

The Cooperative Education and Internship Association
 BOARD OF DIRECTORS MEETING
 Tampa, FL January 5-7, 2020

(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: Julie Hutt, Veronica Porter, Dan Cayse, Dawn Koeltzow, Andrew Harper, Kate Darcy Hohenthal, Ross Johnston, Kelly Harper, David Bird, Rebecca Pettitt, Meghan Stidd, Makesha Dockery, Joe Catrino, Tracey Lord, Molly Thompson, Sarah Burrows, Cara Doyle, Lynne Hickie

Absent: Janis Ransom

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

Ex Officio Absent: David Schwartz

Monday, January 6, 2020

Call to Order: 9:00 am by President, Julie Hutt

Welcome – fun facts exercise.

Review of Agenda: J. Hutt (Attachment) - Reviewed agenda and asked for additions or deletions.

Minutes of previous meeting: P. Harrier (Attachment)

- Review and approval of September 22-24, 2019 virtual board meeting minutes.

Motion Made, Seconded (M. Thompson/S. Burrows) to accept September 22-24, 2019 minutes. **Motion Carried.**

President-Elect Report: Dawn Koeltzow (Attachment)

- Working with Regional VPs, bi-monthly conference call meetings & webpage updates
- Coordinated the Best Practices Award committee and selection efforts
- Participated in virtual WACE national association committee meeting
- Joined conference committee meetings
- Collected committee member names for the website and determined individuals that need to be contacted regarding volunteer positions at the conference

Board of Directors Handbook: D. Koeltzow

- Coordinating updates for CEIA Board Handbook and By-Laws – focus on suggested edits to Nominations/Elections and addition of Diversity/Inclusion statement.
 - By-Laws – edits to be voted on at conference

Action Item: D. Koeltzow will forward electronic draft of handbook & by-laws edits to board and requests responses by February 15, 2020.

Annual Report: D. Koeltzow

Action Item: All board members contribute to 2019 Annual Report by Feb. 1st to Dawn (draft Feb. 15th to Peggy)

Past President's Report: Ronnie Porter (Attachment)

- Communicated with Network VPs
- Board Election Nominations Committee: C. Doyle, K. Harper, T. Lord, M. Stidd
- CEIA 2020-21 Election process – Ballots go out early February; will close by March 1st
- 2020/2021 Board Elections:
 - Executive VP/President-Elect: David Caffo & Ross Johnston
 - Vice President Finance/Treasurer: Dan Cayse
 - Vice President Research & Surveys: Sarah Burrows (1 yr. appt)

- Vice President Region 1: (Northeast)
- Vice President Region 3: (Southeast)
- Vice President Region 5: (Southwest)
- Vice President Region 7: (Western)
- Vice President Employer Network:
- Vice President Internship Network:

Kate Hohenthal
 Makesha Dockery
 Andrew Harper (1 yr. appt.)
 Rebecca Pettitt
 Ralph Brigham
 Molly Thompson

Motion Made, Seconded (K. Harper/M. Stidd) to accept 2020/21 board election slate. **Motion Carried.**

- Appointment for Anna Clara Blesso 2022 CEIA Conference Chair

Action Item: Send election bios & jpg headshots (color & b/w) to V. Porter by Feb. 1st

Awards: V. Porter, Chair

- **Dean Herman Schneider Award:** V. Porter, Chair
 - Norah McRae - U. Waterloo
- **Charles Kettering Award:** S. Maynard, Chair
 - Mark Yoss - Lockheed Martin
- **Cooperative Education Student Award:** T. Lord, Chair
 - Alexander Wilson - LaSalle U
- **Internship Student Award:** M. Thompson, Chair
 - Kalliope Zembillas - Youngstown State U.
- **Two Year Program Student Award:** D. Bird, Chair
 - Baydaa Hasan - College of Lake County
- **Peggy Jarvie, Intl. Student Award:** R. Johnston, Chair
 - Mariah Menanno - Drexel U.
- **Ralph W. Tyler Award:** S. Burrows, Chair
 - Judene Pretti, Jenny Fleming, and Kathryn McLachlan –U. Waterloo
- **James Wilson Award:** S. Burrows, Chair
 - Denise Jackson - Edith Cowan U., AUS
- **Best Practice Award:** D. Koeltzow, Chair
 - Florida State U. Shadow Program

Action Item: Each award chair to notify recipients chosen and non-selected nominees of outcomes.

Action Item: V. Porter will be point of communication with award recipients after chairs inform winners and nominees.

