

The Cooperative Education and Internship Association  
 BOARD OF DIRECTORS MEETING  
 Tampa Marriott Waterside January 8-9, 2018

*(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, Jessy Jones, Dawn Koeltzow, Andrew Harper, Julie Hutt, Sarah Burrows, Kate Darcy Hohenthal, Joe Catrino, Lynne Hickle, Ross Johnston, Tracey Dowling, Molly Thompson

**Absent:** Al King, Sara Muzzy, Hollis Lotz, Kelly Harper

**Ex Officio Present:** Peggy Harrier, David Caffo

**Ex Officio Absent:** Michael Sharp, Cara Doyle

### Monday, January 8, 2018

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

**Introductions:** Joe Catrino, appointed as VP Professional Development

**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 held October 25<sup>th</sup>. (\$1,250 share to CEIA).
  - 11 organizations, 998 students, 34 institutions participated.
  - Next one: March 27, 2018 – market it differently

**Action Item:** S. Maynard to secure list of organizations that participated in virtual career fair.

**Past President's Report:** Steve Sellars (Attachment)

- CEIA 2018-19 Election process – Ballots go out early February; will close March 2<sup>nd</sup>.
- 2018/2019 Board Elections: S. Sellars, Chair
  - Executive VP/President-Elect: Julie Hutt
  - Vice President Finance: Dan Cayse
  - Vice President Research & Surveys: Sarah Burrows
  - Vice President Region 1: (Northeast) Kate Darcy Hohenthal/Rick DeIVecchio
  - Vice President Region 3: (Southeast) MaKeshia Dockery
  - Vice President Region 5: (Southwest) Andrew Harper
  - Vice President Region 7: (West ) Zach Osborne
  - Vice President Employer Network: Janis Ransom
  - Vice President Internship Network: Molly Weller Thompson

**Motion Made, Seconded** (S. Burrows/M. Thompson) to accept election slate. **Motion Carried.**

- *Schneider Award* nomination: Dr. John Henderson, Wilberforce U and Cincinnati State College.

**President-Elect Report:** Veronica Porter (Attachment)

- Working with Regional VPs, bi-monthly conference call meetings
- Chair Audit Committee; Members: J. Hutt, T. Dowling, P. Grob

**Action Item:** All board members contribute to 2018 Annual Report by Feb. 1<sup>st</sup> to Ronnie (15<sup>th</sup> to Peggy)

- *Best Practices Award* nomination: will have by January 15<sup>th</sup>

**Minutes of previous meeting:** P. Harrier (Attachments)

Ñ Review and approval of September 25-26, 2017 board meeting minutes.

**Motion Made, Seconded** (A. Harper/S. Burrows) to accept September 25-26, 2017 minutes. **Motion Carried.**

**Kettering Award:** P. Harrier

- H. Lotz out on medical leave; no way to know if any nominations received.
- It is confirmed that Northeastern University nominated Wayfair, LLC.

**Action Item: P. Harrier** will follow up with H. Lotz after the meeting.

**Action Item: V. Porter** will secure nomination submission from Northeastern U. for consideration.

**2018 Conference:** David Caffo, Wilmington University, Conference Chair (Attachment)

- 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; Keynote & Plenary speakers secured
- Development goal \$20,000 cash, in-kind & ads – M. Weller Thompson working on this.
- Agenda-at-a-glance on website; Lisa Barlow, U. Cincinnati, handling marketing graphics.
- Penny Grob Registration chair; conference committee formed; local committee working
- Call for Proposals – selected 81 proposals; Sarah Burrows chair
- Website live, early bird registration ends January 31st; busses reserved, menus, events
- reviewed handouts: Agenda; Planned activities, conference budget
- marketing on Instagram and LinkedIn – A. Harper & D. Koeltzow

**Action Item: D. Koeltzow** will share early bird tool kit to board.

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

**2019 Conference:** Cara Doyle, North Carolina State U. Raleigh, chair

- 2019 conference will be at Westin River North Hotel, downtown Chicago; March 31<sup>st</sup> - April 2<sup>nd</sup>, 2019.
- \$199/night (includes \$10/night rebate)

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

- Focused on Anaheim and San Diego, CA; RFP out; have received proposals
- March 4-6 site selection visits set (D. Koeltzow and M. Thompson)

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

**Site Selection Committees:**

|                                                   |                                                   |                                              |
|---------------------------------------------------|---------------------------------------------------|----------------------------------------------|
| 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 (Andrew Harper)         | New Conference Chair 2021                    |

**Financial Reports:** D. Cayse (Attachments)

- Profit/Loss June 1, 2017 to November 30, 2017 Budget Statement reviewed.

- Amended Nov. 30<sup>th</sup> balance sheet.

**Motion Made, Seconded** (M. Thompson/R. Porter) to accept Profit /Loss Statement 7.1.17 to 11.30.17 as amended.  
**Motion Carried.**

- Audit committee binder submitted to committee members.

