

# CEIA

ANNUAL REPORT

2020-2021



[ceiainc.org](http://ceiainc.org)

## Board of Directors

Dawn Koeltzow	President	Illinois Central College
David Caffo	Executive Vice President/ President-Elect	Wilmington University
Julie Hutt	Immediate Past President	University of South Carolina Honors College
Dan Cayse	Vice President, Finance and Development/Treasurer	Retired, Cincinnati State Technical and Community College
Joseph Catrino	Vice President Professional Development	Trinity College
Cara Doyle	Vice President Marketing and Communications	North Carolina State University
Sarah Burrows	Vice President Research and Surveys	Suffolk University
Tracey Lord	Vice President, Cooperative Education Program Network	Florida State University
Ralph Brigham	Vice President Employer Program Network	Southwestern Advantage
David N. Bird	Vice President, Two-Year College Program Network	Linn Benton Community College
Molly Thompson	Vice President Internship Program Network	University of Colorado Denver
Ross Johnston	Vice President Global Network/Region 8	University of Waterloo
Kate Darcy Hohenthal	Vice President Region 1 - Northeast	University of Hartford
Lynn Hickie	Vice President Region 2 - Mid-Atlantic	Drexel University
Makesha Dockery	Vice President Region 3 – Southeast	Georgia State University
Kelly Harper	Vice President Region 4 – Midwest	Cincinnati State Technical and Community College
Andrew Harper	Vice President Region 5 - Southwest	Texas Higher Education Coordinating Board
Meghan Stidd	Vice President Region 6 – Mountain/Plains	University of Colorado, Colorado Springs

Rebecca Pettitt	Vice President Region 7 – West	University of Puget Sound
-----------------	-----------------------------------	---------------------------

**Ex Officio Officers**

Peggy Harrier	Executive Director	Retired, Cincinnati State Technical and Community College
---------------	--------------------	--

Patricia Bazrod	Associate, Member Development and Retention	Retired, Georgia Institute of Technology
-----------------	--	--

Michael Sharp	Editor, Experience Magazine	University of Cincinnati
---------------	-----------------------------	--------------------------

Chris Offield	Associate, External Relations & Development	SkillSurvey, Inc
---------------	--	------------------

David Schwartz	2021 Conference Chair	Bradley University
----------------	-----------------------	--------------------

Ana Clara Blesso	2022 Conference Chair	Toigo Foundation
------------------	-----------------------	------------------

2021 CEIA Award Recipients

<u>Chair</u>	<u>Award</u>
Julie Hutt	<b>Dean Herman Schneider Award</b> (Educator) <i>Kelly Harper, Cincinnati State Technical and Community College</i>
Ralph Brigham	<b>Charles Kettering Award</b> (Employer) <i>Teri-Anne Brennan, Enterprise</i>
Tracey Lord	<b>Cooperative Education Student Achievement Award</b> <i>Adam Leung, Northwestern University</i>
Ross Johnston	<b>Peggy Jarvie, University of Waterloo International Student Award</b> <i>Ayman Kamran, University of Waterloo</i> <i>Ammar Kamran, University of Waterloo</i>
Molly Thompson	<b>Internship Student Achievement Award</b> <i>Grace Zimmerman, University of Central Arkansas</i>
David Bird	<b>Two-Year Student Achievement Award</b> <i>Caleb Martin, Linn Benton Community College</i>
Sarah Burrows	<b>James W. Wilson Award</b> (Advocacy of research activity) <i>Janice Orrell, PhD, Flinders University, AUS</i>
David Caffo	<b>Best Practices Award</b> (Innovative program solutions) <i>Autumn Russell, MAGNET: The Manufacturing Advocacy &amp; Growth Network</i>

**President**

Dawn Koeltzow  
Illinois Central College

**Committee(s):**

- Executive Committee (Chair)
- Target Market Group
- Member Forum Committee
- Grants Committee

