

The Cooperative Education and Internship Association  
 BOARD OF DIRECTORS MEETING  
 Orlando, FL. January 12-13, 2016

*(In the interest of space, written reports given out at the meeting will not be rewritten into these minutes; however, a copy of the annual report, that includes a summary of reports, will be included in the set of official minutes. Where a report was submitted, ATTACHMENT will be inserted into the minutes. Contact CEIA office for any copies of these reports that you may be missing. You may assume a discussion took place for all items listed.)*

**Board Members Present:** Kelly Harper, Steve Sellars, Carmen Diaz, Jose Pereira, Lisa Tandan, Veronica Porter, Joe Catrino, Hollis Zehnder, Sara Muzzy, Dan Cayse, Anderson Lee, Scott Maynard, Michael Sharp, Patricia Bazrod, Penny Grob, Connie Dietz.

**Absent:** Tracey Bowen, Beth Settje, Lisa Garza, Al King

**Ex Officio Present:** Peggy Harrier, Dawn Koeltzow, Molly Thompson

**Ex Officio Absent:** Julie Hutt

**Call to Order:** 9:00 am by President, Kelly Harper

**Review of Agenda:** K. Harper (Attachment)

- K. Harper reviewed agenda and asked for additions or deletions – no changes.

**Motion Made, Seconded** (S. Maynard/H. Zehnder) to accept Agenda. **Motion Carried.**

**President's Report:** K. Harper (Attachment)

- NAWIL planning; conference site selection 2018; webinar offerings.
- Roles VP Marketing and Membership; Updates web transition; Journal transition
- Monthly Executive Committee conference calls to work through operations of organization.

**Past President's Report:** P. Bazrod (Attachment)

- Coordination of Awards Committee.
- CEIA 2016-17 Board Election – presented slate of candidates.

President Elect:	Scott Maynard, Mississippi State University
VP Finance:	Dan Cayse, CPA
VP Research:	Sarah Burrows, Lasell College
VP Region 1:	Veronica Porter, Northeastern University
VP Region 3:	Julie Hutt, University of South Carolina
VP Region 5:	Andrew Harper, St. Edward's University
VP Region 7:	Al King, Lane Community College
VP Employer Network:	Hollis Zehnder, Disney World Wide Services
VP Internship Network:	Maria Kruger, Southwestern University

**Motion Made, Seconded** (P. Grob/A. Lee) to approve slate of candidates for 2016-17 board of Directors election.

Appointments:

VP Cooperative Education Network:	Tracey Dowling, Florida State University (S. Sellars)
VP Two Year Program Network:	Jessy Jones, Sinclair Community College (S. Sellars)

Ex-Officio Appointments:

2018 Conference Chair:	OPEN (S. Sellars)
VP Membership and Development	Proposed

**President-Elect Report:** S. Sellars (Attachment)

- Participated in monthly Executive Committee and board subcommittee conference calls.
- Working with committees for 2016 annual conference in Dallas.

- Reviewed Audit Committee materials and provided feedback.
- Worked on slate of candidates for 2016-17 with Past President.
- Best Practices Award: *The Florida State University Career Center, Myrna Hoover, Director*

**Action Item: Peggy** will send everyone Annual Report form to submit to Steve & Peggy by February 15<sup>th</sup>.

**Action Item: Anderson** will print final annual report, 100-150 copies.

**Action Item: Add Annual Report** to website and Guidebook.

**Minutes of previous meeting:** P. Harrier (Attachment)

- Review and approval of October 1-2, 2015 virtual board meeting minutes.

**Motion Made, Seconded** (H. Zehnder/ L. Tandan) to accept minutes. **Motion Carried.**

**2016 Conference:** D. Koeltzow, Chair (Attachments)

- Marriott City Center, Dallas, TX; April 3-5, 2016; Theme: “Big Things Happen Here”
- \$159/night + tax; \$10/night kickback to CEIA
- Reviewed agenda, program, schedule, speakers confirmed, entertainment, etc.
- 68 proposals/60 accepted for review; 30 breakouts; 5 round tables; 25 speed sessions.
- Sponsorships/Development – Anderson Lee, chair.
- Marketing – P. Harrier & J. Catrino; Digital Marketing Committee formed – Digital Lounge at conference (Disney sponsor)
- New Member Welcome Mingle: Lisa Tandan & Joe Catrino

