

The Cooperative Education and Internship Association
 BOARD OF DIRECTORS MEETING
 Chicago, IL, September 23-25, 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: Veronica Porter, Dan Cayse, Jessy Jones, Andrew Harper, Julie Hutt, Sarah Burrows, Kate Darcy Hohenthal, Sara Muzzy, Kelly Harper, Zach Osborne, Janis Ransom, Makesha Dockery, Dawn Koeltzow, Joe Catrino, Lynne Hickle

Absent: Tracey Dowling, Scott Maynard, Molly Thompson, Ross Johnston

Ex Officio Present: Peggy Harrier, David Caffo, Cara Doyle, Michael Sharp, Patty Bazrod

Ex Officio Absent: none

Sunday, September 23, 2018

Call to Order: 2:00 pm by President, Veronica Porter

Ice Breaker – J. Hutt

Mission, Vision Values group exercises – D. Koeltzow

(see attached – “Notes from Vision Mission Discussion Fall 2018”)

Suspend meeting for evening 5:00 pm

Monday, September 24, 2018

Call to Order: 8:59 am by President, Veronica Porter

Review of Agenda: V. Porter (Attachment)

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

Minutes of previous meeting: P. Harrier (Attachment)

- Review of July 9, 2018 virtual board meeting minutes.

Motion Made, Seconded (L. Hickle/S. Burrows) to accept July 9th minutes. **Motion Carried.**

Financial Reports: D. Cayse (Attachments)

- Profit/Loss end of year Budget Statement – June 1, 2017 to May 31, 2018
- Profit/Loss June 1, 2018 to August 31, 2018 Budget Statements reviewed.

Motion Made, Seconded (S. Burrows/L. Hickle) to accept Profit/Loss statement year ending May 31, 2018 and year to date ending August 31, 2018. Motion Carried.

- 2018 Vail CEIA Academy Income Statement presented (accrual basis).
- Dan Cayse finalized 2017 tax return and submitted to IRS.
- Increased 2019 conference fees (\$10/registration):

Conference Member Rates	Current	\$10 Increase
Early Bird	\$475	\$485
Regular	\$525	\$535
Late	\$575	\$585
One-Day	\$300	\$310

- Transitioned 2019 membership fees to tiers:

Membership Rates	Current	Proposed
Individual	\$200	\$200
Org. up to 3	\$480	\$495
Org. 4-6	\$160 each	\$825
Org. 7-9	\$160 each	\$1,320
Org. 10 or more	\$160 each	\$145 each

Audit Committee: J. Hutt, Chair

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

Research & Surveys: S. Burrows

- Final preparations of Employer Survey; drafts reviewed and input incorporated.
 - Discussed how to disseminate: agreed to use Handshake and add language about duplications
 - Send to Organizational Lead members and Individual members.
- Student Research Grant - \$4,000
 - Changed deadline to November 1st, revised process using Survey Monkey

Action Item: S. Burrows and P. Harrier will follow up with University of Cincinnati current grant recipients to finalize needed information for payment.

Professional Development: J. Catrino

Three working committees –

1. CEIA Academy – Vail, CO training June 11-13, 2019; hold for afternoon discussion.
2. Webinars – next one scheduled for October 18th, 3:00 pm
“Evaluate Your Program (3 models and an employer perspective)”
 - Heather Carpenter-Oliveira, Co-op Coordinator, Mechanical and Industrial Engineering Co-op, Northeastern University
 - Maura Quinn, Assistant Vice President, Campus Recruiting Programs, Talent Acquisition, Liberty Mutual
 - Becky Smith, Co-op and Career Advisor, Center for Cooperative Education and Career Development, Wentworth Institute of Technology
 - Cindy Richards, Director of Internships, Internship and Career Center, Endicott College
 Abstract: “As institutions vary in size, majors and resources, so do their co-op/internship offerings. How do you know what will work best for you? In this session you will learn about three unique models from Northeastern University, Wentworth Institute of Technology and Endicott College and how they built best in class programs to attract employers like Liberty Mutual. Also learn how employers assess and select university partners, given strategic goals and the ROI of each coop/internship program.”
 - Future webinars scheduled for November, January, March and TBA.
3. Website – reviewing and recommending updates to Skills, Tools Hotspot, Resources, Knowledge Zone and Members Only areas.
 - Re-organize buckets and update content.

Action Item: P. Harrier will check with web folks about website security.