**Accomplishments:**

- Coordinated and facilitated 2020-2021 Board Meetings (April, July, September, January, April).
- Led regular communications and monthly meetings for the CEIA Executive Board to handle business matters, make strategic decisions, and create overall plans for the Association.
- Conducted new CEIA Board Member orientation and reviewed BOD structure and responsibilities with full board.
- Created Ad-Hoc Committees for Diversity & Inclusion, Grants, and Quality Standards.
- Updated the CEIA Business Plan to reflect strategic changes caused by COVID-19.
- Coordinated Target Market Group work and tracked milestones to Business Plan.
- Updated Board By-Laws and Handbook to include language to promote diversity, equity, and inclusion.
- Coordinated efforts for Virtually in San Diego Conference in April 2020
- Coordinated efforts for Virtually in Vail Academy in June 2020
- Developed the Member Forum Committee and coordinated efforts for programs in October, January, and February.
- Participated in Experience Magazine Podcast.
- Created the Member Outreach campaign – CEIA MEMBERSHIP KEEPS YOU IN THE KNOW and worked on a variety of virtual offerings to support value in a membership.
- Participated in CEIA webinars and assisted when needed.
- Reviewed and provided input to communications for CEIA Members.
- Coordinated regular communications to CEIA Board Members.

**Executive Vice President/President-Elect**

David Caffo, Ed.D.  
Wilmington University

**Committee(s):**

- Executive Committee (member)
- Regional VP Committee (Chair)
- Best Practices Awards Committee (Chair)
- Audit Committee (Chair)
- Conference Lead Chairs Committee (member)
- Target Market Group Committee – Employer (member)
- Member Forum Committee (member)

**Accomplishments:**

- Participated in monthly meetings for conference planning and Executive Committee.
- Coordinated bi-monthly meetings for Regional VPs, worked on website updates, membership drives, programs, and communications.
- Encouraged engagement and recognition of CEIA Committee Volunteers.
- Worked on the Best Practices Awards committee and completed the selection process.
- Worked with the Employer Target Market Committee on the creation of an Employer Handbook.
- Reviewed financial documents from 2019-2020 and prepared Audit report.

- Led the process to review and edit the Board Handbook and By-Laws.
- Collected Board member annual reports and reviewed the CEIA Annual Report.
- Worked with the Member Forum Committee to create Virtual Member Forums – FOR MEMBERS BY MEMBERS.

### **Immediate Past President**

Julie Hutt

University of South Carolina, Honors College

### **Committee(s):**

- Nominations Committee (Chair)
- Awards Committee (Chair)
- Dean Herman Schneider Committee (Chair)
- CareerEco (Chair)
- Target Market Group Committee - National Colleges & Universities (member)
- Executive Committee (member)

### **Accomplishments:**

- Virtual Academy presenter (June 2020)
- Chaired three CEIA Virtual Career Fairs in partnership with CareerEco
- Co-presented COVID-19 Conversations virtual discussion
- Facilitated COVID-19 online resources for CEIA members
- Participated in Executive Committee meetings
- Chaired the BOD Nominations Committee
- Collected materials for review for BOD nominations
- Prepared the slate for BOD nominations
- Communicated with Chairs of the Awards committees
- Recruited Dean Herman Schneider Award committee including CEIA past-presidents
- Communicated with Network VPs, chaired Network VP meetings
- Contributed to CEIA Diversity Fund & Student Fund

### **Vice President, Finance and Development**

Dan Cayse, CPA

Retired, Cincinnati State Technical and Community College

### **Committee(s):**

- Executive Committee (member)
- Target Market Group Committee - Employer (member)

### **Accomplishments:**

- Prepared and balanced the annual budget and submitted it to the board for approval.
- Prepared periodic financial reports and presented them to the board.
- Prepared and submitted financial records and documents to the 2020 Audit Committee.
- Worked with the conference chair and executive director on the financial management of the 2020 Annual Conference that was cancelled and offered virtually.
- Prepared the annual tax return, Form 990, and supporting schedules, presented it to the board for review and submitted it to the Internal Revenue Service.
- Completed and filed Forms 1099-Misc and Form 1096 for the association and submitted them to Internal Revenue Service.
- Filed the Annual Charitable Registration with the State of Ohio and Non-Profit Business Entity Report with the State of Indiana.
- Prepared and submitted the annual report for nonprofit organizations for the State of Indiana.

