

The Cooperative Education and Internship Association
 BOARD OF DIRECTORS MEETING
 Denver, CO October 10-11, 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: Steve Sellars, Kelly Harper, Jose Pereira, Veronica Porter, Sara Muzzy, Dan Cayse, Scott Maynard, Patricia Bazrod, Al King, Jessy Jones, Tracey Dowling, Maria Kruger, Dawn Koeltzow, Andrew Harper, Sarah Burrows, Julie Hutt.

Absent: Hollis Zehnder, Connie Dietz, Penny Grob, Anderson Lee

Ex Officio Present: Peggy Harrier, Molly Thompson, David Caffo, Carmen Diaz

Ex Officio Absent: Michael Sharp

Monday, October 10, 2016

Call to Order: 8:47 am by President, Steve Sellars

Review of Agenda: Steve Sellars (Attachment)

- S. Sellars reviewed agenda and asked for additions or deletions – no changes.

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

President's Report: Steve Sellars (Attachment)

- Hired Carmen Diaz Ex-officio board member, VP Development.
- J. Catrino resigned – Dawn Koeltzow appointed VP Marketing & Communications to replace him.
- Processes in place: i.e. Audit comm., Site Selection Comm., conference chairs two years out; Experience Magazine, Journal partnership.
- Site Selection Committee: Committee working on 2019 conference location. Committee members: Julie Hutt, Dawn Koeltzow and David Caffo.
- Experience Magazine: timeline, November 30th roll out first issue.
- Monthly Executive Committee conference calls to work through operations of organization.
- Revised new member/renewal Welcome letter.

Experience Magazine: S. Sellars (M. Sharp absent) (Attachment)

- 36 abstracts accepted and 4 pending (50% of our writers are CEIA members!); 1 research spotlight interview (Maureen Drysdale).
- 15 types or articles; 6 types of writers; 19 universities, colleges, and organizations represented.
- 2 confirmed sponsors and (hopefully!) more on the way.
- On their way to have the first of two issues ready for release by early December.

Past President's Report: Kelly Harper (Attachment)

- Coordination of Nominations Committee
- CEIA 2016 Election process – preparing slate of candidates.
- Coordination of Awards Committee.
- Review of Kettering Award criteria.

2017/2018 Board Elections: K. Harper, Chair

- Executive VP/President-Elect: OPEN
- Vice President Marketing & Communications: Dawn Koeltzow eligible
- Vice President Professional Development: OPEN
- Vice President Region 2: (Mid-Atlantic) OPEN
- Vice President Region 4: (Midwest) OPEN
- Vice President Region 6: (Mountains & Plains) Sara Muzzy eligible
- Vice President Global Network/Region 8: International OPEN
- Vice President Cooperative Education Network: Tracey Dowling eligible
- Vice President Two Year Program Network: Jessy Jones eligible

Action Item: Board members eligible to run again for board positions submit bios to K. Harper by Nov. 30, 2016.

Awards: K. Harper, Chair – oversight for VPs responsible for CEIA awards.

- Dean Herman Schneider Award: K. Harper, Chair
 - Charles Kettering Award: H. Zehnder, Chair
 - Cooperative Education Student Award: T. Dowling, Chair
 - Internship Student Award: M. Kruger, Chair
 - Two Year Program Student Award: J. Jones, Chair
 - Ralph W. Tyler Award: S. Burrows, Chair
 - James Wilson Award: S. Burrows, Chair
 - Best Practice Award: S. Maynard, Chair
- December 1st new deadline – please adhere to timelines.
 - Multiple email blasts for both awards and board election nominations.
 - Process standardized for all three student awards.
 - K. Harper will be point of communication with all award recipients.

President-Elect Report: Scott Maynard (Attachment)

- Participated in monthly Executive Committee and board subcommittee conference calls.
- Working with conference chairs for annual conference contracts in 2017 and 2018.
- Coordination of Best Practices Award Committee.
- CEIA Academy – June 21-23, 2017, Vail CO.; working on agenda with D. Cayse & P. Harrier.

