

The Cooperative Education and Internship Association
 BOARD OF DIRECTORS MEETING
 Dallas, TX October 1-2, 2015

(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, Beth Settje, Anderson Lee, Scott Maynard, Lisa Garza, Tracey Bowen, Al King, Michael Sharp, Patricia Bazrod.

Absent: Penny Grob, Connie Dietz

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/B. Settje) to accept Agenda. **Motion Carried.**

President's Report: K. Harper (Attachment)

- Processes in place: Audit comm., Site Selection Comm., succession planning, conference chairs two years out; Journal Task Force, website upgrade.
- Experience Magazine Editor in place
- Monthly Executive Committee conference calls to work through operations of organization.

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

- Coordination of Nominations Committee
- CEIA 2016 Election process – preparing slate of candidates.
- Coordination of Awards Committee.

Action Item: Board members eligible to run again for board positions submit bios to B. Bazrod by January 8, 2016.

President-Elect Report: S. Sellars (Attachment)

- Participated in monthly Executive Committee and board subcommittee conference calls.
- Working with conference chairs for annual conference in 2015 and 2016.
- Coordination of Best Practices Award Committee.

Minutes of previous meeting: P. Harrier (Attachment)

- Review and approval of June 18, 2015 virtual board meeting minutes.

Motion Made, Seconded (H. Zehnder/ T. Bowen) to accept minutes. **Motion Carried.**

2016 Conference: D. Koeltzow, Chair (Attachments)

- Marriott City Center, Dallas, TX; April 3-5, 2016; Theme: "BIG IDEAS"; "Big Things Happen Here"
- \$159/night + tax; \$10/night kickback to CEIA
- Preliminary conference budget in place; conference committee set; agenda and graphics/logo on website; Employer Day (\$150); Keynote/Plenary speakers & Breakout sessions Proposals committees working together.
- Reviewed agenda, schedule, speakers confirmed, entertainment, etc.
- Sponsorships/Development – Anderson Lee, chair (\$30,000 target); Hollis Zehnder coordinating Employer base.

- Marketing – P. Harrier & J. Catrino; Digital Marketing Committee formed – Digital Lounge at conference (Disney sponsor it!)

Action Item: Association office to collect logos upon registration for conference.

	<u>CEIA Member</u>	<u>Non-Member</u>	
Early Bird Rate , to 11:59 pm 2/1, 2016	\$450	\$625	
Regular Rate , 2/2 to Midnight 2/28	\$500	\$675	
Late Rate & Walk-in , 3/1 or after	\$550	\$725	
One-Day Rate (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.
- 16th Street Mall; The Palm Restaurant recommended; arranging walking and bus tours, industry tour possible.
- Hiring Intern to work on 2017 conference planning.
- Participating on 2016 conference planning committee.

Financial Reports: D. Cayse (Attachments)

- Profit/Loss end of year Budget Statement – June 1, 2014 to May 31, 2015

Action Item: D. Cayse to adjust student fund \$\$ amount for 2015 conference.

Motion Made, Seconded (T. Bowen/A. Lee) to accept Profit /Loss Statement 2014 – 15. **Motion Carried.**

- Profit/Loss June 1, 2015 to August 31, 2015 Budget Statement review

Motion Made, Seconded (T. Bowen/A. Lee) to accept Profit /Loss Statement 6.1.15 - 8.31.15. **Motion Carried.**

- Financial Review 2001 – 2015

Motion Made, Seconded (T. Bowen/A. Lee) to accept Financial Review 2001 - 2015. **Motion Carried.**

Action Item: Dan Cayse to finalize 2014 tax return and submit to IRS by October 15th.

Action Item: Dan Cayse to prepare updates to financial procedures with Audit Committee by January Board meeting.

- NAWIL in Vail 2015 profit: \$2,175.
- 2015 Conference profit: \$26,743

Action Item: Kelly Harper will prepare report for Journal funds expenditures for ACEN, CAFCE, WACE.

Professional Development: K. Harper (C. Dietz absent)

- NAWIL in Vail – June 8-9, 2016; Manor Vail Lodge; contract proposal reviewed and endorsed.
- Focus will be toward new people in our profession.
- Leadership Certificate tabled – will offer one session at conference.
- Webinars: K. Harper

Action Item: K. Harper will assume responsibility for leading re-introduction of webinars this year.

Action Item: H. Zehnder will assume responsibility for coordinating webinar offerings with new Webinar Committee.

Action Item: K. Harper will follow up with David Snow, Drexel University, to serve on Webinar Committee and share schedule of offerings he has developed.

Action Item: All board members will send Webinar topic ideas to K. Harper for consideration.