- In the role of treasurer, maintained detailed records and managed the finances of CEIA working closely with the executive director and the executive committee of the board.
- Secured the Event Cancellation Insurance Policy for the 2020 CEIA Annual Conference and renewed the liability insurance for the association and board.
- Prepared the final consolidated summary financial report for the fiscal year ended, May 31, 2020, that is included in this Annual Report.
- Worked with the president and board on the continued implementation of the business plan.
- As prescribed in the business plan, made a presentation of cost behavior and management to the board.
- Engaged the services of Morgan Stanley to manage the investment of surplus funds of the association.
- As prescribed in the business plan, developed and presented to the board a new financial report disclosing cost to revenue ratios. This will continue to be presented annually.
- Continued to work with the law firm retained by the association to secure the trademark for Experience Magazine.
- Along with the President, reviewed and signed contracts and agreements on behalf of CEIA.

**See next page for Income Statement and Balance Sheet.**

**COOPERATIVE EDUCATION & INTERNSHIP ASSOCIATION, INC.  
INCOME STATEMENT (CASH BASIS)  
FOR THE YEAR ENDED, MAY 31, 2020**

INCOME

MEMBERSHIP	\$ 106,612
PROGRAM SERVICES	1,725
DONATIONS	7,572
MCEIA GRANT	47,659
OTHER INCOME	<u>25,543</u>
TOTAL INCOME	\$ 189,111

EXPENSE

ADMINISTRATION	\$ 99,140
PROGRAM SERVICES	20,273
BOARD TRAVEL & MEETINGS	45,410
PROGRAMS & PROJECTS	<u>5,370</u>
TOTAL EXPENSE	\$ <u>170,193</u>
EXCESS EXPENSE OVER REVENUES	\$ <u>18,193</u>

**COOPERATIVE EDUCATION & INTERNSHIP ASSOCIATION, INC.  
BALANCE SHEET (CASH BASIS)  
MAY 31, 2020**

ASSETS

CURRENT ASSETS:	
CASH	\$ 297,190
MARKETABLE SECURITIES (Lower of Cost/Market)	65,000
ACCOUNTS RECEIVABLE	0
PREPAID EXPENSES	<u>62,750</u>
TOTAL CURRENT ASSETS	\$ 424,940
FIXED ASSETS:	
EQUIPMENT	\$ 4,551
LESS: ACCUMULATED DEPRECIATION	<u>2,882</u>
TOTAL FIXED ASSETS	\$ 1,669
INTANGIBLE ASSETS:	
TRADEMARK	\$ <u>375</u>
TOTAL ASSETS	\$ <u>426,984</u>



LIABILITIES & EQUITY

LIABILITIES:	
DEFERRED INCOME	\$ 56,010
EQUITY:	
RETAINED EARNINGS, MAY 31, 2019	\$ 352,056
PRIOR PERIOD ADJUSTMENT	<u>0</u>
ADJUSTED RETAINED EARNINGS	\$ 352,056
EXCESS INCOME OVER EXPENSE	<u>18,918</u>
RETAINED EARNINGS, MAY 31, 2020	<u>\$ 370,974</u>
TOTAL LIABILITIES & EQUITY	<u>\$ 426,984</u>

**See next page for COVID-19 Comparative Analysis Report.**

**SPECIAL REPORT ON COVID IMPACT ON CEIA**

**COOPERATIVE EDUCATION & INTERNSHIP ASSOCIATION, INC.  
COMPARATIVE INCOME STATEMENT (CASH BASIS)  
FOR THE YEARS ENDED, MAY 31, 2019 AND MAY 31, 2020**

<u>INCOME</u>	<u>2019 PRE-COVID</u>	<u>2020 POST-COVID</u>
MEMBERSHIP	\$ 107,405	106,612
PROGRAM SERVICES	219,994	1,725
DONATIONS	1,195	7,572
MCEIA GRANT	0	47,659
OTHER INCOME	<u>994</u>	<u>25,543</u>
TOTAL INCOME	\$ 329,588	\$ 189,111

EXPENSE

ADMINISTRATION	\$ 94,302	99,140
PROGRAM SERVICES	187,155	20,273
BOARD TRAVEL & MEETINGS	53,424	45,410
PROGRAMS & PROJECTS	<u>6,292</u>	<u>5,370</u>
TOTAL EXPENSE	\$ 341,173	\$ 170,193
EXCESS EXPENSE OVER REVENUES	\$ <u>(11,585)</u>	\$ <u>18,193</u>

