

The Cooperative Education and Internship Association
 BOARD OF DIRECTORS MEETING
 San Diego, CA September 22-24, 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, Ross Johnston, Kelly Harper, David Bird, Rebecca Pettitt, Meghan Stidd, Makesha Dockery, Joe Catrino, Tracey Lord

Absent: Janis Ransom, Molly Thompson, Sarah Burrows, Cara Doyle, Lynne Hickie

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

Ex Officio Absent: Michael Sharp

Call to Order: 2:00 pm by President, Julie Hutt
 Welcome – group link 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 June 24, 2019 virtual board meeting minutes.

Motion Made, Seconded (A. Harper/K. Hohenthal) to accept June 24, 2019 minutes. **Motion Carried.**

Financial Reports: D. Cayse (Attachments)

- Profit/Loss end of year Budget Statement – June 1, 2018 to May 31, 2019
- Profit/Loss June 1, 2019 to August 31, 2019

Motion Made, Seconded (V. Porter/T. Lord) to accept Profit/Loss statement year ending May 31, 2019 and year to date ending August 31, 2019. Motion Carried.

- Proposed 2019-20 Operating Budget reviewed.
- A. Harper and P. Harrier finalized 2020 Conference budget. (included in 2019-20 Operating Budget)

Motion Made, Seconded (D. Bird/J. Catrino) to accept proposed 2019-20 Budget. Motion Carried.

- Dan Cayse finalized 2018 tax return and submitted to IRS.

Cost Behavior Management – D. Cayse (attachment)

- Milestones to Vision, Mission & Values
- D. Cayse presented cost/profit analysis process for board members.

Committee 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.
- Encouraged reaching out to interested volunteers. Shared list for updates.

Networks – V. Porter

- Looking for specific updates for website.
- Webinar topics of interest to employers?
- Potential Presenters aligned with target markets.

Regional VPs – D. Koeltzow

- Meeting virtually with VPs every other month.
- Regional webpages updated for summer & fall.

- Regional committee members/volunteers (some VPs have State Reps) – working on volunteer general description for handbook.
- Outreach occurring using membership lists; new member special promotion.
- Trolling LinkedIn for responses to questions.
- Reviewing Business Plan ideas.

Presented requested listing of other organizations members belong to:

- Region 1: Kate
 - NEACEFE - New England Association of Cooperative Education and Field Experience
 - NSEE National Society for Experiential Education
 - EACE Eastern Association of Colleges and Employers
 - NYSCEEA New York State Cooperative Education & Experiential Education Association
- Region 2: Lynne
 - NACE
 - EACE
 - DVCP (Delaware Valley Career Planners)
- Region 3: Makesha
 - (Southeastern regional cooperative education conference)
- Region 4: Kelly
 - NACE
 - MwACE - Midwest ACE is quite big
 - NSEE - National Society Experiential Education
 - OCEA - Ohio Cooperative Education Association
 - ILCEIA - Illinois CEIA (they are quite small, just 1 drive in conference a year, usually in April)
 - WI-ACE - Wisconsin ACE
 - a bunch of Midwest schools do engage with InternBridge for employer resources and programs
- Region 5: Andrew
 - NACE
 - SOACE
 - TXCEIA
- Region 6: Meghan
 - National Society for Experiential Education - <https://www.nsee.org/>
 - University Center Action Network - <http://ucanintern.com/#>
 - Colorado Internship Partnership Group – They do not have a website. It is a very informal group and they do not charge any dues. They have quarterly meetings.
 - Collegiate Career Services Association - <http://www.ccsacowry.org/>
- Region 7: Rebecca
 - NACE
 - MPACE
 - Society of Human Resources (SHRM Regional)
 - EPIC Ohana (helping foster youth in Maui/Hawaii)
 - WCDA (Washington Career Development Association)
 - OCDA (Oregon Career Development Association)
 - ACTE (Association for Career and Technical Association)
 - Oregon ACTE
 - The biggest overlap is MPACE – members are drawn to this organization with affordable membership (\$150), high engagement from employers, several regional activities/professional development from drive in trainings, webinars, company tours.
 - The draw with membership for NACE includes daily digests/forum boards (even if the price of the conference is out of members professional development range).

Suspended meeting for evening 5:00 pm

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Monday, September 23, 2019

Call to Order: 9:05 am by President, Julie Hutt

President's Remarks: J. Hutt

Update of activities since Chicago conference:

- Assisted in facilitating WACE charter agreement; Summary WACE conference in Cincinnati
- 2020 conference committees
- 2022 site selection
- Developed monthly board member communication tool (Executive Forecast)
- Worked with Professional Development Committee on webinars for July, August, September
- Experience Magazine – Issue 4; Issues 5 & 6 in process

Action Item: J. Hutt will send the board a link to the US NEWS & WORLD REPORT rankings including co-op.

- Target market Taskforce
- Networks & Regional VPs bi-monthly virtual meetings – outreach
- Business Plan

Business Plan – J. Hutt and D. Cayse

- Reviewed D. Cayse handout again – explanation of each target market & charges for each
- Identification of current products, programs and services for each market.
- Recommendation for improvement of current products, programs and services.
- Identification of new products, programs and services.
- A plan of implementation.
- Create a process map for each existing and new process.

