

PRESIDENT'S NEWSBRIEF

THOUGHTS FROM THE CEIA PRESIDENT...

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Points of Interest:

- Journal of Cooperative Education and Internships
- Nominations Committee is looking for candidates
- Call for Programs for the Crystal City, Virginia conference

Greetings! The year is flying by so fast. CEIA is also moving forward at a fast pace. In this newsletter you will learn about our agreement with WACE to make our Journal truly the international leader in global work-integrated learning. In response to the survey we took last year it will be produced as an electronic journal.

Also in response to your surveys we will make the CEIA 2004 Conference more relevant to your professional development needs. Share your expertise with your colleagues and submit a proposal so that everyone can CAPITOL-ize on our strengths in Crystal City, Virginia next April.

To meet your request for more professional development, the National Academy for Work-Integrated Learning will extend the Vail Workshops to include separate training opportunities for new and experienced practitioners.

Another initiative is the change to once yearly billing for membership. This decision came about after much research and consideration from our Membership and Marketing Committee. See the article explaining this and the spotlight on membership and marketing. This will help you understand the work that goes into making a decision that impacts the whole membership. One example of this is the change to once a year billing. The membership

committee did a lot of work to determine the best thing to do and how to do it.

Your elected Board of Directors is very serious about providing the services for which you joined CEIA. Our professional association management team will help us do this. They will be the conduit for disseminating the information we provide and making sure all inquiries are responded to within twenty-four hours.

Remember, that you have Regional Vice Presidents who are resources for you as well as the Network Vice Presidents. In future newsletters we will feature these V.P.'s so you can see how you can network with the expertise their committees represent. If you want to volunteer for any committee, e-mail the V.P. at the address found on the web page.

I look forward to seeing you in D.C. in April!

Diane



Diane Fleishman, CEIA President

JOURNAL OF CO-OP EDUCATION & INTERNSHIPS



Peggy Harrier, CEIA, and Peter Franks, WACE, sign joint agreement for production of the *Journal of Cooperative Education and Internships*

for the compilation, publication and distribution of a web-based *Journal of Cooperative Education and Internships*. Our collaborative proposal was presented and a Letter of Understanding was signed at the World Conference in Rotterdam, the Netherlands.

Phil Gardner, of Michigan State University, has been selected as CEIA's Senior Editor and will manage North American submissions. WACE is conducting a search for a Co-Senior Editor to represent the international community. It is our hope that this two-year agreement will provide a global forum for the field, and position *The Journal* as the premier research publication for work-integrated learning worldwide.

If you are interested in working with us, please contact Phil Gardner at : <gardnerp@msu.edu>

CEIA is proud to announce that we have entered into a joint agreement with the World Association for Cooperative Education (WACE)



CEIA MEMBERSHIP YEAR CHANGES

BY ANITA TODD, CEIA V.P., MARKETING AND MEMBERSHIP



“CEIA will start a membership drive this fall.”

We are happy to announce that CEIA is changing the billing cycle for membership dues and changing to a consistent membership year for all members. Starting January 1, 2004, CEIA will have a membership year that runs from January 1 – December 31 of each year with a billing cycle starting in the fall of each year and running through January of the membership year.

Background Information—In the past, CEIA has had a rolling membership calendar. This meant that members joined at all times of the year, and their membership renewals were sent at all times through out the year. There were several problems with this arrangement:

1. The cost and associated time with managing membership was very high. The administrative office would have to track memberships by month, send out renewals and reminders, collect fees and send packets each month.
2. The organization would not have a clear indication of income for budgeting purposes since money was collected on an on-going basis each year.
3. Membership confusion, especially around conference time was not uncommon (questions arose about renewals being made and dues being collected).

Benefits of This Change To CEIA—Several benefits can be derived from a change to a consistent membership year:

1. Consistent timing for annual, new, and renewal membership mailings and follow ups.
2. Reduced costs and time associated with possible bulk mailings, and with the ability to mail merge and complete all the membership mailings at one time.
3. Ability to solidly capture dues revenue for budgeting purposes.
4. Easier to track current and lapsed memberships.

Process Used to Propose/Approve the Change:

1. Membership Committee formed in March 2003
2. Committee reviewed information compiled by V.P. of Marketing and Membership, about membership database, renewals, lapses, timing and overall process.

3. Committee recommended to the board that we move to a consistent year based membership. Committee recommended a plan to handle current memberships with the change over to the new year.
4. V.P. of Marketing and Membership presented data and committee recommendations to the board and made a motion to change to a calendar year membership, and proposed several phase-in plans for current members.
5. Board approved the change and selected and approved a phase-in plan at the Oct. 4, 2003, Board meeting to start the new calendar year in January 2004.