**COOPERATIVE EDUCATION & INTERNSHIP ASSOCIATION, INC.  
COMPARATIVE BALANCE SHEET (CASH BASIS)  
MAY 31, 2019 AND MAY 31, 2020**

ASSETS

CURRENT ASSETS:

CASH	\$ 340,357	\$ 297,190
MARKETABLE SECURITIES (Lower of Cost/Market)	0	65,000
ACCOUNTS RECEIVABLE	1,285	0
PREPAID EXPENSES	<u>7,835</u>	<u>62,750</u>
TOTAL CURRENT ASSETS	\$ 349,477	\$ 424,940

FIXED ASSETS:

EQUIPMENT	\$ 4,551	\$ 4,551
LESS: ACCUMULATED DEPRECIATION	<u>(1,972)</u>	<u>(2,882)</u>
TOTAL FIXED ASSETS	\$ 2,579	\$ 1,669

INTANGIBLE ASSETS:

TRADEMARK	\$ <u>0</u>	\$ <u>375</u>
-----------	-------------	---------------

TOTAL ASSETS	\$ <u>352,056</u>	\$ <u>426,984</u>
--------------	-------------------	-------------------

LIABILITIES & EQUITY

LIABILITIES:		
DEFERRED INCOME	\$ 0	\$ 56,010
EQUITY:		
RETAINED EARNINGS	\$ 345,994	\$ 352,056
PRIOR PERIOD ADJUSTMENT	<u>17,646</u>	<u>0</u>
ADJUSTED RETAINED EARNINGS	\$ 363,640	\$ 352,056
EXCESS INCOME OVER EXPENSE	<u>(11,584)</u>	<u>18,918</u>
RETAINED EARNINGS	<u>\$ 352,056</u>	<u>\$ 370,974</u>
TOTAL LIABILITIES & EQUITY	<u>\$ 352,056</u>	<u>\$ 426,984</u>

**SUMMARY**

The pandemic created by COVID 19 has had an impact on CEIA just as it has affected other organizations both in the public and private sector. The most immediate impact has been on programs offered by the association to members and non-members. We have been forced to cancel the in-person annual conferences for 2020 and 2021. Likewise, the CEIA Academy held annually in Vail, Colorado for both 2020 and 2021 were cancelled. Fortunately, the hotels we were contracted to were cooperative and the contracts were renegotiated allowing us to postpone to future years. Although CEIA carries event cancellation insurance, it does not cover cancellations due to pandemics. No company offers this coverage. These financial commitments would have had to fulfill would have had a devastating effect on the financial health of CEIA had the contracts not been renegotiated. The leadership of the association has also responded to the need of our members by creating virtual offerings to fill the void in professional development opportunities.

The above financial statements were prepared to show a comparison of the financial picture of CEIA at the year end of 2019 and 2020. You will note a substantial decline in the net assets of CEIA. This is primarily due to the significant amount of refunds that were issued due to the cancellation of the 2020 annual conference. On a positive note, several registrants elected to defer their registration fees to be applied to the 2020 conference creating deferred income in the amount of \$56,010 which appears as a liability in the balance sheet. The influx of funds provided by the MCI Grant in the amount of \$47,659 help mitigate the negative impact on the assets and equity of CEIA.

Because only minimal expenses had been incurred toward the 2019 conference and the reduction in board travel expense, we finished the year 2020 in the black. However, the impact moving forward is yet to be determined. The association has a significant contingent liability to the hotels that we remain under contract to for future conferences and the CEIA Academy. The resulting impact will continue to be monitored and reported to the board and the membership. It is our sincere hope and desire to resume in-person events and that our membership will be able to support us in that effort. Despite all of the adversity, CEIA remains fully committed to our vision, mission and values. We will continue to devote our efforts to implementing the business plan adopted by the board of directors.