Action Item: Chairs to send award recipients contact info, bios & jpg headshots (color & b/w) to V. Porter by Feb. 1st

Action Item: D. Koeltzow will send certificate template to award chairs for non-winners.

Action Item: V. Porter will send award chairs a process statement, sample email and flow chart containing the information needed for award notifications.

Motion Made, Seconded (M. Thompson/S. Burrows) to accept the award nominations as presented for 2019-2020.

Motion Carried.

Break 10:15 am

Financial Reports: D. Cayse (Attachments)

- Profit/Loss June 1, 2019 to November 30, 2019
- Cost to Revenue Ratio Analysis ending May 31, 2019

Motion Made, Seconded (D. Koeltzow/M. Thompson) to accept Profit/Loss statement year to date ending November 30, 2019 and Cost to Revenue Analysis. **Motion Carried.**

- Audit Committee - received the audit binder prepared by Dan Cayse & in process of reviewing content.
- MCEIA Funding Transfer Update – two restricted accounts set up (\$47,000)
 - **MCEIA Professional Development Fund**

MCEIA donated 2/3 of the remaining MCEIA funds to CEIA in support of the Professional Development activities of CEIA's Academy. MCEIA believes that the CEIA Academy helps to develop future leaders in the field. In support of these programs, MCEIA funds will support any costs associated with the Academy, including: program administration costs, curriculum development, marketing, faculty fees, and venue costs. In return, MCEIA will be listed as a proud supporter of the CEIA Academy for a total of ten years.

○ **MCEIA Leadership Development Fund (for Region 4 Members)**

MCEIA donated 1/3 of the remaining MCEIA funds to CEIA in support of a newly formed MCEIA Leadership Development Fund. Region 4 members will be encouraged to apply for a scholarship to the CEIA Academy. CEIA will establish the guidelines for awarding the scholarship amount. MCEIA will be recognized for ten years as supporters of the Leadership Development Fund for Midwest Region 4 members.

Action Item: D. Koeltzow and K. Harper will prepare a release for the MCEIA Legacy Fund at the annual conference.

Investment Proposals –D. Cayse (handouts)

- Presented five different proposals with varying levels of risk for investing CEIA funds.

Motion Made, Seconded (L. Hickle/ R. Johnston) After board review a motion is made to support Dan Cayse in proceeding with investment opportunities that are in the best interest of the association upon Executive Committee approval. **Motion Carried.**

Risk Management – D. Cayse

- Proprietary domains have been purchased.
- Trademark application proposed to protect “Experience Magazine”

Motion Made, Seconded (A. Harper/K. Hohenthal) to secure trademark for “Experience Magazine”. **Motion Carried.**

Research & Surveys: S. Burrows

- Developed needs survey for two-year college programs and high school educators & administrators with the assistance of Secondary Educational Member Development subcommittee (K. Harper, chair).
 - CEIA Research Survey sent to almost 500 two-year college and high school work integrated learning educators (12.2.19)
 - Two separate surveys – here are the links: will remain open until spring.
 - https://www.surveymonkey.com/r/CEIA-2019-20_survey_two-yr
 - https://www.surveymonkey.com/r/CEIA-2019-20_survey_high-school

Action Item: P. Harrier will send a survey reminder to all educators in mid-January 2020.

Action Item: M. Thompson will provide high school contacts for the state of Colorado to S. Burrows.

- Student Research Grant update – 2018 – Judene Prettis will report out at the 2020 CEIA conference.
- Accepted invitation to serve as Regional Vice Chair for the US on the WACE International Research Committee.

2020 Conference: Andrew Harper, Chair

#CEIAinSanDiego! #2020CEIA

- Theme: “Coast to Coast: Empowering Student Success”
- San Diego, CA – Westin downtown; March 29 – April 1, 2020; \$209/night +tax (includes \$20/night rebate)
- \$20,000 development raised to date (sponsors, exhibitors, ads)
- Keynote and Plenary speakers confirmed
- Looking for San Diego registrants with a vehicle and a photographer.

Action Item: K. Harper will coordinate the awards photo shoot before Tuesday banquet.

Action Item: As a reminder, please promote the conference to all your colleagues & appropriate contacts to consider any of the following:

- Advertising in the conference program
- Networking with attendees through exhibiting
- Sponsoring some portion of the conference
- Tuesday luncheon – Nancy Zimpher & Dan Cayse chat – M. Sharp to moderate.
- Guidebook – Cara Doyle to populate it; encourage participants to download before the conference.

- 3 Preconference Sunday sessions: Nuts and Bolts (L. Hickle), Research (S. Burrows); LGBTQ (A. Blesso)
- CEIA Academy Pre-conference training – Saturday/Sunday

Action Item: Regional VPs will coordinate the Volunteer Committee thank you Reception for annual conference.