**Audit Committee:** V. Porter, Chair

- Committee: J. Hutt, T. Dowling, P. Grob
- Reviewing financial records provided by D. Cayse.

**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 |

- Developing membership drive for the organization.

**Action Item: J. Catrino & P. Harrier** prepare question ref referral for new/renew membership.

**Motion Made, Seconded** (S. Burrows/J. Hutt) New member incentive in the amount of \$100 for whoever recruits most new members/renewals from 1-8-18 to 4-10.18. Winner to be announced at the conference. **Motion Carried.**

LUNCH: 12:00 pm – resume meeting 1:00 pm (meeting room 10)

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

- Dean Herman Schneider Award: S. Sellars, Chair
  - *Dr. John Henderson, Wilberforce University & Cincinnati State College*
- Charles Kettering Award: H. Lotz, Chair (absent)
  - *Wayfair, LLC*
- Cooperative Education Student Award: T. Dowling, Chair
  - *Alison Walasinski, The Ohio State University\**
- Internship Student Award: M. Thompson, Chair
  - *Nicholas Peterson, University of Alabama in Huntsville\**
- Two Year Program Student Award: J. Jones, Chair
  - *Emily Hatsigeorgiou, Washtenaw Community College*
- Ralph W. Tyler Award: S. Burrows, Chair
  - *Erik Alanson & Richard Robles, University of Cincinnati*
- James Wilson Award: S. Burrows, Chair
  - *Dr. Tracey Bowen, University of Toronto*
- Best Practice Award: V. Porter, Chair
  - *The Ohio State University, Engineering Career Services\**

\*(confirmed after board meeting by Executive Committee)

- S. Sellars will be point of communication with all award recipients.

**Action Item: Each award chair** to notify winners and nominees of outcomes.

**Action Item: Send** contact info, bios & jpg headshots (color & b/w) to S. Sellars by Feb. 15<sup>th</sup>

**Action Item: P. Bazrod** will send certificate template to award chairs for non-winners.

**Motion Made, Seconded** (A. Harper/D. Cayse) To accept the award nominations as presented for 2018. **Motion Carried.**

**Membership Report:** P. Harrier (Attachment)

2017 Total new/renewed: 674 (629 paid + 45 lifetime members)

Regional breakdown of 2017 members:

| Total (incl. lifetime) | Lifetime |
|------------------------|----------|
| Region 1: 98           | 7        |
| Region 2: 78           | 6        |
| Region 3: 148          | 9        |
| Region 4: 152          | 11       |
| Region 5: 56           | 3        |
| Region 6: 51           | 3        |
| Region 7: 56           | 4        |
| Region 8: 27           | 2        |
| Misc. 8                | 0        |
| Totals: 674            | 45       |

- 2018 membership renewal notices emailed October 15<sup>th</sup>, 30<sup>th</sup> and Dec. 1<sup>st</sup>; included 2016 members who did not renew in 2017.

**Marketing and Communications:** D. Koeltzow (attachment)

- Coordinating News Briefs & e-blasts; social media updates, LinkedIn, Twitter, Instagram
- Promoting 2018 conference, Guidebook, conference marketing materials Digital Lounge, Tech sessions.
- CEIA Blog Committee; CEIA Digital Marketing Committee.
- Pride contest

**Action Item:** D. Koeltzow will prepare schedule for 2018-19 blog and LinkedIn articles.

**Professional Development:** J. Catrino (attachment)

- Webinars – developing new track for 2018-19.
- CEIA Academy – P. Harrier
  - Wednesday-Friday, June 13-15, 2018; Manor Vail Lodge, Vail, CO
  - Focus: Co-op Education and Internship newcomers (professionals with 3 years or less experience in their positions)
  - Training sessions include: Faculty development, marketing, employer development, academic accountability, and program management
  - Registration: CEIA Member – \$290.00 (You must be a 2018 paid CEIA member to be eligible for this rate); CEIA Non-Member – \$390.00; One Day – \$145.00 (may not be used for two days)
- Researching “Design Thinking” for program offerings -from book *Designing Your Life*
- Webinar partnership: V. Porter
  - Job Accommodations Network – focus on disabilities; will be offered in February; platform provided
  - 365 registered now (ended up with 500 registrations!)

**Research & Surveys:** S. Burrows (attachment)

- Benchmarking survey of membership summary – 22% response

**Action Item:** P. Harrier will post Benchmarking Survey on CEIA website by Feb. 1<sup>st</sup>.

- Student Research Award– Cheryl Cates and Emily Frazier; in process.
- Tyler & Wilson Awards – revised language and added selection rubrics (on website)
- Chaired Conference breakout sessions (selected 81) - committee revised Call for Proposals, implemented Google Docs
- *Ralph W. Tyler Award* nominees: Erik Alanson & Richard Robles, University of Cincinnati
- *James Wilson Award* nominee: Dr. Tracey Bowen, University of Toronto

**Region 3 Southeast:** Julie Hutt (Attachment)

- Utilizing state reps to contact non-renewed and pending/lapsed CEIA members.
- Providing board information through Regional VP pages on website.