**Executive Director**

Peggy Harrier  
Retired, Cincinnati State Technical and Community College

**CEIA Membership Report (January 1, 2021)**

**2021 Total new/renewed:** 379 (325 paid + 54 lifetime members)

**2021 Pending:** 338 (337 renewal/ 1 new)

**\*New in last 30 days:** 28 (59 new member specials)

**2019-20 Total non-renewed/lapsed:** 203

**CEIA Membership Report**

Total 2021 members: 379	Total 2014 members: 701
Total 2020 members: 734	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

**Regional breakdown of 2020 members:**

	<u>Total (incl. lifetime)</u>	<u>Lifetime</u>
Region 1:	107	7
Region 2:	77	7
Region 3:	138	11
Region 4:	142	12
Region 5:	63	4
Region 6:	44	5
Region 7:	69	4
Region 8:	40	4
<b>Sub Totals:</b>	<b>680</b>	<b>54</b>

**Vice President, Professional Development**

Joe Catrino

Trinity University

**Committee(s):**

- CEIA Professional Development Committee (Chair)
- CEIA Webinar Committee (Chair)
- CEIA Academy Committee (Chair)
- CEIA Elections Committee (member)

**Accomplishments:**

- Scheduled a full year of webinars for the Association (bi-monthly...six webinars per year)
  - ✓ Met with presenters and organized the description/title/date/time
  - ✓ Worked with Association Manager and VP of Marketing and Communications to prep marketing for the webinars
  - ✓ Collaborated with board members on webinar support (day-of webinar support, backend, Zoom host, webinar host)
  - ✓ Collaborated on the creation of a post-webinar survey
- Created, planned, and designed the Pre-Conference Session for CEIA '21 in Tampa
  - ✓ Pivoted to an online version to be offered in April '21
- Participated in the set-up of the CEIA '20 virtual sessions
- Redesigned the curriculum for CEIA Academy in Vail, CO
- Presented at *Virtually in Vail '20*
- Collaborating on the creation of the *Virtually in Vail '21* sessions
- Continued maintenance of the CEIA website specifically for the webinars, Knowledge Zone, and member areas
- Worked with fellow committee members on elections and nominations for board positions
- Met regularly with fellow committee members for professional development, webinars, CEIA Academy, and CEIA Pre-Conference

**Vice President Marketing and Communications**

Cara Doyle

North Carolina State University

**Committee(s):**

- 2021 Conference Committee (member)
- Diversity & Inclusion Committee (member)
- Marketing & Communications Committee (Chair)
  - ✓ Liz Herrera, University of Illinois at Chicago
  - ✓ Tina Mello, Northeastern University

**Accomplishments:**

- Created and released monthly News Briefs, highlighting annual conference, virtual career fairs, Experience Magazine, Academy, webinars and other CEIA resources and activities.
- Produced and scheduled e-blasts promoting CEIA virtual events, conference updates, and additional CEIA news.
- Led Marketing & Communications Committee, oversaw action items implemented across social media channels and blog.
- Designed marketing assets and promoted CEIA Month and CEIA Give Campaign.
- Worked with Julie Hutt and CareerEco on CEIA Virtual Career Fairs, created marketing collateral for each virtual career fair.
- Managed social media channels, with particular focus on LinkedIn and Instagram.
- In the process of working with Ross Johnston and the Quality Standards Task Committee, to create a webpage for CEIA's Quality Outcomes Resources & Best Practices.

- Worked with David Schwartz, 2021 Conference Chair, to implement virtual conference platform via Guidebook, in addition to updating content on conference webpages.

#### **Vice President, Research and Surveys**

Sarah Burrows  
Providence College

#### **Committee(s):**

- Research & Surveys Committee (Chair)
- Quality Outcomes Committee (member)

#### **Accomplishments:**

- Nominated and awarded the Wilson Research Award to Janice Orrell, PhD
- Assisted with creating the DEI Survey to members
- Assisted with Member Forums in Jan. and Feb, 2021
- Attended Board Meetings in Sept. and Jan.

#### **Vice President, Cooperative Education Network**

Tracey Lord  
Florida State University

#### **Committee(s):**

- Member Forum Committee (member)
- Audit Committee (member)
- Target Market Group Committee – Employer (member)
- Cooperative Education Student Achievement of the Year Award Selection Committee (Chair)
- Virtual Tampa 2021 Conference Local Arrangements Committee (Chair)

#### **Accomplishments:**

- Coordinated 2/26 Member Forum: Employer Panel
- Contributed to the writing of the Work-Integrated Learning Employer Manual
- Transitioned local arrangements committee to virtual offerings
- Secured nominations for co-op award when most co-ops were cancelled due to pandemic
- Kept local arrangements committee positive when 90% of committee is on a campus with frozen professional development dollars (but they still want to be involved!)

