

The Cooperative Education and Internship Association
BOARD OF DIRECTORS MEETING
Embassy Suites, Charleston, SC September 25-26, 2017

(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: Scott Maynard, Steve Sellars, Veronica Porter, Dan Cayse, Patricia Bazrod, Kelly Harper, Jessy Jones, Dawn Koeltzow, Andrew Harper, Julie Hutt, Sarah Burrows, Hollis Lotz, Kate Darcy Hohenthal, Jill Collet, Lynne Hickle, Ross Johnston

Absent: Al King, Sara Muzzy, Tracey Dowling, Molly Thompson

Ex Officio Present: Peggy Harrier, David Caffo, Cara Doyle

Ex Officio Absent: Michael Sharp

Monday, September 25, 2017

Call to Order: 9:00 am EST by President, Scott Maynard

Review of Agenda: S. Maynard (Attachment)

Reviewed agenda and asked for additions or deletions – accepted as stated.

President's Remarks: S. Maynard

- Career Eco Virtual Career Fair format updated to two nation-wide events: October 25th and February 21, 2018.
- Site Selection Committee working on 2020 conference location in Anaheim, CA area. Committee members: Dawn Koeltzow, Molly Weller Thompson and Cara Doyle.
- Journal Agreement with U. of Waterloo Update – portal now open
- Revised new member/renewal Welcome letter.
- Working through operational issues with Executive Committee ongoing.

Past President's Report: Steve Sellars (Attachment)

- Attended TxCEIA conference July 27-28th.
- Coordination of Nominations Committee: Jill Collet, Al King, Sarah Burrows
- CEIA 2018-19 Election process – preparing slate of candidates
- Coordination of Awards Committee: Molly Thompson, Jessy Jones, Tracey Dowling, Holly Lutz, Sarah Burrows, Ronnie Porter
- Facilitating Schneider Award nomination process

President-Elect Report: Veronica Porter (Attachment)

- Attended CAFÉ/CACE/ACE Conference in Vancouver, Canada
- Working with Regional VPs, bi-monthly conference call meetings
- Coordination of Best Practices Award nomination process
- Working through operational issues with Executive Committee ongoing.
- Review materials needed for 2018 Annual Report

Minutes of previous meeting: P. Harrier (Attachments)

Ñ Review and approval of June 14, 2017 virtual board meeting minutes.

Motion Made, Seconded (S. Burrows/J. Hutt) to accept June 14th minutes. **Motion Carried.**

ACT Foundation Research Project Update – P. Harrier

The ACT Foundation has initiated a new research effort that looks at the characteristics of formal programs for working learners. John H. Pryor, of Pryor Education Insights, is a leading researcher in higher education and is directing this project, now under the auspices of the ACT Center for Equity in Learning.

Action Item: P. Harrier will resend the original survey blast to board members.

Action Item: P. Harrier will craft an email directed to employers for board members to send directly.

2018 Conference: David Caffo, Wilmington University, Conference Chair

- Charleston, SC; Embassy Suites North; April 16-18, 2018 (hotel contact is Heather Austin) (Monday-Wednesday night this year)
- “Where History is a Foundation for Innovation” theme; PwC Plenary speaker (diversity & inclusion)
- Keynote speaker in process; Lisa Barlow, U. Cincinnati, handling marketing graphics.
- Penny Grob Registration chair; conference committee formed; local committee working
- Call for Proposals - Sarah Burrows chair, Conference programming committee; in Google Docs
- Website live, mailer sent to all current and past members; busses reserved, menus, events
- reviewed handouts: Agenda; Planned activities, conference budget draft.

Action Item: All board members contribute to development and registrations (“Oh, by the way...”)

Action Item: P. Harrier will email mailer PDF to board members.

- Increased 2018 conference fees (\$5/registration):

MEMBER RATES	2017 rate	\$5 Increase-2018
Early Bird	\$470	\$475
Regular	\$520	\$525
Late	\$570	\$575
One-Day	\$295	\$300

- Non-member rate \$200 more/category (includes a membership).

