcard to membership with the info. **Need a host for elections.** Proposes not to do a mailing. **Tracey will send electronic versions of all election related material.**
- 3) There isn't a way for us to do elections through the ACPA website. Not all of our members are ACPA members. We aren't Dual Membership with ACPA. We have a little bit of time with our new election cycle.

- q. Journal Update ~ Robin
- 1) Thanks to committee: Jenn, Brian, Robin, Tim Gallineau (Buffalo State SPA program faculty)
 - 2) First draft of proposal will go out to several VPs to solicit feedback. Robin will write 2nd draft, committee will review, then Robin will send to board electronically for review by March 15. Please do not share draft with anyone.
- r. Create an opportunity with our ACPA Leader here in NY! ~ Robin
- 1) LR2 Professional Development session with ACPA Executive Board in December was cancelled. Robin (with VPs of PD) will work on bringing together some sort of low-budget professional development opportunity for our membership post-ACPA.
 - 2) Ideas: Multicultural Competence workshop-- Raechele Popes, Amy Reynolds, Jeanne Steffes, and other senior administrators. Sustainability—we have lots of New York experts on this topic. Robin will pursue ideas with Jeanne. Todd Cellini at Sullivan Community College, Biology folks at Ithaca College.
 - 3) Deb will send Jeanne Steffes personal note to invite her to New York events at ACPA/NASPA.
 - 4) We need to talk to Vasti Torres at ACPA/NASPA to invite her to CSPA conference next year.—Robin, completed by April 2nd. Should also receive a formal invitation to CSPA social at ACPA.
- s. Membership needs – USB external hard drive and online registration ~ Peter F.
- t. Additional meeting needed before June? Communication revisited ~ Deb
By February 16th, all feedback must be sent to Peter F. March 5th at SU. Peter F. will call Jeanne Steffes to arrange. Peter F. will send meeting details to go through bylaws.

Executive Board meeting for April 27th at Syracuse University. 10-4. Peter S. will make arrangements.

Reports/Updates:

President: Deb
 President-Elect: Emily
 Past- President: Robin
 VP for Professional Development: Doreen and Jen H.
 VP for Conferences: Michael. Conference Report (handout)
 Members at Large: Kerry, Brian, Annette
 Membership: Peter S. will have updated on 2008 Conference contract negotiation for April meeting
 Secretary: Jen C. Jen will send minutes Wednesday, Feb. 14 Create Action Item bullets
 Treasurer: Tracey (handout) please send electronically
 Graduate/ New Professional: Lauren
 Historian: Eric
 ACPA LGBT Liaison Role: Elaine
 ACPA Men's Liaison Role: Peter S.

4. Announcements -- Next Meeting: June 10-11 ~ Desmond/ Albany (host needed)

5. Adjournment of Meeting

Brian moves to close meeting. Emily seconds. Vote: 8 in favor, 0 opposed, 0 abstentions.

Action Items:

- All: Check-in biweekly with Deb.
- All: Please send handouts electronically to Jen colej1@sage.edu
- Tracey: Purchase and send gift certificate to Amanda at the Marx

- Jen & Doreen: Identify "low-hanging fruit" PD items and communicate website needs with Kerry
- Tracey: Determine which expenses and income are conference related and which are not
- Tracey: Look into high-yield online savings accounts
- Michael & Peter S.: Send revised 2008 conference budget by Wednesday, February 14
- Deb: Send proposed 2008 conference budget to board to be voted on by February 28
- All: Feedback on bylaws to Peter F. by February 16.
- Peter F.: Schedule March 5th (tentative) meeting for bylaws review
- Peter S. & Michael: Let Kerry know what website needs they have for 2008 conference
- Kerry: Get recommendations from Erik. H. of other students who might be able to maintain website
- Deb: Ask other state associations how they manage their websites
- All: Let Emily know by March 15th if your campus can donate a blanket and postage for "Beach Blanket Bingo" at ACPA
- Emily: Look into co-sponsoring a cash bar with another concurrent social at ACPA
- Robin: Teamworks will create postcard invitations for CSPA social at ACPA
- All: Please bring items to raffle off for door prizes at ACPA social
- Emily: Email award recipients to see if they plan on attending awards luncheon at ACPA
- All: We need a host institution for elections this year
- Robin: Send first draft of journal proposal to VPs for feedback, write second draft, then send to board electronically for review by March 15th.
- Robin: Talk with Jeanne Steffes about a low-cost professional development opportunity in state post ACPA
- Deb: Send Jeanne Steffes personal invitation to CSPA social at ACPA
- Robin: Invite Vasti Torres to 2008 CSPA conference and CSPA social at ACPA
- Peter S.: Book room for next CSPA meeting at Syracuse University
- Next CSPA meeting: April 27th at Syracuse University