

The Cooperative Education and Internship Association
 BOARD OF DIRECTORS MEETING
 Atlanta, GA, October 16-17, 2014

(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: Patty Bazrod, , Beth Settje, Tracey Bowen, Steve Sellars, Carmen Diaz, Penny Grob, Jose Pereira, Lisa Tandan, David Snow, Veronica Porter, Joe Catrino, Hollis Zehnder, Kelly Harper, Sara Muzzy, Dan Cayse, Connie Dietz, Anderson Lee, Al King, Scott Maynard

Absent: none

Ex Officio Present: Peggy Harrier, Julie Hutt

Ex Officio Absent: none

Thursday, October 16, 2014

Call to Order: 9:05 am by President, Patty Bazrod

Review of Agenda: P. Bazrod (Attachment)

P. Bazrod reviewed agenda and asked for additions or deletions – no changes.

Motion Made, Seconded (K. Harper/S. Maynard) to accept agenda. Motion Carried.

Introduction of new board members, update of Board roster.

President's Report: P. Bazrod (Attachment)

- Challenges and update of transition to new Treasurer discussed.
- Processes in place: Audit comm., Site Selection Comm., succession planning, conference chairs two years out; Journal & Experience Magazine Task Force.

Past President's Report: C. Dietz (Attachment)

- Nominations Committee: C. Dietz, chair, C. Diaz, R. Porter, S. Sellars, H. Zehnder.
 - Two E-blasts and News Brief distributed seeking nominations from membership.
- Election process – reviewed submitted spreadsheet of positions eligible for election.
- Coordination of Awards Committee.

Action Item: Board members eligible to run again for board positions submit bios to C. Dietz by January 5, 2015.

2015/2016 Board Elections: C. Dietz, Chair

- | | |
|---|------------------------|
| • Executive VP/President-Elect: | OPEN |
| • Vice President Region 2: | Penny Grob eligible |
| • Vice President Region 4: | Anderson Lee eligible |
| • Vice President Region 6: | Sara Muzzy eligible |
| • Vice President Region 7: | Al King eligible |
| • Vice President Global Network: | Jose Pereira eligible |
| • Vice President Cooperative Education Network: | Scott Maynard eligible |
| • Vice President Two Year Program Network: | Lisa Tandan eligible |
| • Vice President Marketing & Membership: | Joe Catrino eligible |
| • Vice President Professional Development: | OPEN |

President-Elect Report: K. Harper (Attachment)

- ACT Foundation seeking to partner with Professional organizations.

Motion Made, Seconded (S. Maynard /T. Bowen) to support Kelly to continue relationship with ACT group for possible collaboration. **Motion Carried.**

Action Item: Kelly Harper will follow up with ACT links for board review.

- Working with conference chairs for annual conference in 2015 and 2016.
- Site selection for 2016 conference.

Minutes of previous meeting: P. Harrier (Attachment)

- Review and approval of July 8, 2014 board meeting minutes.

Motion Made, Seconded (S. Maynard /B. Settje) to accept minutes. **Motion Carried.**

2014 Conference: P. Harrier

- Income over expenses = \$40,199.96 A group thank you in appreciation for all those who worked so hard to accomplish this outcome!

2015 Conference: J. Hutt, Conference Chair (Attachments)

- Atlanta, GA; downtown Marriott Marquis; March 29-31, 2015
- “Change, Challenge, Opportunity” theme; new logo complete; free WI-FI in rooms
- Conference format: 6 Tracks, 4 levels and 4 audience types
- Conference Committee in place-Mary Fisher local committee; Maria Kruger (registration and volunteers); Connie Dietz session selection/program committee.
- Hollis and Disney sponsoring conference bags.
- Conference budget handout reviewed; Schedule-at-a-Glance reviewed; Call for Proposals in process.
- Development – Julie Hutt, Kelly Harper and Dawn Koeltzow (majority of outreach)
- Board charged with (1 conf sponsor, 1 exhibitor & 2 program sponsors).
- Dropbox: 2015 Conference Outreach to sponsors (4 tabs sponsors, exhibitors, employer panel, swag) and 2015 Conference planning timeline.