2019 Conference: Cara Doyle, Conference Chair, North Carolina State University

- March 31 – April 2, 2019; Chicago Westin River North; Agenda reviewed.
- Call for Proposals deadline October 26th, Andrew Harper chair.
- Reviewed Committees, local arrangements, planned activities, digital marketing, vendor engagement
- Keynote speaker: Dr. Jillian Kenzie; Plenary speaker: TBA
- Development & Sponsorship: Chair Chris Offield, Purple Briefcase, David Caffo & Molly Thompson.

- Employer Day – Janis Ransom
- High School Day – Krista Paul

Break 10:05- 10:20 am

Marketing and Communications: D. Koeltzow (Attachment)

- Coordinating News Briefs 91 per month) & e-blasts; social media updates, LinkedIn (2920 members), Twitter (1,360 followers), Instagram (161 followers)
- #CEIA2019 and #CEIAinChiTown
- Promoting 2019 conference. - lists from MCEIA, Illinois Association, Midwest ACE
- Guidebook for conference – cost \$1,750 again this year
- CEIA Digital Marketing Committee: Jessy Jones, David Swartz, Andrew Harper, Cara Doyle, Amy Marcrum, Anna Clara Blesso.
- CEIA Blog Committee: board members rotate each month
- Schedule reviewed for each board member to produce articles each month
- Facilitating Blog topics and posting reviews.
- Facilitating Guidebook, conference marketing materials.

Action Item: All send Dawn article content for News Briefs – spotlight members.

Action Item: All submit committee members for website to Dawn Koeltzow by December 1st.

Action Item: Dawn Koeltzow will analyze conference lists for all social media accounts for invites to conference by January 1st.

Action Item: All send submissions for “Name the Blog” by October 15th to Dawn Koeltzow.

Action Item: All send Job Openings to Dawn Koeltzow and Peggy Harrier for LinkedIn and Careers page on website.

Experience Magazine: M. Sharp

- Issue 3 – Fall 2018 in final stages of production – to be released mid October.
- Issue 4 – 5 abstracts so far; call for submissions
- Preparing new format with Lisa Barlow, P. Harrier and web folks to reduce production costs – created template; internet delivery.
- Considering targeting to a new direction more in line with CEIA mission.

Action Item: M. Sharp will work with David Caffo to develop sponsorships and ad revenues for Experience Magazine.

Action Item: M. Sharp will prepare call for submissions for Experience Magazine to secure more topics and authors.

Full board toured Westin Chicago North venues for 2019 Conference: 11:15 – noon.

Local Committee on site to meet and tour with Cara Doyle.

Break for lunch – resume 1:28 pm.

Associate External Relations & Development: D. Caffo

- Looking at long term partnerships and initiatives with potential partners
- Researched and now developing 4 to 5 website pages solely for development; working with Association of Fundraising Professionals – GIVE tag line
- Donor Bill of Rights; ethical standards
- Qgive – software for nonprofits – needed to open shopping cart

Action Item: D. Caffo requests language for the GIVE webpages for each area of Development by October 15th (Conference, Academy, Experience Magazine, Professional Development activities, etc.).

2020 Conference: Andrew Harper, Chair

- San Diego, CA – Westin downtown; March 29th - April 1st.
- Reviewing contract & hotel facility, developing theme.

2021 Conference: P. Harrier

- Tampa, FL – Tampa Marriott Waterside (April 8th -14th OR April 15th -21st TBA)

CEIA Academy group exercises: Z. Osborne

- (see attached – “CEIA Academy Brainstorming Session Notes Fall 2018”)

Discussion about concept of staff person for Professional Development – V. Porter

High School Initiative: Krista Paul, High School District 214, Arlington Heights, IL

- Joined board for discussion of internship initiatives through the district.
- Will work with CEIA for outreach to high school groups around the country.
- Planning High School Day at annual conference.

Suspend meeting for evening 5:03 pm

Tuesday, September 25, 2018

Call to Order: 8:37 am by President, Veronica Porter

Recap of Previous Days: V. Porter

Action Item: All email Dawn Koeltzow and Ronnie Porter if interested in wordsmithing Mission, Vision, Values updates.

- Wordsmithing Volunteers: S. Burrows, D. Koeltzow, M. Sharp, P. Harrier

Discussed Academy ideas.

Discussed potential high school initiatives.