Board-approved Phase-in Plan:

1. All current members who have not yet renewed membership from Sept. – Dec. 2003 will continue membership through the end of the year, and will be sent renewal notices this fall for renewed membership beginning January 1, 2004 and running through December 2004.
2. All current members who have already paid their membership dues that would extend their membership into 2004 will be sent renewal notices this fall with a credit equal to 1/12 of their annual membership dues times the number of months their existing memberships extend into 2004. For example: *If my individual membership extends to May 2004, I will be billed this fall for \$150 less my credit of \$62.50 (\$12.50 X 5 months). My 2004 dues would be equal to \$87.50. This will carry me through Dec. 2004, and then I would be billed in fall 2004 for a full 2005 membership cost.*
3. If a member wishes to join the organization sometime during the calendar year, we will accept that membership, but dues must be paid in full and the membership will only run through the rest of the new membership year.
4. We will start a membership drive this fall to try to bring on new members starting in January 2004.

I am very excited about this change and believe it will eliminate all past membership management problems.

If you have any questions or concerns about this plan, please do not hesitate to contact me, **Anita Todd**, at anita.todd@uc.edu or at (513) 556-4636.

SPOTLIGHT ON MARKETING AND MEMBERSHIP

BY ANITA TODD, VP OF MARKETING AND MEMBERSHIP

The first step in starting my role as the V.P. of Marketing and Membership was to put together a membership committee to assist with all aspects of marketing and membership for the organization. I was fortunate to get volunteers from two and four year co-op and internship programs in academia and industry. My committee has been very responsive, generating great ideas, making recommendations, and volunteering to complete projects.

Our initiatives for the coming year:

• Current membership management.

Reference the article on membership year changes to see that we were successful in coming up with and implementing a plan to better manage our organization membership.

I have been working closely with The Dobbs Group to better understand and organize the database and develop a process for renewal notifications and follow up. The Dobbs Group completely cleaned up and organized the database so we have a much better place to start.

• Improve CEIA marketing materials and the management and use of these materials.

We are in the process of creating a new "look" for the organization that will be carried through our website and all of our materials. We hope to release this by January 1, 2004.

The committee completed a thorough review

of all current organization materials and suggested and volunteered to complete numerous changes. Again, these should be released by January 1, 2004.

• Improving Member Services

The committee has started to review current member services and suggest new or improved ideas. You may have already seen my e-mail's about two new services that we are trying to implement. We will continue to work on these and others.

New and improved member services will be implemented as developed over the next year

• Membership Drive

We would like to continue to build our organizations and recruit new members. Once our materials are in order, we hope to start a membership drive this fall.

We have been compiling organization lists, listserv addresses; lists of possible new members from internet searches, and many other sources. We hope to get the word out to a broad, diverse audience for possible membership.

If you have any ideas, suggestions, or are interested in becoming a part of my committee, please don't hesitate to call or e-mail me, **Anita Todd at <anita.todd@uc.edu>**

(513) 556-4636.



BOARD SELECTS NEW ASSOCIATION MANAGEMENT FIRM

BY SALLY CARDENAS, IMMEDIATE PAST PRESIDENT

As reported at the Association's Annual Meeting, April 26, 2003, the Board directed the Executive Committee to seek an association management firm to replace Associated Western Universities (AWU) as our Administrative Office. The two years with AWU (Oct. 2001 to Sept. 2003) were good for CEIA. We were able to have a full-time Membership Services Assistant and a stable base of operations. Sher Nielson-Hatley provided commendable customer service to our members.

However, AWU decided to end its 40-plus years as a higher education consortium of universities, government agencies and industry and thus our work to find a firm capable of providing the core services the Association needed began. The Executive Committee looked at large and small firms; new and experienced firms. Ultimately the members of the Executive Committee selected the Dobbs Group, Inc.

The Dobbs Group has been in operation for more than 20 years and is headed by Deborah Dobbs who is a Certified Association Ex-

ecutive. The Dobbs group has been the association management firm for the Western Association of Colleges & Employers for the last five years and was highly recommended by their officers.

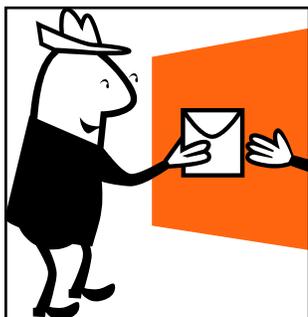
The Dobbs group offers CEIA cost-effective services to manage our membership services, conference and event registration and support, communications, and information management, as well as, support for the Board of Directors and the programs of the Association.

The Board and the Dobbs Group mutually agreed to a one-year contract (beginning October 1, 2003) that will allow each group to continually review and improve the working relationship. An official review of the services of the Dobbs Group and the first year will take place during the second quarter of 2004. The Executive Committee and the Board of Directors is looking forward to benefiting from the professional level of services that the Dobbs Group can provide.