Minutes of previous meeting: P. Harrier (Attachment)

- Review and approval of June 22, 2016 virtual board meeting minutes.

Motion Made, Seconded (M. Kruger/S. Burrows) to accept minutes. **Motion Carried.**

2017 Conference: Molly Thompson, Chair (Attachment)

- Westin Denver Downtown; April 2-4, 2017; \$159 + 14.75% tax/night, single/double; \$10/night kickback CEIA.
- Theme – “Destination Denver: Where Altitude Elevates your Expertise”
- 16th Street Mall; arranging Planned Activities - walking and bus tours, industry tour possible, bar crawl & restaurants; t-shirts to sell for fundraiser; catering & A/V set; seeking volunteers; Intern to work on 2017 conference planning.
- Reviewed Agenda, keynote/plenary speakers, Pre-conf. sessions, poster session.
- Committee recognition – Sunday at reception and add to website suggested.

Action Item: D. Koeltzow will produce certificates for presenters and student award nominations (S. Maynard has template).

Action Item: Each board member secure one donation to assist C. Diaz with development.

- Increased 2017 conference fees (\$20/registration):

MEMBER RATES	Current	\$20 Increase
Early Bird	\$450	\$470
Regular	\$500	\$520
Late	\$550	\$570
One-Day	\$275	\$295

2018 Conference: David Caffo, Chair

- April 15-19, 2018 (Monday-Wednesday night); Embassy Suites, north Charleston, NC; \$189/night + tax.
- Free shuttle service, waterfront event one night; complimentary breakfast and happy hour each day.

Financial Reports: D. Cayse (Attachments)

- Profit/Loss end of year Budget Statement – June 1, 2015 to May 31, 2016

Motion Made, Seconded (K. Harper/D. Koeltzow) to accept Profit /Loss Statement 2015 – 16. **Motion Carried.**

- Profit/Loss June 1, 2016 to August 31, 2016 Budget Statement review

Motion Made, Seconded (M. Kruger/A. Harper) to accept Profit /Loss Statement 6.1.16 - 8.31.15. **Motion Carried.**

- Dan Cayse finalized 2015 tax return and submitted to IRS.
- 2016 Conference profit: \$45,797

Career Eco – S. Maynard

GO TO MEETING – Demo Virtual Career Fair – Gail Oliver-Plath, proposal

- Set up test region; Region 3 & 7 (J. Hutt & A. King)

Action Item: S. Maynard to facilitate Virtual Career Fair pilot initiative with Regions 3 & 7; present proposal at January '17 board meeting.

- Timeline: market at spring CEIA 2017 conference; initiate fall 2017; rollout at 2018 conference.

Member Development & Retention – P. Bazrod

- Test year, Ex-officio board member - Promote member services.
- Two Priorities:
 - Membership Tool Kit
 - Mentoring Program

Peer Resource Network : P. Harrier

- Overview of placement on website and goal of network.

Action Item: Peer Resource Network activities will now be under responsibilities of VP Professional Development.

Action Item: K. Harper will facilitate update of Peer resource Network over the next year.

Membership Report: P. Harrier (Attachment)

- 676 CEIA 2016 members as of September 30th; 241 non-renewals; new membership special in effect.
- 2016 membership renewal notices emailed October 2nd; included 2015 members who did not renew in 2016.
- 35 already renewed for 2017.

CEIA Website Update: P. Harrier

- Dropbox review – use and adding documents.
- Review of pages in need of updates.

Action Item: K. Harper to facilitate update of Skills, Tools Hotspot pages.

Action Item: Board members to review and update North American Directory pages.

Action Item: Board members to review and populate Employer Directory pages.

Action Item: S. Maynard will capture virtual career fair employers for directory on website.

