

The Cooperative Education and Internship Association
 BOARD OF DIRECTORS MEETING
 Virtual June 24, 2019

(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, Lynne Hickle, Molly Thompson, Ross Johnston, Kelly Harper, Cara Doyle, David Bird, Rebecca Pettitt, Meghan Stidd, Makesha Dockery, Sarah Burrows

Absent: Janis Ransom, Joe Catrino, Tracey Lord

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

Ex Officio Absent:

Call to Order: 2:00 pm by President, Julie Hutt

Review of Agenda: J. Hutt (Attachment)

Reviewed agenda and asked for additions or deletions – added Experience Magazine and Career Eco.

Minutes of previous meetings: P. Harrier (Attachments)

- Review and approval of March 30th board meeting minutes.

Motion Made, Seconded (R. Johnston/V. Porter) to accept March 30th minutes. **Motion Carried.**

- Review and approval of March 31st board meeting minutes.

Motion Made, Seconded (A. Harper/M. Thompson) to accept March 31st minutes. **Motion Carried.**

- Annual Business Meeting 2019 – reviewed minutes; hold for approval at next conference.

Financial Update: D. Cayse

- Closing Fiscal year end books (May 31, 2019)
- 2019-20 Proposed Operating Budget – in process; missing requests from 6 board members.

Action Item: Remaining board members will submit budget requests by July 1st.

- 2019 conference budget – in final stages of accounting for all income and expenses.
- 2019 CEIA Academy in Vail, CO budget summary – outstanding Invoices.

Action Item: A. Harper and P. Harrier to prepare 2020 conference budget once 2019 conference budget summary finalized.

Action Item: M. Sharp to submit 2019-20 Experience Magazine budget by July 1st.

President's Remarks: J. Hutt

- Executive Committee phone meetings (3rd Wed. of each month).
- Regional VPs website pages updated.
- CEIA Academy in Vail – 32 paid participants; Design Thinking sessions; panel with Megan Stidd successful
- Spring issue Experience Magazine published on CEIA website!

Action Item: J. Hutt will send all board members' 2019-20 individual goals for review & updates.

- WACE World Conference Cincinnati, OH – August, 2019

Action Item: Executive Committee will discuss CEIA representation at WACE conference meetings.

Action Item: Executive Committee will review potential WACE Letter of Agreement.

National Internship Day – J. Hutt

- CEIA leadership will not endorse the company sponsoring this July initiative.

Action Item: Executive Committee will discuss an October Work Integrated Learning month.

- October Career Eco event, GIVE Day; Regional events.

Professional Development: J. Catrino (absent) P. Harrier

- CEIA Academy – Vail, CO training held June 11-13, 2019;
 - Design thinking – J. Catrino & Z. Osborne, presenters, created new curriculum; included history of Vail & CEIA (P. Harrier), panel discussion, and employer segment (J. Hutt & M. Stidd).
 - Developed one-on-one mentorship program for Academy participants throughout the year.
 - Included DACUM materials; session assessments completed on-site.

Action Item: P. Harrier will send P. Bazrod Academy presenter materials for incorporation on Employer pages.

- Webinars – committee scheduling up to 5 webinars for 2019-20.
- Website – reviewing and recommending updates to Skills, Tools Hotspot in Member Only area, Knowledge Zone & Resources pages.

Research & Surveys: S. Burrows

Action Item: S. Burrows will develop needs survey for high school educators & administrators with the assistance of Krista Paul and Secondary Educational member development subcommittee (K. Harper, chair).

- Discussion of two-year program pathway under consideration.
- Two awards committees formed.
- Updated Research grant recipients.

Action Item: J. Ransom to reach out to employer survey respondents interested in more CEIA information.

Action Item: S. Burrows will prepare summary article on Employer Survey for Experience Magazine.

External Relations & Development: D. Caffo

- Dell committed to providing 12 laptops for 2020 conference!