2019 Conference: Julie Hutt, chair, Site Selection Committee (J. Hutt, D. Koeltzow, D. Caffo)

- 2019 conference will be at Westin River North Hotel, downtown Chicago; March 30th-April 2nd, 2019.
- Finalized & signed contract with Executive Committee oversight.
- Conference Chair - Cara Doyle, North Carolina State University, Raleigh

2020 Conference: Dawn Koeltzow chair, Site Selection Committee (D. Koeltzow, M. Thompson, C. Doyle)

- Focused on Anaheim, CA; RFP out; have already received proposals.
- Cassie A. Pressentin, CTA, Director of Meeting Sales; 608.274.2426; VISIT ANAHEIM

Site Selection Committee: D. Koeltzow

Committee to work in 2017-18	Committee to work in 2018-19	Committee to work in 2019-20
Site Selection Committee for 2020 Conference (CA)	Site Selection Committee for 2021 Conference (FL)	Site Selection Committee for 2022 Conference
Dawn Koeltzow (Chair)	Molly Weller Thompson (Chair)	David Caffo (Chair)
Molly Weller Thompson	David Caffo	Cara Doyle
Cara Doyle	New Conference Chair 2020	New Conference Chair 2021

Action Item: Site Selection Committee will narrow 2020 options to 2-3 Anaheim hotels by January 2018 board meeting.

Action Item: Site Selection Committee will recommend and secure 2020 hotel contract by March, 2018. (to be approved and signed by Executive Committee).

Financial Reports: D. Cayse (Attachments)

- Profit/Loss end of year Budget Statement – June 1, 2016 to May 31, 2017

Motion Made, Seconded (A. Harper/D. Koeltzow) to accept Profit /Loss Statement 2016 – 17. **Motion Carried.**

- 2017-18 Proposed Operating Budget – reviewed

Motion Made, Seconded (H. Lotz/S. Burrows) to accept 2017-18 Operating Budget. **Motion Carried.**

- Profit/Loss June 1, 2017 to August 31, 2017 Budget Statement reviewed.

Motion Made, Seconded (V. Porter/S. Burrows) to accept Profit /Loss Statement 6.1.17 - 8.31.17. **Motion Carried.**

- 2017 Vail CEIA Academy Income Statement presented (accrual basis).
- Dan Cayse finalized 2016 tax return and submitted to IRS.

- Maintained 2018 membership fees:

Membership Rates	CURRENT
Individual	\$200
Org- up to 3	\$480
Org- 4+	\$160 each

Audit Committee: V. Porter, Chair

- Committee: J. Hutt, T. Dowling, P. Grob
- Review of financial records and books – timeframe to be determined.

Member Development & Retention – P. Bazrod

Committee:

- Joseph Aini, University of Albany-SUNY
- Cheryl Arruda, Northeastern University
- Debra Barrick, Indiana University-Purdue University Fort Wayne
- Paul Gould, Retired CEIA Past President
- Eric Hall, Endicott College
- Janis Ransom, Foresters Financial
- Aaron Strong- Yellowstone National Park

- Monthly communication with regions. Ronnie has been working with the regional VP’s as well.
- Collect data on the overall success of the effort, as well as, suggestions, comments, etc. for improvements.
- Developing a Membership Drive for the Organization.

Action Item: Hollis Lotz will create a targeted informational piece for new & potential employer members.

TOUR of hotel conference venues and LUNCH: 11:15 – resume meeting 1:00 pm

2018/2019 Board Elections: S. Sellars, Chair

- Executive VP/President-Elect: OPEN
- Vice President Finance: Dan Cayse eligible
- Vice President Research & Surveys: Sarah Burrows eligible
- Vice President Region 1: (Northeast) Kate Darcy Hohenthal eligible
- Vice President Region 3: (Southeast) Julie Hutt Eligible
- Vice President Region 5: (Southwest) Andrew Harper eligible
- Vice President Region 7: (West) OPEN
- Vice President Employer Network: OPEN
- Vice President Internship Network: Molly Thompson eligible

Action Item: Board members eligible to run again for board positions submit bios to S. Sellars by Nov. 30, 2017.

Awards: S. Sellars, Chair – oversight for VPs responsible for CEIA awards.

- Dean Herman Schneider Award: S. Sellars, Chair
- Charles Kettering Award: H. Lotz, Chair
- Cooperative Education Student Award: T. Dowling, Chair
- Internship Student Award: M. Thompson, 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: V. Porter, Chair

- December 1st deadline – please adhere to timelines; January meeting will approve all.
- Multiple email blasts for both awards and board election nominations.
- Process standardized for all three student awards.
- S. Sellars will be point of communication with all award recipients.