The Board and the Dobbs Group mutually agreed to a one-year contract (beginning October 1, 2003) that will allow each group to continually review and improve the working relationship.

NOMINATIONS AND ELECTIONS

BY SALLY CARDENAS, IMMEDIATE PAST PRESIDENT



*As members of CEIA,
one of your rights is to
nominate individuals
who will lead the
Association.*

Please forward nominations of colleagues for positions on the Board by Nov. 15, 2003, to:

Sally Cardenas, Director
Office of Internships & Service
Learning Philadelphia House
Whittier College
13406 Philadelphia Street
Whittier, CA 90608
scardenas@whittier.edu

This year's Nomination and Elections Committee, under the leadership of Immediate Past President, Sally Cardenas (Whittier College) is seeking nominations for a variety of positions on the Board of Directors.

Elections will take place early in the new year. As members of CEIA, one of your rights is to nominate individuals who will lead the Association. One of your responsibilities is to vote for the colleagues of your choice to administer your association from year to year.

The Nominations & Elections Committee is seeking nominations for the Board positions listed below. With the exception of the President-Elect who will serve three years as President-Elect, President, and Immediate Past President, the term for all positions is 2004-2006. All candidates for each office must be members in good standing prior to the nomination.

Nominees should have the consent of their company/institution since Board positions require time out of the office for travel to Board meetings, the annual Conference, and time throughout their term of service to tend to their Board responsibilities. Some costs of attending Board meetings are covered by the Association, but there will be some costs individuals or their company/institution will be expected to cover. Please contact persons who you wish to nominate and determine ahead of time if they are interested, have the time to devote to Board meetings and duties, meet the requirements and are willing and able to serve for two years.

Contact Sally with the names of co-op and internship professionals from both higher education and industry who will keep our Association moving forward.

Nominations for the following positions are being sought:

Executive Vice President/President-Elect—seeking nominees from District C (Region 5, 6, 7 or 8).

Nominees for Executive Vice President/President-Elect must have significant previous Board experience at the time of nomination. The Executive Vice President/President-Elect shall assist the President and shall exercise the powers and duties of the President in the absence or incapacity of the President. He/She shall also coordinate activities of the Corporation's annual conference.

Vice President, Finance—should have previous CEIA Board experience

The Vice President for Finance shall be responsible for the accounting of all funds that the Corporation may accumulate and shall cooperate with the Treasurer who shall be the disbursing and collection agent for the Corporation. All disbursements shall be made at the discretion of the Board of Directors. The Vice President for Finance shall report on the financial status of the Corporation at all business meetings of the Corporation and the Board of Directors and at other times as requested by the President, and shall provide recommendations for long-term management of the Corporation's financial assets.

Vice President, Research—should have previous research experience

The Vice President for Research shall serve as chair of the Research Committee and shall coordinate all activities to provide information and research of a high quality and of benefit to the Corporation membership and customers. He/she shall also seek to ensure that all research projects are consistent with the mission, vision and values of the Corporation.

Vice President, Region 1—Must be a member from CT, ME, MA, NH, NY, RI or VT

Vice President, Region 3—Must be a member from AL, FL, GA, KT, MS, NC, SC, TN, Puerto Rico, or US Virgin Islands

Vice President, Region 5—Must be a member from AR, LA, OK, or TX

Vice President, Region 6—Must be a member from AZ, CO, ID, KA, MT, NE, NM, ND, SD, UT, or WY

Regional Vice Presidents shall ensure the fair and equal representation of their respective constituencies on the Board. All communication and activities sponsored by the Corporation on behalf of the membership constituency within the respective regions shall be conducted in collaboration with the Regional Vice Presidents.

Vice President, Cooperative Education Program Network – must be a member of this Program Network

The Vice President for Attributes-based Co-op Program Network shall provide leadership and guidance on all network related matters of the Corporation. He/She shall serve as liaison to the Attributes-based Co-op Program Network and maintain relationships between the Board of Directors and network membership. The Vice President for Attributes-based Co-op Program Network shall also be responsible for coordinating the activities of the Network.

Vice President, Two-Year College Program Network – must be a member of this Program Network

The Vice President for Two-year College Program Network shall provide leadership and guidance on all network related matters of the Corporation. He/She shall serve as liaison to the Two-year College Program Network and maintain relationships between the Board of Directors and the network membership. The Vice President for Two-year College Program Network shall also be responsible for coordinating the activities of the Network.

Please forward nominations to Sally Cardenas, Immediate Past President, by November 15, 2003.

2004 ANNUAL CONFERENCE...CAPITOL-IZING ON OUR STRENGTHS—CEIA CELEBRATING 40 YEARS!



Conference Co-Chairs, **Sally Cardenas** (Whittier College) and **Peggy Harrier** (Cincinnati State College) are hard at work with their terrific group of committee members. Just wait until April 18-20, 2004, in Arlington, Virginia.