Action Item: Executive Committee to review two potential revenue sharing opportunities: Practera, Inc. & Internship Institute.

Action Item: D. Caffo will facilitate CEIA GIVE DAY in month of October.

Member Development and Retention – P. Bazrod, Target Market Chair

Board sub-committees with specific target markets assigned, to develop working initiatives for the 2019-20 year with focus on new membership development and services.

North American colleges and universities

**Dawn Koeltzow (Pres.-Elect) (Chair)*

Andrew Harper (RVP 5 & 2020 Conference Chair)

Rebecca Pettit (RVP 7)

Cara Doyle (Mkg. & Comm.)

Tracey Lord (Co-op network)

Julie Hutt (Pres.)

Global colleges and universities

**Ross Johnston (Intl. network) (Chair)*

Ronnie Porter (Past-Pres.)

Meghan Stidd (RVP 6)

Makesha Dockery (RVP 3)

Joe Catrino (Prof. Dev.)

Sarah Burrows (Research)

Secondary educational institutions

**Kelly Harper (RVP 4) (Chair)*

Peggy Harrier (Exec. Dir.)

Michael Sharp (Exp. Mag.)

Kelly Harper (RVP 4)

Kate Darcy Hohenthal (RVP 1)

David Bird (2 yr network)

Employers

*Janis Ransom (Empl. Network) & David Caffo (Ext. Relations) (Chairs)

Dan Cayse (Fin/Treas.)

David Schwartz (2021 Conference Chair)

Lynne Hickle (RVP 2)

Molly Weller Thompson (Intern. network)

Action Item: J Ransom & Employer subcommittee to focus on Employer outreach, first by following up with Employer survey respondents who expressed more info on CEIA (164).

Action Item: All to review our website from an employer perspective; noting what we currently offer to employers and what we lack, and most importantly, what information we want to offer employers.

Action Item: All to share with P. Bazrod one or two examples of employer materials you utilize in your programs. Your shared content will assist in updating employer area Knowledge Zone.

Action Item: S. Burrows to provide updated employer respondent list to P. Bazrod who will share with subcommittees.

Marketing & Communications: C. Doyle

- Timeline for the year from D. Koeltzow; gathering branding guidelines; creating new sources for blog; re-formatting news briefs; meeting with CEIA webmaster in Raleigh, NC.
- Set up Dropbox file, Marketing & Communications, for board members to use.

Action Item: C. Doyle looking for volunteers for Marketing & Communications committee.

Action Item: C. Doyle will prepare summer news brief in July and Call for Proposals news brief in August.

Volunteers: D. Koeltzow

- Shared names of those who volunteered on both the post-conference survey and form disseminated at conference to be sure all get contacted.

Action Item: D. Koeltzow will follow up by September 1st with 32 named volunteers that were shared on June 7th.

2020 Conference: Andrew Harper, Chair

- San Diego, CA – Westin downtown; March 29th – 31st \$209/night +tax (includes \$20/night rebate)
- Reviewed contract & hotel facility, committees formed; menus in production, budget prep in process
- Developed theme: “Coast to Coast: Empowering Student Success”
- Logo being developed this week with Lisa Barlow, University of Cincinnati.
- Updating webpages with July completion goal; Call for Proposals being updated for August rollout
 - David Schwartz, programs Molly Thompson, local arrangements
 - Cara Doyle, marketing Chris Offield/David Caffo, Development
 - Dawn Koeltzow & Ana Clara, speaker research
 - Penny Grob/P. Harrier, registration
- Fall Board Meeting in San Diego Westin – September 22-24 (Sun.-Tues.); will include tour of hotel & area.

- Increased 2020 conference fees: (Members)

Conference Member Rates	Current	Increase
Early Bird	\$485	\$585
Regular	\$535	\$645
Late	\$585	\$705
One-Day (no membership)	\$310	\$350

- Increased 2020 conference fees: (Non-Members – includes \$200 membership)

Conference Non-Member Rates	Current	Increase
Early Bird	\$685	\$785
Regular	\$735	\$845
Late	\$785	\$905
One-Day (no membership)	\$350	\$425

2021 Conference: D. Schwartz

- Dates TBA – mid April, 2021, one of two weeks secured, depends on Convention center next door.
- Tampa Marriott Waterside, FL, 2 miles from international airport; going through complete remodel now.