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

- Issue 2 in final edit stages – will be publish in late 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.
- Issue 3 planning for summer/fall 2018
- Seeking sponsors and advertisers to support publication

**ACT Foundation** – P. Harrier

John Pryor will present summary of their survey from last summer/fall at 2018 conference (Wed. lunch ½ hour)

Meeting recessed 3:15 pm.

**Tuesday, January 9, 2018**

Resumed meeting 9:00 am

Network VPs:

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

**Action Item:** T. Dowling will set up student awards process in Survey Monkey.

- *Cooperative Education Student Award nominee:* will have by January 16<sup>th</sup>

**2. Two Year College Network:** Jessy Jones (Attachment)

- Discussed using technology for awards processes.
- Conducted membership research and outreach regarding two-year members.
- *Two Year Program Student Award nominee:* Emily Hatsigeorgiou, Washtenaw Community College

**3. Internship Network:** M. Weller Thompson (Attachment)

- Held quarterly call-ins for network – discussed challenges.
- Assisting with development for the 2018 conference.
- Hosted several member schools for site visits at Metropolitan State U of Denver.
- Providing position descriptions upon request.
- *Internship Student Award nominee:* will have by January 15<sup>th</sup>

**4. Global Program Network:** Ross Johnston (Attachment)

- Created regional membership web page.
- Promoted virtual career fair, conference call for proposals, CEIA Academy training, Experience Magazine submissions.
- Proposed creation of new award for student with international work experience; will be funded by University of Waterloo @ \$500/year.

**Action Item:** R. Johnston will prepare a formal proposal for an international work experience student award to be funded by the University of Waterloo at the April 2018 board meeting.

**5. Employer Network:** H. Lotz (no report) absent**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:** Kelly Harper (Attachment) absent
- **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)

**New Business:**

1. **DACA Statement** – M. Thompson (Attachment)
  - Group reviewed NACE letter to the President in support of the Deferred Action for Childhood Arrivals (DACA) Program.

**Motion Made, Seconded (S. Burrows/A. Harper)** To authorize a letter of support of DACA by CEIA. **Motion Carried.**  
**Action Item: M. Thompson** will prepare a CEIA letter of support of DACA by Feb. 1<sup>st</sup> to be signed by President S. Maynard and posted on CEIA website.

2. North American Directory –

**Action Item: P. Harrier & web folks** will prepare an e-blast to that group and delete each bounce back.

**Action Item: Form** a work group to develop marketing materials for North American Directory (P. Bazrod, D. Cayse, J. Catrino, D. Koeltzow, S. Maynard, P. Harrier)

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

**Next CEIA Board Meeting:** S. Maynard

- Sunday, April 15, 2018, Embassy Suites Hotel, Charleston, SC, 1-4 pm.

**Wrap-up and Comments:** S. Maynard

**Adjournment:** S. Maynard

**Motion Made, Seconded (D. Cayse/S. Burrows)** to adjourn the meeting at 11:15 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: J. Catrino** will facilitate update of Peer Resource Network over the next year.
4. **Action Item: J. Catrino** to facilitate update of Skills, Tools Hotspot pages.
5. **Action Item: Board members** to review and update North American Directory pages.
6. **Action Item: J. Catrino** is looking for leaders to chair subcommittees in all areas of Professional Development.
7. **Action Item: All board members** contribute to development and registrations (“Oh, by the way...”)
8. **Action Item: Site Selection Committee** will narrow 2020 options to Anaheim/San Diego hotels & make recommendation by mid-March 2018.
9. **Action Item: D. Koeltzow & P. Harrier** will recommend and secure 2020 hotel contract by end of March, 2018. (to be approved and signed by Executive Committee).
10. **Action Item: Hollis Lotz** will create a targeted informational piece for new & potential employer members.
11. **Action Item: to M. Sharp:** What would a development hire look like?

12. **Action Item: All board members** will troll LinkedIn pages and respond where appropriate.
13. **Action Item: S. Maynard** will prepare a new calendar for LinkedIn and Blog postings.
14. **Action Item: S. Maynard** to secure list of organizations that participated in virtual career fair.
15. **Action Item: All board members** contribute to 2018 Annual Report by Feb. 1<sup>st</sup> to Ronnie (15<sup>th</sup> to Peggy)
16. **Action Item: P. Harrier** will follow up with H. Lotz after the meeting.
17. **Action Item: V. Porter** will secure nomination submission from Northeastern U. for consideration.
18. **Action Item: D. Koeltzow** will share early bird tool kit to board.
19. **Action Item: All board members** contribute to development and registrations (“Oh, by the way...”)
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(to be approved and signed by Executive Committee).