#### **Vice President, Employer Program Network**

Ralph Brigham  
Southwestern Advantage

#### **Committee(s):**

- Member Forum Committee (member)
- Target Market Group Committee – Employer (Chair)
- Charles Kettering Award Selection Committee (Chair)

#### **Accomplishments:**

- Secured members for the Charles F. Kettering Award Selection Committee
- Advertised Charles F. Kettering Award
- Chaired the Charles F. Kettering Selection Committee, notified all nominees.
- Chaired, committee for writing the Employer Work-Integrated Learning (WIL) Handbook
- Delivered WIL Employer Handbook to Executive Committee
- Currently tweaking suggested edits to the WIL Employer Handbook
- Served as a panelist on the WACE webinar “Global Conversations Employer Perspectives of WIL in the COVID Era and Beyond”

- Serving as a Moderator on the Feb. 26, 2021 “CEIA Forum: Employer Panel Discussion”

**Vice President, Global Network**

Ross Johnston  
University of Waterloo

**Committee(s):**

- Co-op Education Program Network Committee (member)
- Global Program Network (Chair)
- Target Market Group, Global Outreach (Chair)

**Accomplishments:**

- Region 8 membership continued to be strong during a difficult year with 44 registered members representing 47% growth since 2017.
- Formed Quality Outcomes Committee for CEIA
  - ✓ Benchmarked quality frameworks from national and international institutions
  - ✓ Created a library of best practice benchmarks
  - ✓ Creating a webpage for membership to gain access to quality programming benchmarks, which will be reviewed and refreshed annually.
- Facilitated task force on Global Outreach Strategy to review impacts of COVID-19 and reassess our future strategy.
  - ✓ Created a value proposition for global/international membership
- Contributed to design of “Managing You” Pre-Conference session for CEIA members, facilitating “Managing You – The Leader” as part of the session, prior to the 2021 CEIA Virtual Conference.
- CEIA membership outreach email and maintained Region 8 webpage.

**Vice President, Two-Year Program Network**

David Bird, Ph.D.  
Linn Benton Community College

**Committee(s):**

- Member Development and Retention: Secondary educational institutions (member)

**Accomplishments:**

- Began Board discussions around two-year program track at the National Conferences
- Sending out motivational emails to the two-year program members every two months.
- Continued Board discussions about a Professional Award for two-year program professionals.
- Putting together a comprehensive list of two-year Community Colleges and Tech Schools by State to use for recruitment purposes.

**Vice President, Internship Program Network**

Molly Thompson  
University of Colorado Denver

**Committee(s):**

- Internship Award Committee (Chair)
- Conference Local Arrangements Committee (Chair)
- Target Market Group Committee – Employer (member)

**Accomplishments:**

- Identified several granting organizations that would be a good match for CEIA and wrote a draft of an initial grant idea to run by the Board for approval.
- Hosted a Webinar on grant writing basics.
- Held four virtual mentoring sessions with practitioners who do not like the changes coming for their institutions and helped them strategize how to maintain quality in an environment that increasingly cares about quantity.

- Participated in the GIVE Campaign and email blasted it out to my engaged member list.
- Participated in the employer engagement committee.

### **Vice President - Region 1, Northeast**

Kate Darcy Hohenthal, Ed.D. University of Hartford

#### **Committee(s):**

- Peggy Jarvie – International Student Experience Awards Committee (member)
- Two-Year Network Committee (member)
- Elections & Nominations Committee (member)
- Regional Vice Presidents and Virtual Career Fairs Committee (member)