**Action Item: order** new member ribbons for name badges.

	<u>CEIA Member</u>	<u>Non-Member</u>	
<b>Early Bird Rate</b> , to 11:59 pm 2/1, 2016	\$450	\$625	
<b>Regular Rate</b> , 2/2 to Midnight 2/28	\$500	\$675	
<b>Late Rate &amp; Walk-in</b> , 3/1 or after	\$550	\$725	
<b>One-Day Rate</b> (not available for multiple days)	\$275	\$350	Mon.____ Tues.____

**2017 Conference:** Molly Thompson, Chair, Metropolitan State University of Denver (Attachment)

- Westin Denver Downtown; April 2-4, 2017; \$159 + 14.75% tax/night, single/double; \$10/night kickback CEIA.
- 16<sup>th</sup> Street Mall; The Palm Restaurant recommended; arranging walking and bus tours, industry tour possible.
- In process: theme, events, committees
- Student symposium at lunch (instead of student panel)
- Participating on 2016 conference planning committee.

**2018 Conference:** Scott Maynard

- Charleston, South Carolina (April 13-20<sup>th</sup>)
- Embassy Suites & Conference Center (3 miles north of downtown) – free breakfasts & happy hours.
- Have run of hotel – connected to conference center.
- Will provide transportation downtown 2 nights – free busses
- Will provide outside catering – offsite function possible.
- \$189+tax (includes \$10 rebate /night)
- Free WIFI in rooms – working on free in meeting rooms
- Free airport shuttle

**Motion Made, Seconded** (C. Dietz/ J. Catrino) to accept Charleston, SC as location and Embassy Suites hotel for 2018 CEIA conference. **Motion Carried.**

**Action Item: Hotel** Contract will be negotiated by Scott Maynard and site selection committee.

**Action Item: Steve Sellars** to appoint conference chair.

**Site Selection Committee:** S. Maynard

Committee to work in 2016	Committee to work in 2017	Committee to work in 2018
Site Selection Committee for 2019 Conference	Site Selection Committee for 2020 Conference	Site Selection Committee for 2021 Conference
Julie Hutt (Chair)	Dawn Koeltzow (Chair)	Molly Weller (Chair)
Dawn Koeltzow	Molly Weller	New Conference Chair for 2018
New Conference Chair for 2018	New Conference Chair 2019	New Conference Chair 2020

**Experience Magazine:** Michael Sharp

- Partnership with University of Cincinnati – Center for Service Learning & Civic Engagement, Assistant Professor of Experiential Learning.
- Create subcommittee – asking for volunteers
- Proposes CEIA hire Lisa Barlow from UC to design magazine
- Create marketing piece for conference - flyer
- Moving ahead – expand scope, interactive approach, include student voice & educational partner voices.

**Action Item: Michael Sharp** will prepare paper for Executive Committee to review for rollout at conference.

**Financial Reports:** D. Cayse (Attachments)

- Profit/Loss Budget Statement – June 1, 2015 to November 30, 2015
- Balance Sheet – November 30, 2015

**Motion Made, Seconded** (S. Maynard/P. Grob) to accept Profit /Loss Statement and Balance sheet as presented. **Motion Carried.**

**Action Item: Dan Cayse** to move \$\$ as interest rates fluctuate this year.

- Update of financial procedures completed and sent to Audit committee for review.

**Audit Committee:** S. Maynard (for K. Phillips) (Attachment)

- Audit Committee re-convened by Kent Phillips, chair; members: V. Porter, S. Sellars, S. Maynard
- Reviewing responsibilities of VP Finance and Treasurer – agree need separation of two roles to ensure financial integrity; serving dates should overlap to avoid a possible void.
- Reviewed financial records and books – submitted verbal report to board.

**Action Item: P. Harrier** will forward Audit Committee written report to board.

**Action Item: D. Cayse** will get quotes for conference cancellation insurance.

BREAK: 10:30 – 10:45 am

**Professional Development:** C. Dietz

1. NAWIL (National Academy for Work Integrated Learning) in Vail, CO – June 15-17, 2016 (dates changed); Manor Vail Lodge
  - Focus will be toward new people in our profession; agenda on the website; registration open
  - Presenters: Connie Dietz, Patty Bazrod, Scott Maynard
  - Self-assessment tool for DACUM – working with Sally Cardenas
  - Use CEIA table at conference to promote event
  - Proposal: change name of NAWIL (National Academy for Work Integrated Learning); add tag line

- Re-brand NAWIL at same time – develop strategic plan going forward.

**Action Item: C. Dietz** will make recommendation to Executive committee and then Board to take action on proposed name change and tag line by March 1<sup>st</sup>.