Action Item: Call for Proposals to be e-blasted through early November; Regional VPS to reach out to members to solicit session proposals.

- Registration Fees – rates stay same for 2014 Conference:

	<u>CEIA Mbr</u>	<u>Non-Mbr</u>	
Early Bird Rate , to Midnight 1/31, 2015	\$425	\$600	
Regular Rate , 2/1 to Midnight 2/28	\$475	\$650	
Late Rate & Walk-in , 3/1 or after	\$525	\$700	
One-Day Rate (not available for multiple days)	\$275	\$350	Mon.____ Tues.____

2016 Conference: K. Harper

- Chair: Dawn Koeltzow, Bradley University, Illinois
- Site Selection committee – chaired by Scott Maynard (Kelly Harper, Kent Phillips and Helen Oloroso)
- Conference Committee recommendation: 2016 in Dallas and 2017 in Denver.

Motion Made, Seconded (B. Settje/D. Snow) to accept Site Selection Recommendation for conference 2016 in Dallas and 2017 in Denver. **Motion Carried.**

Tour of Hotel facility: 10:15-10:45 am

Financial Reports: D. Cayse (Attachments)

- 2014-15 Budget review

Motion Made, Seconded (K. Harper/P. Grob) to accept 2014-15 Budget. **Motion Carried.**

- Balance Sheets presented in new spreadsheet format

Motion Made, Seconded (T. Bowen/S.Sellars) to accept Balance Sheets as presented. **Motion Carried.**

Action Item: P. Harrier will email 2014 conference actuals to board.

- New financial procedures in place; 2 consolidated accounts (membership and conference); D. Cayse & P. Harrier developed accounting worksheets and opened local accounts in Cincinnati; DEBIT cards secured for Association business.

- Discussion of communication/cooperation issues with former Treasurer over past six months.

Action Item: Audit Committee will be re-convened by President-Elect K. Harper (Committee: K. Harper, K. Phillips, S. Sellars, S. Maynard, D. Cayse)

Professional Development: D. Snow/P. Harrier (Attachments)

- Update on 2014 NAWIL Vail event – 29 participants; income \$7900/ income over expenses \$4,373

Action Item: NAWIL will return to Vail, CO for June 2015 regional training event.

- Post training evaluation summary previously provided to board.
- Potential training workshops discussed; tentative schedule of webinars presented.

Action Item: D. Snow will prepare information for potential CEIA training program for colleges' new staff training and/or earning of certificate.

Awards: C. Dietz, Committee Chair – oversight for VPs responsible for CEIA awards.

- | | |
|--|-------------------|
| • Dean Herman Schneider Award: | C. Dietz, Chair |
| • Charles Kettering Award: | H. Zehnder, Chair |
| • Cooperative Education Student Award: | S. Maynard, Chair |
| • Internship Student Award: | B. Settje, Chair |
| • Two Year Program Student Award: | L. Tandan, Chair |
| • Ralph W. Tyler Award: | T. Bowen, Chair |
| • James Wilson Award: | T. Bowen, Chair |
| • Best Practice Award: | K. Harper, Chair |

- November 15th deadline – please adhere to timelines.
- Multiple email blasts for both awards and board election nominations.
- Reviewed awards timelines, criteria, history, processes; encouraged everyone to nominate candidates.
- Student awards policy adopted this past year.
- C. Dietz will be point of communication with student award recipients.

Action Item: K. Harper will set up committee to review non-student award criteria for next year.

Membership Report: P. Harrier (Attachment)

- 685 CEIA 2014 members as of October 14th; 186 non-renewals; new membership special in effect.
- 2015 membership renewal letters mailed September; included 2013 members who did not renew in 2014.
- 193 already renewed for 2015.

Employer Network: H. Zehnder (Attachment)

- Finalized Winter board meeting at Grand Floridian Resort, January 14-16, 2015.
- Forming committee for Employer of Year award.
- Walt Disney World sponsoring 2015 conference bags.