Site Selection 2022: D. Caffo

- Working with Helms Briscoe; narrowed to Philadelphia, PA and DC/Northern VA areas.
- Site visits planned week of July 22nd; 3 hotels for each area/city (Caffo & Harrier)

Action Item: Site Selection committee (Caffo, chair, Harrier, Doyle, Schwartz) to review after visits and make recommendation for location of 2022 conference at fall board meeting.

CareerEco: R. Porter

- Scott Maynard will remain as the contact for this initiative; flyer being prepared.
- October 8th; 11:00 – 3:00 pm EST; will be requesting new contacts and reach out to those already participating last year.

Experience Magazine: M. Sharp

- Reminded board to push to regions and networks to submit articles and volunteer to serve on Experience Magazine committees for a diverse field

Action Item: A. Harper will send M. Sharp list & contact info of 2019 conference presenters.

Action Item: A. Harper will reach out to 2019 conference presenters to encourage them to write articles for magazine.

- 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.

Review of Action Items: (Attached at end of these minutes)**Wrap-up and Comments:** J. Hutt**2019-2020 CEIA Board Meetings:**

- Fall board meeting – San Diego, CA September 22-24, 2019 (Sun-Tues.)
- Winter board meeting – Tampa, FL January 5-7, 2020 (Sun-Tues.)
- Spring 2020 conference board meetings – March 28 & 29; San Diego, CA (Sat-Sun.)

Adjournment: J. Hutt

Motion Made, Seconded (S. Burrows/K. Hohenthal) to adjourn the meeting at 3:45 pm EST. **Motion Carried.**

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ACTION ITEMS

1. **Action Item: Board** will update their pages on website by June 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 in Member Only area.
4. **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.
5. **Action Item: M. Sharp** will send P. Harrier list of open positions.

6. **Action Item: M. Sharp** will work with David Caffo to develop sponsorships and ad revenues for Experience Magazine.
7. **Action Item: C. Doyle** to set up CANVA.com account to perform set-up of graphic designs for social media.
8. **Action Item: Regional VPs** will look at what other associations their regional members belong to.
9. **Action Item: Peggy** will investigate with web folks how to insert speed bumps on website to encourage members to update their profiles.
10. **Action Item: M. Thompson & K. Hohenthal** will process map the award recognition procedure by August 1st.
11. **Action Item: Peggy** will delete the North American Directory and add instead names of all member Institutions on website.
12. **Action Item: Link Honor Roll** info to student awards announcement & on auto-responses.
13. **Action Item: Develop testimonials** from student award recipients.
14. **Action Item: P. Harrier** will send out budget request form by May 1st with expected return submission by May 31st to both D. Cayse and P. Harrier.
15. **Action Item: All to review our website** from an employer perspective; noting what we currently offer to employers and what we lack, and most importantly, what information we want to offer employers.
16. **Action Item: All to share** with P. Bazrod one or two examples of employer materials you utilize in your programs. Your shared content will assist in developing our updated employer pages in Skills, Tools Hotspot.
17. **Action Item: Remaining board members** will submit budget requests by July 1st.
18. **Action Item: A. Harper and P. Harrier** to prepare 2020 conference budget once 2019 conference budget summary finalized.
19. **Action Item: M. Sharp to submit** 2019-20 Experience Magazine budget by July 1st.
20. **Action Item: J. Hutt** will send all board members' 2019-20 individual goals for review & updating.
21. **Action Item: Executive Committee** will discuss CEIA representation at WACE conference meetings.
22. **Action Item: Executive Committee** will review potential WACE Letter of Agreement.
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