Professional Development: S. Maynard/K. Harper (C. Dietz absent)

- K. Harper responsible for leading re-introduction of webinars this year.
- Webinars: H. Zehnder (via phone call)
- **Purpose:** To support continuing member development and promote CEIA through meaningful webinar content, delivery and engagement.
- **Filter:** Members of CEIA are key influencers to our students and are a critical enabler our Campus Programs.
- **Objectives:** Create a feeling of “specialness” and exclusivity to CEIA & Disney
 - Build strong advocates and supporters of CEIA, Disney and Employer Relations
 - Drive incremental new CEIA members and Disney Educator Partners
- **Proposal:** Utilize the existing CEIA Webinar platform to launch a Disney sponsored professional development webinar series featuring leaders and recruitment professionals.
 - Career Services focused; Four sessions (One session per quarter)
 - EXAMPLES:
 - Building a successful Veteran program on campus
 - Recruiter reality (recruiter panel – “what are we really looking for”)
 - The Journey that Changed me (Leader) - value of an internship
 - Disney University Education – Career Dev. workshop
 - Timing: November 2016; February 2017, May 2017, September 2017

Action Item: H. Zehnder & D. Koeltzow to collaborate on options of platforms for presenting webinars.

- David Snow to fill in with various webinars as well.

Marketing and Communications: D. Koeltzow (Attachment)

- Coordinated News Briefs (Aug 17, Aug 29, and Sep 19). Next issue – Oct. 15th; plan for future issues.
- Worked on social media updates, approved group members in LinkedIn, promoted 2017 conference.
- Developed a CEIA Blog Committee, updated web page, explored WordPress, held first 2 committee meetings, set deadlines, and generated topic list.
- Coordinated the CEIA Digital Marketing Committee, held three meetings, developed committee charge.
- Worked on restoring documents to Dropbox.
- LinkedIn – 2,500+ members; Twitter – 1,127 members.

Action Item: Board members send their committees (names & Institution) to Peggy & Dawn to add to website.

Action Item: Include student award nominee highlights in social media posts & on blog.

Action Item: Include committees in Annual Report.

Research – S. Burrows (Attachment)

- Recruited committee to help with both the research project selection and Wilson & Tyler award nominations
- One submission for new Undergraduate Research Project – Cheryl Cates, U. Cincinnati

Motion Made, Seconded (A. Harper/D. Koeltzow) to approve new Undergraduate Research Project Grant proposal from Cheryl Cates. **Motion Carried**

Action Item: P. Bazrod will look for 2003 CEIA benchmark survey.

Action Item: Board members to send ideas for new benchmarking survey to S. Burrows.

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

- Audit Committee re-convened by Kent Phillips, chair; members: V. Porter, S. Maynard
- Review of financial records and books – timeframe to be determined.

Site Selection Committee: J. Hutt

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	David Caffo
David Caffo	David Caffo	New Conference Chair 2019

- RFP sent to Chicago, Cleveland, St. Louis

Action Item: Site Selection Committee will visit and narrow 2019 options to 1 or 2 cities by January board meeting.

Action Item: Site Selection Committee will negotiate and secure 2019 hotel contract by April, 2017.

Network VPs:**1. Cooperative Education Network:** T. Dowling (Attachment)

- Made contact with 2016 CEIA Conference Attendees that indicated an interest in involvement with the Cooperative Education Network.
- Distributed personalized invitations to join the CEIA Cooperative Education Network LinkedIn Group.
- Encouraged submission of Cooperative Education article abstracts for Experience Magazine.
- Encouraged Cooperative Education 2017 Conference proposals.
- Securing volunteers to serve on the Cooperative Education Student Achievement Award committee.
- Promote Cooperative Education Student Achievement Award nominations via email to membership.