Marketing and Membership: J. Catrino (Attachments)

- (45%) 2,200+ members on CEIA LinkedIn group page; regional pages for VP use in LinkedIn.
- (27%) Facebook page now active – 191 members to date.
- (27%) Twitter account – 280 followers.
- Instagram account – 10 followers (conference driver).
- Banner ad placement on other sites discussed.
- Discussion of Guidebook APP for conference.

Action Item: Regional VPs to become active on LinkedIn pages.

Action Item: Joe Catrino to submit proposal for technology/social media session at conference.

Action Item: Joe Catrino to prepare webinar for technology/social media session.

Motion Made, Seconded (J. Catrino/R. Porter) to delete Facebook page. **Motion Carried.**

Action Item: Joe Catrino to delete Facebook page by December 31, 2014.

Lunch Break 12:15 pm

Meeting resumed 1:20 pm

Journal (JCEI): T. Bowen (see attachment)

- Task Force: Bob Penkala, chair; Maureen Drysdale, Tracey Bowan, Sheri Dressler, Michelle Clare, Beth Settje.
- Purpose was to gather information from various stakeholders including recent and past editors, editorial board members, reviewers and contributors; and make recommendations for the future of the Journal.
- Task Force recommended retiring the Journal in terms of future submissions. But recommended keeping archives to secure the legacy of CEIA on website.
- Task Force also recommended setting aside funds to secure future of CEIA Journal site.

Motion Made, Seconded (T. Bowen/H. Zehnder) to retire the Journal in terms of future submissions and maintain the archives of the Journal to preserve its legacy for the future. **Motion Carried.**

Action Item: Tracey Bowen will prepare statement for membership explaining this decision.

Action Item: Joe Catrino will research how to secure the Journal archives.

“On October 16, 2014, The CEIA Board of Directors voted to retire the Journal of Cooperative Education and Internships in terms of accepting future submissions and publishing further issues. This decision was difficult, however the demographics of the membership have changed and the board is reviewing the focus of the organization in relation to member needs. The Board made the decision after consulting many stakeholders including past editors, editorial board members and journal contributors. Recognizing the legacy that all contributors have left through their scholarship and research, CEIA is committed to protecting the stability and integrity of the archives and preserving open access to all for the future. You may still access those archives at www.ceiainc.org/journal “

Experience Magazine: T. Bowen (see attachment)

- Current form too labor intensive; Executive Committee recommends CEIA fund Editors position.

Action Item: Executive Committee will investigate what it will take to fund Experience Magazine Editor’s position and prepare proposal.

Network VPs:

Cooperative Education Network: Scott Maynard (Attachment)

Two Year College Network: Lisa Tandan (Attachment)

Internship Network: Beth Settje (Attachment)

Global Program Network: Jose Pereira (Attachment)

Employer Network: Hollis Zehnder (Attachment)

Break: 2:45 – 3:00 pm

Regional VPs:

Region 1 Northeast: Ronnie Porter (Attachment)

Region 2 Mid-Atlantic: Penny Grob (Attachment)

Region 3 Southeast: Carmen Diaz (Attachment)

Region 4 Midwest: Anderson Lee (Attachment)

Region 5 Southwest: Steve Sellars (Attachment)

Region 6 Mountain/Plains: Sara Muzzy (Attachment)

Region 7 West: Al King (Attachment)

Regional VP Meeting Summary - Wednesday, October 15, 2014

The following met to discuss best practices: S. Muzzy, P. Grob, C. Diaz, A. King, C. Dietz, P. Bazrod