**Action Item: Hold** place in conference program for Vail training full page ad.

- Discussion about future of Peer Resource Network took place.

**Action Item: Executive committee** decide whether to create a drawing for a free Vail registration.

**Action Item: Next year's board** discuss creation of policy for paying CEIA presenters.

**Action Item: Next year's board** discuss creation of budget committee for future training events.

- Per President Harper, CEIA is committed to 2016 training event in Vail as is.

## 2. Webinars: K. Harper

- Sub-committee of Professional Development working together this year (K. Harper, H. Zehnder, D. Snow)
- David Snow took the lead and offered 2 webinars in the fall.

**Action Item: H. Zehnder** will take lead for several future webinar offerings (i.e. veterans, paid internships)

- Reviewing technology platforms for future webinar use.
- Discussion took place concerning broad umbrella of Professional Development designed to include regional training, webinars, conference programming, etc.

## CEIA Website Update: J. Catrino/P. Harrier

- Visual review of “NEW” CEIA website upgrade (went live in mid-December) –new design, pages, revised area categories, e-commerce capabilities (Wild Apricot software), logins, usage, where is what, etc. (Wild Apricot went down during presentation).
- Will include CEIA Blog for latest news and job posting area.
- Creating North American Directory for Employers (similar to one currently in use for educators).

## Membership Report: P. Harrier (annual summary report provided after the meeting)

- 675 CEIA 2015 members; 23 employers, 652 educators, 48 states represented, 6 countries represented.
- 2016 membership renewal letters mailed September; included 2014 members who did not renew in 2015.
- 2016 membership renewal initiative in progress – able to directly invoice through new database system.
  - Total 2015 members: 675
  - Total 2014 members: 701
  - Total 2013 members: 649
  - Total 2012 members: 611
  - Total 2011 members: 641
  - Total 2010 members: 668
  - Total 2009 members: 629
  - Total 2008 members: 760
  - Total 2007 members: 729

## Marketing and Membership: J. Catrino (Attachment)

- Journal update: University of Waterloo – negotiating to transfer CEIA Journal files to them to manually enter into a worldwide database of research in the field.
  - CEIA maintains ownership and has secured backup of 50+years of research.
  - Legal documents and cost estimates for partnership being prepared for review by both parties.
- New CEIA Board Position Proposal: VP of Membership Development and Retention; Ex-officio; work with Association Manager and VP of Marketing.

- Review & discussion of revised and new positions descriptions for both a VP of Marketing & Communications and VP of Membership Development and Retention

**Motion Made, Seconded** (S. Maynard/L. Tandan) to approve new ex-officio position of VP of Membership Development and Retention for one year. **Motion Carried.**

**Action Item: Joe Catrino** will work on transition issues for person selected for next year's new board position.

Break for Lunch in restaurant.

Meeting re-convened 1:15 pm.

**Research** – K. Harper (T. Bowen absent)

- Award Nomination: James Wilson Award: Sheri Dressler, University of Central Florida (retired)

**Action Item: K. Harper** to prepare update letter for ACEN, CAFCE, WACE, CEIA Journal partnership.

**Federal Work Study Legislation** – S. Maynard

- Follow-up discussion; no action taken.

**Network VPs:**

1. **Cooperative Education Network:** Scott Maynard (Attachment)
  - Student Award Nomination: *Nathan Streyle, South Dakota School of Mines and Technology*
2. **Internship Network:** L. Tandan (Beth Settje absent) (Attachment)
  - Student Award Nomination: *Laura Gayle, Florida State University*
3. **Two Year College Network:** Lisa Tandan (Attachment)
  - Student Award Nomination: *John Michael Kawooya, Bunker Hill Community College*
4. **Global Program Network:** Jose Pereira (Attachment)
  - Communicating with network to promote conference.
5. **Employer Network:** Hollis Zehnder (Attachment)

**Action Item: H. Zehnder** still accepting nominations for Charles Kettering Award.

- P. Grob intends to nominate an employer, *PricewaterhouseCoopers, LLP*

**Schneider Award:** K. Harper/P. Bazrod

- Nomination: *Phil Gardner, Michigan State University*

**Best Practices Award:** S. Sellars

- Nomination: *Florida State University Career Center, Myrna Hoover, Director*

**Action Item: P. Bazrod** will be point of communication with all award recipients.

**Motion Made, Seconded** (C. Dietz/J. Catrino) to approve recommended award nominations. **Motion Carried.**

**Regional VPs: Please see all reports for details.**

- **Region 1 Northeast:** Ronnie Porter (Attachment)
- **Region 2 Mid-Atlantic:** Penny Grob (Attachment)
- **Region 3 Southeast:** Carmen Diaz (Attachment) (absent)
- **Region 4 Midwest:** Anderson Lee (Attachment)
- **Region 5 Southwest:** Lisa Garza (Attachment) (absent)