Goals Update: J. Hutt

- Post-it activity - Milestones to Vision, Mission & Values

Action Item: J. Hutt will update milestones base from post-it projects provided by board before the January board meeting.

Target Markets: J. Hutt & P. Bazrod

- National Colleges & Universities
- Global Colleges & Universities
- Secondary Education Institutions
- Employers

CEIA website – Employer pages need updating

- Suggestions- Why JOIN?
 - Concise – video?
 - What can CEIA offer YOU?
 - Frequently Asked Questions
 - Knowledge Zone – add employer pages

Action Item: P. Bazrod will summarize activity charts for new Employer website and share with Board for feedback.

Action Item: Target Market Taskforce will follow-up with employer's identified for membership.

Action Item: Target Market Task Force will look into developing an employer tool kit for recruitment.

Full board toured Westin San Diego venues for 2020 Conference: 11:15 – noon.

Break for lunch – resume 1:15 pm.

WACE: R. Johnston

- Canadian Association – CEWIL
- WACE world conference in Cincinnati (August 2019) to build the relationship between CEIA and WACE.
- Along with Lynne Hickle, supported and signed the new WACE Charter on behalf of CEIA.
- Discussion as to who will represent CEIA going forward.

Motion Made, Seconded (R. Johnston/J. Catrino) to appoint President-Elect as CEIA representative to the WACE Board for a three year term, beginning with President-Elect assuming office, their Presidency and through Past President term. CEIA will evaluate the relationship annually and expenses will be funded by CEIA (i.e. every other year annual conference). **Motion Carried.**

Action Item: R. Johnston & P. Harrier will connect Dawn Koeltzow with WACE leadership.

Research & Surveys: K. Harper for S. Burrows (absent)

Sarah 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).

- Discussion and request for feedback of survey questions passed around the room during meeting.

Professional Development: J. Catrino

Webinars – committee scheduling 5-6 webinars for 2019-20.

- Investigating vendors (currently WebX) – looking at Zoom
- Post webinar assessment developed for quality improvement.

Action Item: All to send Joe Catrino recommendations of webinar software and presenter ideas by January 1, 2020.

CEIA Academy – Vail, CO training held June 11-13, 2019;

- Developed one-on-one mentorship program for Academy participants throughout the year.

CEIA Academy in San Diego – with Z. Osborne, developed and scheduled pre-conference training sessions for mid-career professionals in the field.

- Two days, March 28-29, 2020.

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

- Issue 5 in final stages of production – articles being reviewed and edited.
- Reminded board to push to regions and networks to submit articles and volunteer to serve on Experience Magazine committees for a diverse field.
- WACE committee of international associations will begin submitting articles to Michael for possible inclusion in Experience 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.

External Relations & Development: D. Caffo

Facilitating CEIA GIVE campaign – “October is CEIA Month”.

- To include: virtual career fair, webinar, GIV/donation campaign, marketing activities, etc.
- Promote on LinkedIn page (not group)
- Sent two communications for sponsorship/partnership and “GIVE” campaign to Handshake contacts: 7600 contacts/Employers
- Worked on website pages for a new section of the CEIA Website “CEIA Month in October: GIVE section”. These pages are a part of the CEIA month for fundraising; demonstrated CEIA webpages for board.
- “October CEIA Month Email Template”: completed email template to be sent to employer contacts

Action Item: D. Caffo will send CEIA GIV campaign/October Month info to the board.

Action Item: Board strive to reach 100% participation in GIV campaign.

- Secured continued commitment from DELL for In-kind laptop sponsorship (12 laptops for conference)

- Worked with External organizations (CandiSee, Practera, and the Internship Institute) to establish new relationships. Two of these have manifested into possible offerings to be on the website (employer's corner).

2020 Conference: Andrew Harper, Chair

#CEIAinSanDiego!

- Theme: "Coast to Coast: Empowering Student Success"
- San Diego, CA – Westin downtown; March 29 – April 1, 2020; \$209/night +tax (includes \$20/night rebate)
- Budget prepared, reviewed hotel facility, committees formed; menus selected,
- Webpages LIVE, Call for Proposals in process
 - 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

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
- Nominating a student for an achievement award (deadline is November 1)
- Submitting a presentation proposal (deadline is October 18)
- Sponsoring some portion of the conference

2021 Conference: D. Schwartz

- April 16-21, 2021, secured (Friday to Wednesday).
- Tampa Marriott Waterside, FL, 2 miles from international airport; going through complete remodel now.

Site Selection 2022: D. Caffo

Participated in site selection process for 2022 (contracted with HelmsBriscoe). North East US site location has been selected and approved by Exec (submitted formal site selection committee recommendation) and the contract negotiations are under way.

- Selected the Westin Alexandria, VA.
- Site Selection committee - Caffo, chair, Harrier, Doyle, Schwartz

Awards: V. Porter

- Committees in place; call for nominations out to membership.