- *Communicating with your region*
 - * email your region regularly
 - * Email members of your region individually who post on internship listerv
 - * Be active in LinkedIn
 - * Email those not coming to the conference that came last year (can we get list from Patty)
 - * Phone members who haven't renewed or those you want to encourage to present, etc.,
 - * Develop committee to help with follow-up emails and calls
 - * Listen for opportunities to volunteer and share with region; CEIA has standing committees (award committees, web, conference, professional development, etc.)
- *Involvement in regional associations*
 - * Pass on information from one VP to another; meet with your replacement to train
 - * If you have a regional association, attend and give CEIA updates,
 - * Save emails sent to region on Dropbox; good resource for future VPs
 - * Put in budget to visit other areas of your region to make personal contacts
 - * Consider virtual meetings for regions that are really spread out; develop a series of presentations and invite members to participate in-person or virtually
- *Involving your members in the national association*
 - * Help people in our regions to develop presentations and encourage them to present @ CEIA,
 - * Think about people in your region you can help develop professionally
 - * AI will do a conference session this year on bringing out and developing talent; good presentation to attend to learn how to develop people in our region
 - * What about member that run a 1-2 person office? Could they develop a presentation for the conference?
 - * Make call to proposals for the conference more specific; create thematic ideas for proposals; sit down with Connie and learn about 4-5 things (themes) they are looking for.
 - * Think about the good programs in your region--- could they present either a full breakout session or a 20 minute speed session? Ideas include how to use data, employer development, how to train employers to supervise interns, how to develop a strategic plan for employer development, evaluating success, sharing best practices from employers,
- *Other Ideas*
 - * highlight our members on the website
 - * CEIA articles in Experience magazine

Old Business:

- Student Achievement Awards: B. Settje
 - Reviewed criteria and rubrics; centralized form and criteria and dates for all three student awards.
 - Kept November 15th deadlines.

Action Item: Kelly Harper will review RFP for Development Associate position.

New Business:

Action Item: Anderson Lee will print Conference Annual Report, attendees list and Schedule-at-a-Glance; shipping to Atlanta site as well.

Action Item: Kelly Harper will prepare an RFP for the Treasurer's position as a part of the transition plan.

Review of Action Items: (attached at end of these minutes)

Meeting recessed 4:30 pm.

Friday, October 17, 2014

Resumed meeting 9:05 am

GOAL Setting and Planning Session

- THE PRIZE: “CEIA will dedicate its talents and resources to supporting its membership through personal and professional development, to provide effective programs and services for students engaged in Co-op and Internship based Experiential Education.”

BROAD OBJECTIVES:

- PROFESSIONAL DEVELOPMENT
 - Practitioner Development
 - NAWIL
 - Conferences
 - Webinars
 - Experience Magazine
 - Student Development
 - Accreditation
 - Assessment-How/Introduction
 - Research
 - Peer-To-Peer Sharing
 - Experience Magazine
 - Mentoring (LinkedIn-Social Media)
 - Conferences

PROFESSIONAL DEVELOPMENT

- NAWIL
- RESEARCH-Not necessarily a category but should be a Best Practice
- CONFERENCES
- WEBINARS
- ACCREDITATION/ASSESSMENT- Federal Mandates/Student Return on Investment
- EXPERIENCE MAGAZINE
- MENTORING-Peer to Peer
- EXPERIENCE MAGAZINE

EXPERIENCE MAGAZINE

- Our Dream:
 - Tool for branding our Organization
 - What do we want to Communicate?
 - What kind of information do members want?
 - Look at questions in LinkedIn Account
 - Articles about our Award winners
 - Editor Should Follow on-line discussions
 - How to Section
 - New to Field-Basics
 - Tool-Kit
 - Best Practices
 - Hot Topics

Format:

- Frequency
- If Digital-can use hot links

- 2 issues not enough
- Blog
- Constant roll out of Communication
- Relevant Content
- Catalog By Dates
- Graphic Designer
- Work Closely with VP Marketing
- EDITOR-Voice of Organization (very select)

Content:

- Present different points of view
- Need to use humor
- How do we want to be perceived?
- Tool that membership can use to publish
- Hot topic, what is happening, best practices

Business Plan:

- Self-Supporting Enterprise
- Attract Advertisers
- Profitable/ Measure How?