- **Region 6 Mountain/Plains:** Sara Muzzy (Attachment)
- **Region 7 West:** Al King (Attachment) (absent)
- **Region 8 International:** Jose Pereira (Attachment) – (also see Global Network)

**Review of Action Items** (Attached at end of these minutes)

**Old Business:** previously covered above

- CEIA website Update: P. Harrier
- Membership and Wild Apricot software (database) – P. Harrier

**New Business:** previously covered above

- VP Marketing & Membership – recommendation of Restructure
- Federal Work Study Legislation – S. Maynard

**Action Item:** Everyone thanked Beth Settje for re-organizing the Drop Box filing system!

**Action Item:** All to submit election bios and jpg photos to P. Bazrod by February 1<sup>st</sup>.

**Action Item:** All to submit award recipient bios and jpg photos to P. Bazrod by February 1<sup>st</sup>.

Meeting recessed 3:45 pm.

\*\*\*\*\*

**Friday, January 13, 2016**

Resumed meeting 9:00 am

**Standing Committee Review Update:** K. Harper

- Structure of board basically sound; need to utilize it more fully.
- “Ease the pain of membership.”
- Create more committees from membership ranks to complete the work of the association.

**Committee Structure - revisiting use and structure:** K. Harper

Ideas generated:

- Committees on renewal forms.
- Creation of a form to gather potential committee members.
- Making the case for why CEIA is important to professional growth.
- Retention - we aren't as affective as we need to be at reaching out to those that are new and more personalized approach - mentoring.
- We have a small group and are approachable.
- Double check on who can be added on to what committee (all board members can have committees to work with)
- Professional development. (Goal a basic committee)
- Webinars
- NAWIL
- Membership
- Marketing
- Digital Media
- Research
- Regional VPs - similar to Carmen's
- Membership - Welcome letter to new members from President - and how they can connect to the regional VP.

**Board Discussion Items:**

- Look at Beth's report for organization for succession planning for the next person. (Rotation from one individual to another - need to have some time.)
- Lisa Tandan had a calendar for her network: i.e. one month was outreach on LinkedIn
- New Board transition -

- Block in time for team building.
- Block time for meeting between old board member and new to talk.
- IDEA: Have the New Board Member attend the Saturday meeting and DO THEY GO TO THE BOARD Dinner???
- Assign a board member to mentor the new board member.
- Concept of the Institute as a tool to bring in more individuals
- Need to talk with Mark McCreary and how he could help with development.
- Spending time working on Professional Development and taking the show on the road.
- Host regional webinars - host school/webinar/breakout sessions.
- Organization develop the curriculum and the training and then select the trainers.
- Curriculum committee - develops the content.
- Drive in Workshops
- Experience Person Workshop meeting:
- Scott Maynard - ACC an SEC. Make it exclusive/Invite only. Then work with the group on topics to be discussed. (Idea for year 2 of NAWIL).
- Survey the needs of the membership. (NEED to do)
- Are we looking at the "What" of our membership?
- Academic Impressions "Training". - Program for training.
- Creating an employer training - Drive In Workshop - Come learn how to manage your Co-op Program (Georgia Tech.). Tech does it each May. Employer Resource Center.
  - Glossary of terms.
  - Employer Curriculum Training

**Action Item: Outgoing board members** work on a transition packet/plan/notes to give to the incoming board members. (FAQ or 1 page about the position.)

**Action Item: Create** a way to capture professional and training needs during the regional, networks or other VP meetings.

- Regional VPs use part of the meeting as a focus group. Consistent Question. (Template for the meetings). What are the needs of their institutions/states/regions for training and support? (Sarah Muzzy and Connie will work on it.)
- Regional VPs will need to be informed of what we want to have done
- Have a recorder for the meeting (example your replacement is the recorder)
- Connie will then compile the information and share at the next board meeting.
- Have a conference call prior to the Conference to overview the expectations with the Regional VPs.
- Consider timing for the summer/fall board meeting.

**Action Item: Goal for Professional Development** - progress over perfection. (Small piece and how to move forward.).

- Get people to take responsibility for taking a piece of the process.