Board Election: V. Porter

- Committee – V. Porter, chair; K. Harper, T. Lord, R. Johnston, M. Stidd
- Call for nominations out to membership.

MCEIA Funds: D. Koeltzow

MCEIA's RESTRICTED GIFT TO CEIA –

- MCEIA has a strong legacy of developing leaders in the field of cooperative education and internships. MCEIA is dissolving and the belief is that supporting CEIA's Academy and the development of Region 4 Leaders will be the best opportunity for MCEIA to continue its legacy in the field.

In support of MCEIA's legacy, past MCEIA board members requested the establishment of two CEIA restricted funds.

- That group included Dan Cayse (CEIA), Jill Collet (The Health Collaborative), Kelly Harper (Cincinnati State), Peggy Harrier (CEIA), Dawn Koeltzow (Bradley University), Laurie Laird (ONU), Anderson Lee (Creating IT Futures) and Helen Oloroso (Northwestern University).

1. MCEIA Professional Development Fund

MCEIA would like to donate 2/3 of the remaining MCEIA funds to CEJA 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 would like to support any costs associated with the Academy, including: program administration costs, curriculum development, marketing, faculty fees, and venue costs. In return, MCEIA would be listed as a proud supporter of the CEIA Academy for a total of ten years.

2. MCEIA Leadership Development Fund (for Region 4 Members)

MCEIA would like to donate 1/3 of the remaining MCEIA funds to CEIA in support of a newly formed MCEIA Leadership Development Fund. Region 4 members would be encouraged to apply for a scholarship to the CEIA Academy. CEIA can establish the guidelines for awarding the scholarship amount. It is requested that MCEIA be recognized for ten years as supporters of the Leadership Development Fund for Midwest Region 4 members.

Action Item: D. Cayse will establish a restricted account to track these funds, arrange for transfer of funds to CEIA and prepare any tax forms as needed.

Action Item: MCEIA will be recognized in activities using these funds for 10 years.

Action Item: D. Koeltzow will obtain final signature(s) required.

Announcements: J. Hutt

- Check on airport departures for Tuesday flights.
- Evaluation tool for D. Cayse & P. Harrier

Suspended meeting for evening 4:08 pm

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Tuesday, September 24, 2019

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

Member Development and Retention – P. Bazrod

- Group provided suggestions on flip charts for updates to employer webpages on CEIA site.
- Group discussed potential employers to recommend for a CEIA Employer Advisory Board.

Action Item: M. Stidd & J. Hutt will share employer outreach process sample with board and ask for suggestions in November, 2019.

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

Wrap-up and Comments: J. Hutt

2019-2020 CEIA Board Meetings:

- 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 (J. Catrino/D. Bird) to adjourn the meeting at 10:45 am. **Motion Carried.**

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ACTION ITEMS

1. **Action Item: Board** will update their pages on website by January 5, 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: M. Sharp** will work with David Caffo to develop sponsorships and ad revenues for Experience Magazine.
5. **Action Item: P. Harrier** will investigate with web folks how to insert speed bumps on website to encourage members to update their profiles.
6. **Action Item: Link Honor Roll** info to student awards announcement & on auto-responses.
7. **Action Item: Develop testimonials** from student award recipients.
8. **Action Item: J. Ransom** to reach out to employer survey respondents interested in more CEIA information.
9. **Action Item: Executive Committee** to review two potential revenue sharing opportunities: Practera, Inc. & Internship Institute.
10. **Action Item: C. Doyle** will facilitate CEIA GIVE Campaign in month of October.
11. **Action Item: D. Koeltzow** will follow up with 32 named volunteers that were shared on June 7th .
12. **Action Item: A. Harper** will send M. Sharp list & contact info of 2019 conference presenters.
13. **Action Item: A. Harper** will reach out to 2019 conference presenters to encourage them to write articles for magazine.
14. **Action Item: J. Hutt** will send the board a link to the US NEWS & WORLD REPORT rankings including co-op.
15. **Action Item: J. Hutt** will update milestones base from post-it projects provided by board before the January board meeting.
16. **Action Item: P. Bazrod** will summarize activity charts for new Employer website and share with Board for feedback.
17. **Action Item: Target Market Taskforce** will follow-up with employer's identified for membership.
18. **Action Item: Target Market Task Force** will look into developing an employer tool kit for recruitment.
19. **Action Item: R. Johnston & P. Harrier** will connect Dawn Koeltzow with WACE leadership.
20. **Action Item: All** to send Joe Catrino recommendations of webinar software and presenter ideas by January 1, 2020.
21. **Action Item: D. Caffo** will send CEIA GIV campaign/October Month info to the board.
22. **Action Item: Board** strive to reach 100% participation in GIV campaign.
23. **Action Item: D. Cayse** will establish a restricted account to track these funds, arrange for transfer of funds to CEIA and prepare any tax forms as needed.
24. **Action Item: MCEIA** will be recognized in activities using these funds for 10 years.
25. **Action Item: D. Koeltzow** will obtain final signature(s) required.
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