You are going to have one of the great professional development experiences of your life! No question! **Jackie Chaffin**, **Reesa Greenwald** and **Mike True** are working as a team to develop a comprehensive selection of workshop presentations.

Registration and hotel information is already posted under *Conference 2004* on the CEIA web site. Register soon to take advantage of the Early Registration fees:

<http://ceiainc.org/Conference/2004.htm>



CALL FOR PROGRAMS!

Please submit your workshop proposal for CEIA's Annual Conference, **CAPITOL-izing On Our Strengths & Leveraging the Power of Our Programs** by Friday, Nov. 21, 2003.

Areas of focus for the conference are:

- Program Assessment/Education Outcomes
- Risk Management/Legal Issues
- Utilizing Technology
- Working With Specific Student Populations
- Marketing Your Program
- Program Management and Development
- Faculty Issues
- Research

**Workshop Proposal Deadline:
November 21, 2003**

Complete your workshop proposal form on-line: <http://www.ceiainc.org/Conference/proposals.htm>

Conference Program Planning Committee:

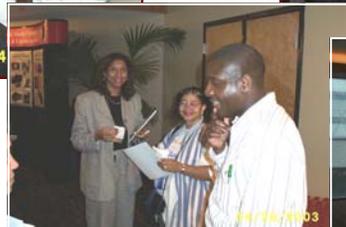
- Jacqueline Chaffin, Seton Hall University
- Reesa Greenwald, Seton Hall University
- Marilyn Mayo, IBM
- Michael True, Messiah College

Information contact:
Peggy Harrier,
Conference Co-Chair
Assistant Dean
Business Technologies Div.
Cincinnati State College
513-569-1639
<peggy.harrier@cincinnatiastate.edu>



Doubletree Hotel Crystal

2003 NASHVILLE CONFERENCE NETWORKING...





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Walnut Creek, CA 94598

Deborah Dobbs, CEIA Administrator
Phone: (925) 947-5581
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The Leaders in
Work-integrated
Learning*

**Check out our
webpage:www.ceiainc.org**

CEIA President's Newsbrief

Volume 2, Issue 1
November 4, 2003

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Reminder!!

Nominate Your Colleagues and Your Students for Awards!!



Dean Herman Schneider Award—For outstanding contributions to the advancement of the philosophy and practice of cooperative education for educators and administrators

Charles F. Kettering Award—For outstanding contributions to the advancement of the philosophy and practice of cooperative education for employers

Ralph W. Tyler and James W. Wilson Awards—given annually to acknowledge outstanding research projects and life-time contributions that further the understanding and practice of cooperative education.

Cooperative Education Student Achievement Award—given to a student who has completed at least one term of attributes based cooperative education experience at a four or five year school or employer represented by a current member of CEIA.

Two-Year College Student of the Year Award—given to a student who has completed at least one term or semester of Cooperative Education/Internship experience (paid or unpaid) at a two-year college or employer represented by a current member CEIA.

Academic Internship Student Achievement Award—given to a student who has completed at least one term or semester of an academic internship (paid or unpaid) at a college, university or employer represented by a current member of CEIA.

For more info and nomination packets: <http://www.ceiainc.org/awards/descriptions.htm>

CEIA STAFF NEWS

Sher Nielson-Hatley, CEIA's previous Administrative Assistant has moved to Lava Hot Springs, Idaho, is working for State Farm Insurance Co. and opened the Moose Hollow Bed & Breakfast in her home.



Deborah Dobbs



Welcome to Deborah Dobbs, our new administrator who will make sure that you will get the same great customer service when you contact the CEIA office. Deborah has been in the association management business for the past 22 years, with her own firm, The Dobbs Group, headquartered in Walnut Creek, California.

She and her staff manage five associations involving recruitment on university and college campuses, veterinary medicine, human medicine, commercial real estate and wholesale newspaper distribution...and now

CEIA, Inc. One of her largest accounts is the Western Association of Colleges & Employers that she has managed for the past 4 ½ years. Much of their operation is similar to CEIA, including many overlapping members. This association has given her the experience of working with universities and colleges and the special considerations of their account payable requirements!

Deborah is a graduate of Washington University in St. Louis and a graduate of the Institute for Organizational Management at UCLA, attaining a CAE (Certified Association Executive from ASAE) and a CMP (Certified Meeting Professional from the Convention Liaison Council) along the way. Keeping these designations require continuing education in the field of association management.

She has served as President of the Northern California Society of Association Executives & on the Board of Regents for the U.S. Chamber of Commerce Institute Program at UCLA as well as on numerous committees for NCSAE, loving every minute of it. Deborah is especially proud of being named NCSAE Association Executive of the year in 1998.

Deborah and her husband of 27 years have a grown daughter in Denver and a son in college at the University of Colorado. She is an avid golfer when she can find the time!