Action Item: J. Hutt will send letter requesting donations to the Student Fund.

2021 Conference: D. Schwartz (absent)

- April 18-20, 2021
- Tampa Marriott Water Street, FL - 2 miles from international airport; remodel completed

2022 Conference:

- April 3-5, 2022; Westin Hotel, Alexandria, VA
- Board approved new conference chair, Ana Clara Blesso, U. Conn.

Break for lunch – resume 1:15 pm.

Target Markets: J. Hutt

Afternoon group breakout sessions: process map each target market; viewed updates to employer page on website.

- National Colleges & Universities – D. Koeltzow
- Global Colleges & Universities – R. Johnston
- Secondary Education Institutions – K. Harper
- Employers – D. Caffo

Action Item: Target Market Taskforces will submit written summaries to J. Hutt and P. Bazrod by January 15th.

Experience Magazine: M. Sharp

- Working with editorial team finalize articles for issue 5. Publishing Issue 5 in late January:
<https://www.ceiainc.org/knowledge-zone/experience-magazine/>
- We are looking for more reviewers: https://www.surveymonkey.com/r/Experience_Team_2018-2019
- Continuing the process of recruiting writers for issue six.
- Looking for more writers: https://www.surveymonkey.com/r/Experience_Magazine_2019
- Continuing to explore opportunities to utilize the podcast (formerly Tapioca Radio Show) to further the reach of Experience Magazine and CEIA.
- Reminded board to push to regions and networks to submit articles and volunteer to serve on Experience Magazine committees for a diverse field.
- Podcasts - plan is to use Experience Magazine article authors as podcast interviewees.
- University of Cincinnati has agreed to support this initiative at no charge, using UC equipment.
- Audience – those in field of work integrated learning globally (over 20,000 listeners last year).
- Can then connect CEIA blog to podcasts & Experience Magazine.
- Need a webpage developed to formally connect EM and podcast, which may require funding support.
- Discussion surrounding ExperiencED podcast and relationship with WACE and CEIA.
- Discussed Service Learning Co-op hire (not only for EM and podcast individually, but also for CEIA).
- Discuss “selling” ads and sponsorships.

Action Item: D. Cayse will pursue Trademark for Experience Magazine.

Action Item: M. Sharp will provide EM article for conference program.

Action Item: Board will provide project ideas to M. Sharp for SL co-op student.

Suspended meeting for evening 4:10 pm

Tuesday, January 7, 2020

Call to Order: 9:00 am by President, Julie Hutt

Membership Report: P. Harrier (Attachment)

| | |
|-------------------------|-------------------------|
| | Total 2013 members: 649 |
| Total 2019 members: 776 | Total 2012 members: 611 |
| Total 2018 members: 739 | Total 2011 members: 641 |
| Total 2017 members: 674 | Total 2010 members: 668 |
| Total 2016 members: 694 | Total 2009 members: 629 |
| Total 2015 members: 675 | Total 2008 members: 760 |
| Total 2014 members: 701 | Total 2007 members: 729 |

Regional breakdown of 2019 members:

| | <u>Total (incl. lifetime)</u> | <u>Lifetime</u> |
|----------------|-------------------------------|-----------------|
| Region 1: | 128 | 7 |
| Region 2: | 87 | 7 |
| Region 3: | 178 | 11 |
| Region 4: | 174 | 12 |
| Region 5: | 58 | 4 |
| Region 6: | 50 | 5 |
| Region 7: | 60 | 4 |
| Region 8: | <u>41</u> | <u>3</u> |
| Totals: | 776 | 53 |

- 2020 membership renewal notices emailed, October 31st, November 8th, and reminders Dec. 1st; included 2018 members who did not renew in 2019.

Action Item: M. Sharp and C. Doyle will update membership info graphics for website.

Career Eco: V. Porter for S. Maynard

- Held October 19, 2019; \$1,400 to CEIA; 10 employers given complimentary memberships.
- Working on offering next fall 2020.

Marketing and Communications: C. Doyle (Attachment)

- Reformatted News Brief, using Wild Apricot to create template and distribute to members
- Updated Employer membership webpage
- Work with Andrew Harper, 2020 Conference Chair, to update conference webpages
- Developed and implemented National CEIA Month in our social media campaign
- Worked with Erin Glaser, upon recommendation from Lynne Hickie, to provide consistent content for our blog.