2016/2017 Board Elections: P. Bazrod, Chair

- Executive VP/President-Elect: OPEN
- Vice President Region 1: Veronica Porter eligible
- Vice President Region 3: OPEN
- Vice President Region 5: Lisa Garza eligible
- Vice President Region 7: Al King eligible
- Vice President Global Network: Jose Pereira eligible
- Vice President Employer Network: Hollis Zehnder eligible
- Vice President Internship Network: OPEN

Awards: P. Bazrod, Committee Chair – oversight for VPs responsible for CEIA awards.

- Dean Herman Schneider Award: P. Bazrod, 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: S. Sellars, Chair

- December 1st new deadline – please adhere to timelines.
- Multiple email blasts for both awards and board election nominations.
- Student awards policies adopted last year; process being standardized for all three student awards.
- P. Bazrod will be point of communication with all award recipients.

Membership Report: P. Harrier (Attachment)

- 633 CEIA 2015 members as of September 18th; 214 non-renewals; new membership special in effect.
- 2016 membership renewal letters mailed September; included 2014 members who did not renew in 2015.

Marketing and Membership: J. Catrino (Attachment)

- Created Digital Marketing Team; news briefs, social media posts Twitter and LinkedIn; CEIA website redesign.

Action Item: Joe Catrino to create timeline for production and distribution of news briefs, e-blasts, etc.

Site Selection Committee: S. Maynard

Committee to work in 2015	Committee to work in 2016	Committee to work in 2017
Site Selection Committee for 2018 Conference	Site Selection Committee for 2019 Conference	Site Selection Committee for 2020 Conference
Scott Maynard (Chair)	Julie Hutt (Chair)	Dawn Koeltzow (Chair)
Julie Hutt	Dawn Koeltzow	Molly Weller
Molly Weller	New Conference Chair for 2018	New Conference Chair 2019

- RFP: start Monday instead of Sunday will open up many more options – board consensus.
- RFP sent to Philadelphia, Charleston, Tampa (Niagra, NY deleted)

Action Item: Site Selection Committee will visit and narrow 2018 options to 1 or 2 cities by January board meeting.

Action Item: Site Selection Committee will negotiate and secure 2018 hotel contract by April, 2016.

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.
- Review of financial records and books – timeframe to be determined.

Tour of Marriott Hotel 11:20 to noon.

Lunch in meeting room.

Meeting re-convened 1:15 pm.

CEIA Website Updates: J. Catrino/P. Harrier

- Dropbox review – use and adding documents

Action Item: J. Catrino will add Lisa Garza and Michael Sharp to Dropbox.

Action Item: J. Catrino & B. Settje will update Dropbox files and permissions by January 2016 board meeting.

- Projected visual review of current CEIA website – logins, usage, where is what, etc.
- Projected visual review of “NEW” CEIA website upgrade – in process of loading new design, pages, revised categories, e-commerce (Wild Apricot software), etc.

Experience Magazine: Michael Sharp

- Partnership with University of Cincinnati – Center for Service Learning & Civic Engagement, Assistant Professor of Experiential Learning.
- Business Collaboratory class within Division of Professional Practice and Experiential Learning (ProPEL)
- Interested in researching target market and branding as well as production of future issues.
- Summarized two exercises; discussion pros & cons of Experience Magazine; earlier survey results
- Moving ahead – expand scope, interactive approach, include student voice & educational partner voices.

Action Item: Collaboratory (Design Studio) class of 25 students (5 teams) to study the following:

- Board meeting; Preliminary research summary; class answer questions generated; identify web person (Lisa Barlow?); something to launch by April 2016.

Research – T. Bowen

Action Item: J. Catrino & P. Harrier will pursue proposal for housing Journal database with University of Waterloo by January board meeting.

- Undergraduate Research Project Grant Proposal – building criteria with M. Drysdale; will announce at 2016 Dallas conference.

Motion Made, Seconded (B. Settje/H. Zehnder) to approve new Undergraduate Research Project Grant as proposed .

Motion Carried

Meeting recessed 3:50 pm.

Friday, October 2, 2015

Resumed meeting 9:05 am

Network VPs:

1. **Cooperative Education Network:** Scott Maynard (Attachment)

Action Item: S. Maynard will update rubric for student awards to be entered on website.

2. **Two Year College Network:** Lisa Tandan (Attachment)

- Developing webinars targeted to two year programs, awards outreach.

3. Internship Network: Beth Settje (Attachment)

- Presented Internship definition for consideration.

Motion Made, Seconded (B. Settje/K. Harper) to adopt Internship definition as revised. **Motion Carried**

Presented CEIA Unpaid Internship Position for consideration.

Motion Made, Seconded (B. Settje/T. Bowen) to adopt CEIA Unpaid Internship Position as revised. **Motion Carried**

4. Global Program Network: Jose Pereira (Attachment)

- Promoted CEIA to Korean university officials; communicating with network to promote conference.