Strategic Priorities group exercises: V. Porter

- (see attached – “CEIA Strategic Priorities Discussion-Sept 25, 2018”)

Business Plan: D. Cayse (handout)

Overview: framework prepared and reviewed; included stakeholders;

- Focus: (page 12) PROGRAMS, PRODUCTS AND SERVICES

“Providing programs, products and services is the core business of CEIA. Membership dues comprise a significant source of revenue accounting for approximately one-third of total gross income. As previously discussed, our goal is to increase membership from the four target markets described. The following below are the existing programs, products and services including their strengths and challenges.

Annual Conference, CEIA Academy, CareerEco, Webinars, Experience Magazine, Undergraduate Research Grants, Awards, New Significant Initiatives (TO BE IDENTIFIED BY THE BOARD)”

Action Item: All give Business Plan feedback to D. Cayse by December 1st.

Review of Action Items: (Attached at end of these minutes)**Wrap-up and Comments:** V. Porter

Action Item: A. Harper will prepare method to capture action items.

Action Item: A. Harper to set up CANVA.com account to perform set-up of graphic designs for social media.

Action Item: S. Burrows and P. Harrier will write memo for e-blast of Employer Survey

Action Item: All to review calendar at end of Board Manual for key dates.

Action Item: All to develop personal plan for the year, using the board calendar.

2018-19 CEIA Board Meetings: P. Harrier

- Winter board meeting – Tampa, FL January 6-8, 2019
- Spring ‘19 conference board meetings – March 30 & 31, 2019; Chicago, IL

Adjournment: V. Porter

Motion Made, Seconded (Z. Osborne/s. Burrows) to adjourn the meeting at 11:30 am. **Motion Carried.**

The Cooperative Education and Internship Association
BOARD OF DIRECTORS MEETING
Chicago, IL, September 23-25, 2018

ACTION ITEMS

1. **Action Item: Board** will update their pages on website by September 1st. (K. Harper spreadsheet).
2. **Action Item: J. Catrino** will facilitate update of Peer Resource Network over the next year.
3. **Action Item: J. Catrino** to facilitate update of Skills, Tools Hotspot pages.
4. **Action Item: Board members** to review and update North American Directory pages.
5. **Action Item: All board members** will troll LinkedIn pages and respond where appropriate.
6. **Action Item: M. Thompson** will pursue Pearson initiative with support of S. Maynard and D. Cayse and report back to Board at Winter meeting in Tampa, FL.
7. **Action Item: S. Maynard and D. Cayse** charged with developing a Business Plan utilizing the new External Relations & Development position.
8. **Action Item: C. Doyle** will send P. Harrier conference committee lists for website.
9. **Action Item: Board** will push to regions and networks to submit articles and volunteer to serve on Experience Magazine committees for a diverse field; reach out to conference presenters to write articles.
10. **Action Item: M. Sharp** will send P. Harrier list of open positions.
11. **Action Item: All** to develop personal plan for the year, using the board calendar, by November 1st.
12. **Action Item: S. Burrows and P. Harrier** will follow up with University of Cincinnati current grant recipients to finalize needed information for payment.
13. **Action Item: P. Harrier** will check with web folks about website security.
- 14.
15. **Action Item: All** send Dawn article content for News Briefs – spotlight members.
16. **Action Item: All** submit committee members for website to Dawn Koeltzow by December 1st.
17. **Action Item: Dawn Koeltzow** will analyze conference lists for all social media accounts for invites to conference by January 1st.
18. **Action Item: All** send submissions for “Name the Blog” by October 15th to Dawn Koeltzow.
19. **Action Item: All** send Job Openings to Dawn Koeltzow and Peggy Harrier for LinkedIn and Careers page on website.
20. **Action Item: M. Sharp** will work with David Caffo to develop sponsorships and ad revenues for Experience Magazine.
21. **Action Item: M. Sharp** will prepare call for submissions for Experience Magazine to secure more topics and authors.
22. **Action Item: D. Caffo** requests language for the GIVE webpages for each area of Development by October 15th (Conference, Academy, Experience Magazine, Professional Development activities, etc.).
23. **Action Item: All** email Dawn Koeltzow and Ronnie Porter if interested in wordsmithing Mission, Vision, Values updates.
24. **Action Item: All** give Business Plan feedback to D. Cayse by December 1st.
25. **Action Item: A. Harper** will prepare method to capture action items.
26. **Action Item: A. Harper** to set up CANVA.com account to perform set-up of graphic designs for social media.
27. **Action Item: S. Burrows and P. Harrier** will write memo for e-blast of Employer Survey
28. **Action Item: All** to review calendar at end of Board Manual for key dates.
29. **Action Item: All** to develop personal plan for the year, using the board calendar.