Membership Report: P. Harrier (Attachment)

2017 Total new/renewed: 651 (608 paid + 43 lifetime members)

Individual:	261	0
Organizational (up to 3):	153	73 Bundles
Organizational (4 or more):	194	54 Bundles
Student:	0	0
Honorary Lifetime:	43	0
Totals:	651	127 Bundles

- 651 CEIA 2017 members as of September 13th; 175 non-renewals; new membership special in effect.
- 2018 membership renewal notices will email October 15-30; includes 2016 members who did not renew in 2017.

Professional Development: K. Harper

- Zach Osborne serving as committee member for Vail training (Looking for leaders to chair subcommittees in all areas of Professional Development.)
- CEIA Academy –
 - 2018 training event in Vail – June 13-15th; Manor Vail Lodge contract complete.
 - Post training survey summary; follow-up/mentoring for attendees available.
 - Website is updated for 2018 training events.
- 2018 conference – develop track for two-year Institutions.
- Webinars – developing new track for 2017-18.

Experience Magazine: P. Harrier (M. Sharp absent)

- Already have 9 articles for Issue 2 – plan to publish in January.
- Looking for sponsorships, ads, articles from blogs, LinkedIn, Career Eco, high school programs.
- Collaborate on an article ref history of CEIA; spotlight Journal Portal through U. of Waterloo.
- Creating post survey for first issue feedback.
- Issue 3 planning for spring (conference time)
- Seeking sponsors and advertisers to support publication
- Made formal request to secure modest funding for a development person.

Action Item: to M. Sharp: What would a development hire look like?

Research & Surveys: S. Burrows

- Finalizing Benchmarking survey of membership (with John Pryor of ACT Center for Equity in Learning)
- Student Research Award current – Cheryl Cates and Emily Frazier; in process.
- Student Research Award future – hold & offer every other year.

- Overseeing Tyler & Wilson Awards – revised language and added selection rubrics (on website)
- Charing Conference breakout sessions -committee revised Call for Proposals, implemented Google Docs for submissions, offering session “De-mystifying Research”.

Marketing and Communications: D. Koeltzow (Attachment)

- Coordinating News Briefs & e-blasts; social media updates, LinkedIn, Twitter, Instagram
- Promoting 2018 conference.
- CEIA Blog Committee; CEIA Digital Marketing Committee.
- Schedule reviewed for each board member to produce articles each month
- Facilitating Blog topics and posting reviews.
- Facilitating Guidebook, conference marketing materials.

Journal Update: P. Harrier

- U. Waterloo Service Agreement completed.
- Judene Pretti and staff completed input of 50+ years CEIA research articles into their database (no cost to CEIA)
- Portal is open and searchable on CEIA website!

CEIA Website Update: P. Harrier

- Review of pages in need of updates (Skills, Tools Hotspot, North American Directory, Employer Directory, etc.)
- Journal partnership with U. Waterloo – portal now open.

Action Item: Conference session “How to get the most out of Membership”.

Network VPs:

1. **Cooperative Education Network:** T. Dowling (no report) absent
 - Securing volunteers to serve on the Cooperative Education Student Achievement Award committee.
 - Promote Cooperative Education Student Achievement Award nominations via e-blast to membership.
2. **Two Year College Network:** Jessy Jones (Attachment)
 - Created new, fillable PDF forms for the Student Achievement Awards:
 - Nominator form
 - Judge’s rubric
 - Conducted membership research and outreach regarding two-year members:
 - Reviewed 2017 members list and identified 95 current members who work for institutions that offer two-year programs.
 - Identified 58 expired two-year members who did not renew their 2016 membership for 2017
 - Contacted all expired members in attempt to get them to renew; collaborated with Peggy to offer them the remainder of 2017 and all of 2018.
 - Connected with seven previous members who reported they could not renew due to budget cuts
 - Spoke with three individuals who wanted to renew; one connected me with a potential new member who I spoke with on the phone in June.
3. **Internship Network:** M. Weller Thompson (Attachment) absent
 - Facilitated a meeting at Denver conference with network attendees and identified primary areas of concern for members, which included dealing with undocumented students, alternative funding resources, and economic growth areas.
 - Held the Internship Information Hour, a twice monthly telephone call for Internship Network members. Topic covered so far have been immigration issues addressing students (Brad Hendrick joined this call), writing MOU agreements with employers, managing international internships, working with employers who refuse to sign university paperwork, and others. Average participation has been 7 members per conference call, with one person serving as facilitator.