TASK FORCE ASSIGNMENTS- Reports and Action Items Due by January Board Meeting

- NAWIL-Connie, Jose, Sara, David, Carmen, Peggy
 - Move forward
 - Vail
 - Program for review
- EXPERIENCE MAGAZINE- Kelly, Beth, Anderson, Al, Dan, Patty
 - What will Experience Magazine look like
 - Editor outreach
 - Business Plan
- WEBINARS- David, Professional Development Committee Members
 - Implement proposed schedule for October-January
 - Matrix –numbers attended, wait list
 - Evaluations

Action Item: Task Force to explore and create a recommendation for Experience Magazine by January Board Meeting. (A. Lee, B. Settje, A. King, D. Cayse, K. Harper (convener), P. Bazrod)

Motion Made, Seconded (C. Dietz/T. Bowen) to approve 3 people from site selection committee to visit Dallas for 2016 conference. **Motion Carried.**

Action Item: Task Force to develop NAWIL structure for the future. (J. Pereira, S. Muzzy, D. Snow, C. Diaz, C. Dietz, P. Harrier)

Winter Board Meeting: P. Harrier

- Wed. to Fri. January 14-16, 2015; Walt Disney World, Grand Floridian Resort, Orlando, FL.; no Fri. or Sat. night stay over this year; \$90/night; available Tuesday night at own expense.
- Arrive by noon Wednesday for afternoon committee meetings; full board to meet and work until noon Friday.

Action Item: P. Harrier to send out hotel reservations request; purchase 21 day airline ticket.

Adjournment: P. Bazrod

Motion Made, Seconded (C. Dietz/T. Bowen) to adjourn the meeting at 11:00 am. **Motion Carried.**

The Cooperative Education and Internship Association
 BOARD OF DIRECTORS MEETING
 Atlanta, GA, October 16-17, 2014

ACTION ITEMS

1. **Action Item: D. Snow** will investigate train the trainer program for National Academy, training opportunities and branding name going forward.
2. **Action Item: Each board member** will recruit one new CEIA member!
3. **Action Item: Regional VPs** to become active on LinkedIn pages.
4. **Action Item: All regional VPs** will send regional and state events info for website calendar.
5. **Action Item: Goal** of 100 more 2014 members.
6. **Action Item:** S. Maynard will update Site Selection Process documents and P. Harrier will send to board.
7. **Action Item: Board members** eligible to run again for board positions submit bios to C. Dietz by January 5, 2015.
8. **Action Item:** Kelly Harper will follow up with ACT links for board review.
9. **Action Item:** Call for Proposals to be e-blasted through early November; Regional VPS to reach out to members to solicit session proposals.
10. **Action Item: P. Harrier** will email 2014 conference actuals to board.
11. **Action Item: Audit Committee** will be re-convened by President-Elect K. Harper (Committee:K. Harper, K. Phillips, S. Sellars, S. Maynard, D. Cayse)
12. **Action Item: NAWIL** will return to Vail, CO for June 2015 regional training event.
13. **Action Item: D. Snow** will prepare information for potential CEIA training program for colleges' new staff training and/or earning of certificate.
14. **Action Item: K. Harper** will set up committee to review non-student award criteria for next year.
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16. **Action Item: Joe Catrino** to submit proposal for technology/social media session at conference.
17. **Action Item: Joe Catrino** to prepare webinar for technology/social media session.
18. **Action Item: Joe Catrino** to delete Facebook page by December 31, 2014.
19. **Action Item: Tracey Bowen** will prepare statement for membership explaining this decision.
20. **Action Item: Joe Catrino** will research how to secure the Journal archives.
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23. **Action Item: Kelly Harper** will prepare an RFP for the Treasurer's position as a part of the transition plan.
24. **Action Item: Kelly Harper** will review RFP for Development Associate position.
25. **Action Item: Task Force** to explore and create a recommendation for Experience Magazine by January Board Meeting. (A. Lee, B. Settje, A. King, D. Cayse, K. Harper (convener), P. Bazrod)
26. **Action Item: P. Harrier** to send out hotel reservations request; purchase 21 day airline ticket.
27. **Action Item: Task Force** to develop NAWIL structure for the future. (J. Pereira, S. Muzzy, D. Snow, C. Diaz, C. Dietz, P. Harrier)
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