**Action Item: Creation** of a timeline for completion of professional development initiatives.

- Need to think about an engagement between the board and committee members. Need to find actionable work for the committee members.
- How do we recognize them in a meaningful way? How do we network them with the board? (Idea - CEIA Committee Member mingle)

**Next CEIA Board Meeting:** K. Harper

- Dallas, TX, Saturday, April 2, 2016 1-5 pm.

**Wrap-up and Comments:** K. Harper

**Adjournment:** K. Harper

**Motion Made, Seconded** (P. Bazrod/P. Grob) to adjourn the meeting at 11:55 am. **Motion Carried.**

The Cooperative Education and Internship Association  
 BOARD OF DIRECTORS MEETING  
 Orlando, FL. January 12-13, 2016

ACTION ITEMS

1. **Action Item:** All regional VPs will send regional and state events info for website calendar.
2. **Action Item:** Executive Committee will review RFP for Development Associate position.
3. **Action Item:** Board will update their pages on website.
4. **Action Item:** Board members eligible to run again for board positions submit bios & photos to B. Bazrod by February 1, 2016.
5. **Action Item:** Digital Marketing Committee to collect logos upon registration for conference.
6. **Action Item:** Kelly Harper will prepare report for Journal funds expenditures for ACEN, CAFCE, WACE.
7. **Action Item:** H. Zehnder will assume responsibility for coordinating webinar offerings with new Webinar Committee.
8. **Action Item:** All board members will send Webinar topic ideas to K. Harper for consideration.
9. **Action Item:** Joe Catrino to create timeline for production and distribution of news briefs, e-blasts, etc.
10. **Action Item:** Site Selection Committee will negotiate and secure 2018 hotel contract by April, 2016.
11. **Action Item:** Collaboratory (Design Studio) class of 25 students (5 teams) to study and prepare something to launch in Experience Magazine by Fall 2016.
12. **Action Item:** J. Catrino & P. Harrier will pursue proposal for housing Journal database with University of Waterloo by January board meeting.
13. **Action Item:** H. Zehnder and K. Harper will review and update criteria & process for Schneider and Kettering awards.
14. **Action Item:** K. Harper will work with committees to identify 2018 conference chair.
15. **Action Item:** Peggy will send everyone Annual Report form to submit to Steve & Peggy by February 15<sup>th</sup>.
16. **Action Item:** Anderson will print final annual report, 100-150 copies.
17. **Action Item:** Add Annual Report to website and Guidebook.
18. **Action Item:** order new member ribbons for name badges.
19. **Action Item:** Hotel Contract will be negotiated by Scott Maynard and site selection committee.
20. **Action Item:** Steve Sellars to appoint conference chair.
21. **Action Item:** Michael Sharp will prepare paper for Executive Committee to review for rollout at conference.
22. **Action Item:** Dan Cayse to move \$\$ as interest rates fluctuate this year.
23. **Action Item:** P. Harrier will forward Audit Committee written report to board.
24. **Action Item:** D. Cayse will get quotes for conference cancellation insurance.
25. **Action Item:** C. Dietz will make recommendation to Executive committee and then Board to take action on proposed name change and tag line by March 1<sup>st</sup>.
26. **Action Item:** Hold place in conference program for Vail training full page ad.
27. **Action Item:** Executive committee decide whether to create a drawing for a free Vail registration.
28. **Action Item:** Next year's board discuss creation of policy for paying CEIA presenters.
29. **Action Item:** Next year's board discuss creation of budget committee for future training events.
30. **Action Item:** H. Zehnder will take lead for several future webinar offerings (i.e. veterans, paid internships)
31. **Action Item:** Joe Catrino will work on transition issues for person selected for next year's new board position.
32. **Action Item:** K. Harper to prepare update letter for ACEN, CAFCE, WACE, CEIA Journal partnership.
33. **Action Item:** H. Zehnder still accepting nominations for Charles Kettering Award.
34. **Action Item:** P. Bazrod will be point of communication with all award recipients.
35. **Action Item:** Everyone thanked Beth Settje for re-organizing the Drop Box filing system!



36. **Action Item:** All to submit award recipient bios and jpg photos to P. Bazrod by February 1<sup>st</sup>.
37. **Action Item:** **Outgoing board members** work on a transition packet/plan/notes to give to the incoming board members.
38. **Action Item:** **Create** a way to capture professional and training needs during the regional, networks or other VP meetings.
39. **Action Item:** **Goal for Professional Development** - progress over perfection.
40. **Action Item:** **Creation** of a timeline for completion of professional development initiatives.