2. Two Year College Network: Jessie Jones (Attachment)

- Ohio group active (OCEA) liaison with mid-west group (MCEIA).
- Secured four volunteers to serve on the two-year award/scholarship committee.
- Analyzed the list of Dallas conference attendees to identify all of the two-year schools.
- Created a survey to send to the two year schools to gauge needs/wants and how they want the network to support them at the conference, through LinkedIn, and in other ways throughout the year.
- Drafted a proposal with Chad Bridgman for a speed session at the Denver conference regarding how we identify our pipeline at a two year school where internship is not always required.

3. Internship Network: M. Kruger (Attachment)

- Reviewed information received from members of trending internship issues to develop and respond with information.
- Drafted timetable of offerings for interested members to discuss four key themes: data tracking for internships; zero-credit options; decentralized v. centralized models and how to grow support; international students and internships.
- Identifying and securing award selection committee for Intern of the Year Award.

4. Global Program Network: Jose Pereira (Attachment)

- Recruited University of Alberta and individual memberships to CEIA
- Several candidates have expressed interest in running for VP Global for the 2017/19 term

5. Employer Network: H. Zehnder (via phone)

- Received approval for January 16-18, 2017 Board Meeting at Walt Disney World.
- Created a proposal and received executive approval for Disney sponsored Webinar series.
- Received approval for Disney sponsored ad in Conference brochure and giveaways to be provided.
- Establishing selection committee for Kettering Award
- Outreach to expand Employer network

Regional VPs: Please see all reports for details.

- **Region 1 Northeast:** Ronnie Porter (Attachment)
- **Region 2 Mid-Atlantic:** Penny Grob (Attachment)
- **Region 3 Southeast:** Julie Hutt (Attachment)
- **Region 4 Midwest:** Anderson Lee (Attachment) (absent)
- **Region 5 Southwest:** Andrew Harper (Attachment)
- **Region 6 Mountain/Plains:** Sara Muzzy (Attachment)
- **Region 7 West:** Al King (Attachment)
- **Region 8 International:** Jose Pereira (Attachment) – (see Global Network)

Meeting recessed 4:33 pm.

Tuesday, October 11, 2016

Resumed meeting 9:00 am

CEIA Academy: S. Maynard

- Working on re-instituting the experienced persons workshop in 2018 Vail CO
- In 2017, will offer training for “new to the profession” individuals, June 21-23, Vail CO
- Hoping to take training on the road again.

Journal Update: P. Harrier

- U. Waterloo prepared Service Agreement – in review by CEIA Executive Committee
- Judene Pretti and staff completed input of 50+ years CEIA research articles into their database (no cost to CEIA)
- Goal is to be searchable by early 2017.
- CEIA Journal site is broken – will keep live until agreement finalized.

Action Item: S. Maynard will work with committees to identify 2019 conference chair.

Action Item: All board members willing to volunteer to help with conference please reach out to M. Weller.

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

Next CEIA Board Meeting: S. Sellars

- Disney Grand Floridian, Orlando, Florida – January 16-18, 2017 (Mon.-Wed.)

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

Wrap-up and Comments: S. Sellars

Adjournment: S. Sellars

Motion Made, Seconded (S. Burrows/M. Kruger) to adjourn the meeting at 11:00 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:** Board will update their pages on website. (K. Harper spreadsheet).
3. **Action Item:** H. Zehnder will assume responsibility for coordinating webinar offerings with new Webinar Committee and take lead for several future webinar offerings (i.e. veterans, paid internships).
4. **Action Item:** P. Harrier will complete agreement for housing Journal database with University of Waterloo by winter board meeting.
5. **Action Item:** M. Sharp will work toward accepting submissions for Experience Magazine in July 2016 for late fall publication.
6. **Action Item:** S. Maynard will work with Audit committee to explore financial policies & procedures for future.
7. **Action Item:** With 676 current membership renewals for 2016, board goal to reach 700 memberships by December 31, 2016.
8. **Action Item:** Board members eligible to run again for board positions submit bios to K. Harper by Nov. 30, 2016.
9. **Action Item:** D. Koeltzow will produce certificates for presenters and student award nominations (S. Maynard has template).
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