External Relations & Development: D. Caffo

- Completed site selection process for 2022 (contracted with HelmsBriscoe) Northeast site location has been selected and contract has been signed (Alexandria, VA).
- In current communications DELL corporate to participate in conference and sponsor event
- Worked with External organizations (Practera, and the Internship Institute) to establish new relationships. Practera was referred to VP of research to discuss possible joint research and Grant effort. Practera as well as the CEO of the Internship Institute was referred to the VP of Professional Development to coordinate in producing webinars.
- Participated in 2020 conference planning committee activities and meetings
- Sent two additional communications for sponsorship/partnership and “GIVE” campaign to Handshake contacts: 7600 contacts/Employers.
- Worked on AmazonSmile initiative and communications wherein now there is a simple and automatic way for everyone to support CEIA every time they shop, at no cost. When one shops at **AmazonSmile**, they will find the exact same low prices, vast selection and convenient shopping experience as Amazon.com, with the added bonus that Amazon will donate a portion of the purchase price to CEIA. (Look for “Cooperative Education Association”)

Action Item: C. Doyle and D. Caffo will prepare release for AmazonSmile initiative with proceeds to go to Student Fund.

WACE: D. Koeltzow

- Participated in virtual WACE national association committee meeting October 31st (8 time zones).

ACTE: D. Bird

- Association for Career & Technical Education has a high school component
- National workplace learning conference – Feb. 26-28
- National Policy Seminar - March 29-April 1
- Leading Education Revolution – Butler Tech, Cincinnati, OH June 9-12

Professional Development: J. Catrino

- Webinars – scheduled Jan., Mar., May, July
 - Investigating vendors (currently WebX) – looking at Zoom
- CEIA Academy Pre-Conference training in San Diego – with Z. Osborne, developed for mid-career professionals
 - Two days, March 28-29, 2020.
- CEIA Academy – Vail, CO training scheduled for newcomers June 9-11, 2020;

Goals Update: J. Hutt

- All took time to update goal sheets

Employer Outreach: J. Hutt & M. Stidd

Shared a proposed outreach for potential employer members using the following sample documents:

- Annual Employer Tracking Sheet
- CEIA Employer Benefits
- Employer Engagement Procedures – identifying employers
- New Employer Vetting Worksheet
- SAMPLE employer History Sheet
- Target Market Implementation Plan Template

Review of Action Items: (Attached at end of these minutes)**Wrap-up and Comments:** J. Hutt**Conference 2020 CEIA Board Meetings:**

- Spring 2020 conference board meetings – March 28 & 29; San Diego, CA (Sat-Sun.)
- March 28th (Sat.) 1:00-4:30 pm – J. Hutt
- March 28th (Sat.) 6:00 pm Board dinner
- March 29th (Sun.) new board member orientation 8:30-9:30 am – Dawn Koeltzow
- March 29th (Sun.) 9:30 am-noon – Dawn Koeltzow

Adjournment: J. Hutt

Motion Made, Seconded (A. Harper/J. Catrino) to adjourn the meeting at 10:40 am. **Motion Carried.**

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ACTION ITEMS

1. **Action Item: Board** will update their pages on website by March 28th, 2020. (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 in Member Only area.
4. **Action Item: P. Harrier** will investigate with web folks how to insert speed bumps on website to encourage members to update their profiles.
5. **Action Item: Link Honor Roll** info to student awards announcement & on auto-responses.
6. **Action Item: Develop testimonials** from student award recipients.
7. **Action Item: Target Market Task Force** will look into developing an employer tool kit for recruitment.
8. **Action Item: Board** strive to reach 100% participation in GIV campaign.
9. **Action Item: D. Koeltzow** will forward electronic draft of by-law edits to board and requests responses by February 15, 2020.
10. **Action Item: All board members** contribute to 2019 Annual Report by Feb. 1st to Dawn (draft Feb. 15th to Peggy)
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18. **Action Item: P. Harrier** will send a survey reminder to all educators in mid-January 2020.
19. **Action Item: M. Thompson** will provide high school contacts for the state of Colorado to S. Burrows.
20. **Action Item: K. Harper** will coordinate the awards photo shoot before Tuesday banquet.
21. **Action Item:** As a reminder, please promote the conference to all your colleagues & appropriate contacts to consider any of the following: [Advertising in the conference program](#), [Networking with attendees through exhibiting](#), [Sponsoring some portion of the conference](#) .
22. **Action Item: Regional VPs** will coordinate the Volunteer Committee thank you Reception for annual conference.
23. **Action Item: J. Hutt** will send letter requesting donations to the Student Fund.
24. **Action Item: Target Market Taskforces** will submit written summaries to J. Hutt and P. Bazrod by January 15th.
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