5. Employer Network: Hollis Zehnder (Attachment)

- Finalized Winter board meeting at Grand Floridian Resort, January 11-13, 2016; building Employer Committee to create outreach program; forming committee for Employer of Year award.

Action Item: H. Zehnder and K. Harper will review and update criteria for Schneider and Kettering awards.

- Walt Disney World sponsoring Digital Lounge at conference.

Regional VPs: Please see all reports for details.

- **Region 1 Northeast:** Ronnie Porter (Attachment)
- **Region 2 Mid-Atlantic:** Penny Grob (Attachment) (absent)
- **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)
- **Region 8 International:** Jose Pereira (Attachment) – (see Global Network)

Action Item: Regional VPs to review and incorporate sample Regional VP monthly Report from Bob Penkala.

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: Brainstorming session (4 groups)

- Membership Services & Outreach position
- Marketing & Communications
- Identify state groups
- Fish bowls (sit together at lunch)
- Succession Planning
- Research and Publications committee
- Involve members more on committees (not just board members)
- Process to get on the board
- Reinforce multiple times at conference and after
- Letters of recognition for serving on committees.

Action Item: K. Harper will summarize ideas and propose a plan for committee & member involvement. (see Summary pgs. 8-9).

Next CEIA Board Conference Call: K. Harper

Thursday, November 12, 2015 – 2:00 PM EST

Next CEIA Board Meeting: K. Harper

- Disney Grand Floridian, Orlando, Florida – January 11-13, 2016 (Mon.-Wed.)

Action Item: P. Harrier will send invites to Board for January Board meeting hotel reservations by late-November.

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

Action Item: K. Harper will work with committees to identify 2018 conference chair.

Wrap-up and Comments: K. Harper

Adjournment: K. Harper

Motion Made, Seconded (A. Lee/J. Catrino) to adjourn the meeting at 11:57 am. **Motion Carried.**

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ACTION ITEMS

1. **Action Item:** All regional VPs will send regional and state events info for website calendar.
2. **Action Item:** K. Harper will set up committee to review non-student award criteria for next year.
3. **Action Item:** Joe Catrino will research how to secure the Journal archives.
4. **Action Item:** Executive Committee will review RFP for Development Associate position.
5. **Action Item:** Regional VPs will reach out to non-renewed members.
6. **Action Item:** Goal of 100 more 2015 members.
7. **Action Item:** Executive Committee develop proposal for Experience Magazine Editor or Communications/social media manager by Sept/Oct. board meeting.
8. **Action Item:** Board will update their pages on website.
9. **Action Item:** S. Sellars will coordinate effort to create content areas for each region on website.
10. **Action Item:** Board members eligible to run again for board positions submit bios to B. Bazrod by January 8, 2016.
11. **Action Item:** Association office to collect logos upon registration for conference.
12. **Action Item:** D. Cayse to adjust student fund \$\$ amount for 2015 conference.
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- 29. Action Item: Regional VPs** to review and incorporate sample Regional VP monthly Report from Bob Penkala.
- 30. Action Item: K. Harper** will summarize ideas and propose a plan for committee & member involvement.
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Brainstorming session

<p>Committee Structure - Revisiting use and Structure</p>	<p>Ideas:</p> <ul style="list-style-type: none"> · Break-up Marketing and Membership piece role. Membership - facilitate work with members/regional VPs. Work on content and outreach. Outreach to new members and making connections. (Way to introduce - appoint someone to serve ad-hoc for two years and then we don't have to make a perm. change to the Board.) Focus on building the relationships. Too much on plate of Marketing and Membership VP. · Identifying connections in each of the States and leadership in the states. · How do we market the committees to the members? <p>Conference vs. non-Conference.</p> <ul style="list-style-type: none"> o Sign -up Sheet o Website o Recruiting Time (After the Conference) <ul style="list-style-type: none"> · Mentoring of our Board Members and transition of Board from one person to another · Fishbowl - table at the Conference. · Timeline Template for the Leadership <ul style="list-style-type: none"> o Goals o Committee o Meeting Times · Professional Development (Executive Level idea) overseeing <ul style="list-style-type: none"> o Someone in Charge of NAWIL (Leader and Committee) o Someone in Charge of Webinars (Leader and Committee) · April = Strategic Plan and Planning of Implementation for the year. · When looking for Board members looking at our Volunteers and active. Then a targeted e-mail. You've been involved...would you consider. What is the Process?
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- CEIA - Work with Executive Team to revisit Committees and how to use this information to move forward?
- Sending a letter of their work to their leadership? Appreciation of their support.
- CEIA - Send a letter to their boss.
- Get to know your board at the Breakfast. Make us more approachable. (Make this a thing for the Monday Breakfast.) Get a group together to work on this topic.
- CEIA - Work on the Newcomers Welcome and how we interact with the new members?