- Hosted three new CEIA members (who are also new to the field) for full-day site visits at MSU Denver.
 - Have begun handling development for the conference.
- 4. Global Program Network:** Ross Johnston (Attachment)
- Chaired 2 calls with Global Network Group, attended mainly by attendees to last conference. Discussed and shared current initiatives and best practices and enabled promotion of new journal portal, virtual career fairs and personal development events.
 - Enabled a link to CEIA website to be added to front page of CAFCE website, under National Associations. This is to drive practitioners, in Canada, to also be aware of CEIA and the benefits of membership.
 - Looking to consider a benefits statement, on membership and involvement, to promote across Global Network current members and also to potentially promote with non-members.
- 5. Employer Network:** H. Lotz (no report)
- Establishing selection committee for Kettering Award
 - Focus on “why it is good to be a member of CEIA”.

Meeting recessed 3:45 pm.

Tuesday, September 26, 2017

Resumed meeting 9:00 am

Tour of Presidential Suite for conference.

Regional VPs: Please see all reports for details.

- **Region 1 Northeast:** Kate Darcy Hohenthal (Attachment)
- **Region 2 Mid-Atlantic:** Lynne Hickle (Attachment)
- **Region 3 Southeast:** Julie Hutt (Attachment)
- **Region 4 Midwest:** Jill Collet (Attachment)
- **Region 5 Southwest:** Andrew Harper (Attachment)
- **Region 6 Mountain/Plains:** Sara Muzzy (Attachment) (absent)
- **Region 7 West:** Al King (Attachment) (absent)
- **Region 8 International:** Ross Johnston (Attachment) – (see Global Network)

Board Brainstorming Session: Qualities of a co-op/internship Employer

Mentorship	diversity/inclusion
Compensation/benefits	campus encouragement
Lodging	mutual respect
Supervision	safe/ethical work environment
Evaluation/feedback	support beyond work
Onboarding process	meaningful work experiences
Exposure to professionals in the field	networking
Open communication channels	top program hiring numbers
Consistency	plan
Communication	structure
Goal setting	progressive learning experiences
Flexibility	cross training opportunities
Accessibility for all	conversion rates
Accountability	

Action Item: S. Burrows will condense list of qualities of a co-op/internship employer and add it to the member survey.

Next CEIA Board Meeting: S. Maynard

- January 7-9, 2018 – Marriott Tampa Waterside, Florida

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

Action Item: All board members will troll LinkedIn pages and respond where appropriate.

Wrap-up and Comments: S. Maynard

Adjournment: S. Maynard

Motion Made, Seconded (J. Collet/H. Lotz) to adjourn the meeting at 10:30 am EST. **Motion Carried.**

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ACTION ITEMS

1. **Action Item: Board** will update their pages on website. (K. Harper spreadsheet).
2. **Action Item: S. Maynard** will work with Audit committee (Hutt, Dowling, Grob, Porter) to explore financial policies & procedures for future.
3. **Action Item: K. Harper** will facilitate update of Peer Resource Network over the next year.
4. **Action Item: K. Harper** to facilitate update of Skills, Tools Hotspot pages.
5. **Action Item: Board members** to review and update North American Directory pages.
6. **Action Item: Board members** to review and populate Employer Directory pages.
7. **Action Item: S. Maynard** will capture virtual career fair employers for directory on website.
8. **Action Item: Board members** send their committees (names & Institution) to Peggy & Dawn to add to website.
9. **Action Item: K. Harper** is looking for leaders to chair subcommittees in all areas of Professional Development.
10. **Action Item: M. Sharp** will facilitate accepting submissions for Experience Magazine for future publications.
11. **Action Item: P. Harrier** will resend the original survey blast to board members.
12. **Action Item: P. Harrier** will craft an email directed to employers for board members to send directly.
13. **Action Item: All board members** contribute to development and registrations (“Oh, by the way...”)
14. **Action Item: P. Harrier** will email mailer PDF to board members.
15. **Action Item: Site Selection Committee** will narrow 2020 options to 2-3 Anaheim hotels by January 2018 board meeting.
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17. **Action Item: Hollis Lotz** will create a targeted informational piece for new & potential employer members.
18. **Action Item: Board members** eligible to run again for board positions submit bios to S. Sellars by Nov. 30, 2017.
19. **Action Item: to M. Sharp:** What would a development hire look like?
20. **Action Item: Conference session** “How to get the most out of Membership”.
21. **Action Item: S. Burrows** will condense list of qualities of a co-op/internship employer and add it to the member survey.
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