#### **Accomplishments:**

- Relaunched CEIA and Career Eco Virtual Career Fair
  - ✓ Hosted August 2020 Regional VP kick-off meeting
- 10/13/20 Northeast & Southeast Regional Virtual Career
  - ✓ Co-led pilot 10/13/20 Northeast & Southeast Regional Virtual Career
  - ✓ Working with CEIA leadership and CareerEco established workflows for students and employers
  - ✓ Created promotion campaign Northeast Region 1 members, students, and employers with workshops, tailored webinars, conference calls with the following results:
    - 74% of attendees were Northeast participants
    - 6 Northeast Region 1 college and association participants
    - 12 Northeast employers participated
- 1/29/21 Mid-Atlantic, Midwest & Southwest Regional Virtual Career Fair
  - ✓ Supported 1/29/21 Mountains, Plains, & Western Regional Virtual Career Fair
  - ✓ Shared best practices from the 10/13/20 Northeast & Southeast Virtual Career Fair with Mountains, Plains & Western Regional Vice Presidents
  - ✓ Hosted workshops for Northeast Region 1 members and students; suggested incentives for engaging employers to participate in this conference.
    - 60% of attendees were Northeast participants
    - 5 Northeast Region 1 college and association participants
- 3/3/21 Mountains, Plains, & Western Regional Virtual Career Fair
  - ✓ Promoting and hosting workshops for Northeast Region 1 members and students to participate in this conference
- Member Mingle 2020 San Diego Annual Conference (Co-Chair)
  - ✓ Engaged each new member with a personal invitation to meet at conference prior to the San Diego conference going virtual
  - ✓ Hosted virtual welcome
- Hosted and participated in Regional VP conference calls
- Send member newsletters highlighting member accomplishment, encouraging conference proposals, and promoting upcoming events
- Outreached to lapsed members in Region 1
- Attended virtual Board meetings
- CEIA Mentor for identified mentees
- Completed membership regional plan



**Vice President - Region 2, Mid-Atlantic**

Lynne Hickle  
Drexel University

**Committee(s):**

- Research Awards Committee (member)
- CEIA Quality Outcomes Committee (member)
- Peggy Jarvie, Waterloo University, International Work Experience Award Committee (member)
- Target Market Group Committee – Employer (member)
- CEIA Mentor

**Accomplishments:**

- Attended meetings and made contributions to Employer Handbook project
- Attended meetings and made contributions to CEIA Quality Outcomes project
- Reviewed and submitted votes for annual awards: Research and International Work Experience
- Coordinated with colleagues to support CEIA January Virtual Career Fair
- Secured Employer (Comcast) for Employer Panel Webinar – February
- Sent out quarterly VP newsletters, kept Region 2 webpage up to date, participated in VP calls
- Contributed to CEIA Student Fund

**Vice President - Region 3, Southeast**

Makesha Dockery  
Georgia State University

**Committee(s):**

- Region III, Volunteer Committee (Chair)
- Target Market -Global Universities and Institutions (member)
- CEIA Academy, Annual Conference Preconference Workshop-(member)
- Election & Nominations Committee – (member)
- Grant Writing Committee – (member)
- CareerEco/Virtual Career Fair – (member)

**Accomplishments:**

- Led Region III as 2nd largest membership base in the Association and contributed to Board Meetings
- Co-led with Kate Darcy Hohenthal-NE/SE Virtual Career Fair promoted to members in the SE Region
- Reviewed Candidate Slate for the nomination of 8 Leadership roles across the organization
- Met with Regional Committee members for semester goals and initiatives for Spring 2021
- Developed ideas & co-facilitated for CEIA Academy pre-conference sessions: Managing You Workshop
- Participated in the Global Universities and Institutions – task force meetings, review updates
- Reviewed potential grant opportunities to propose for additional revenue streams for CEIA
- Met with Regional VP's during Update Meetings to discuss State of the Regions and best practices
- Finalized 7 Regional Committee members for Fall 2020 to return in Spring 2021
- Contributed to and promoted CEIA Month- among membership channels in Region III

**Vice President - Region 4, Midwest**

Kelly Harper  
Cincinnati State Technical and Community College

**Committee(s):**

- Nominations Committee (member)
- Targeted Market Groups – Secondary Education Institutions (Chair)
- Region 4 Committee (Chair) including:
  - Samantha Groh, University of Cincinnati
  - Christopher Ledvina, Lakeland University

- Brandi Maki, Minnesota State University

**Accomplishments:**

- Created an outreach database for non CEIA members – updating monthly/bi-monthly with new contacts including institution, region and contact information
- Work on the Region 2, 4 and 5 Virtual Job Fair in January 2021
- Participate in virtual regional VP meetings
- Worked on updating the Region 4 webpage
- Developed an outreach plan for prospective, current and lapsed membership working in conjunction with the Region 4 Committee
- Created quarterly news briefs for Region 4
- Assisted VP of Research with project focused on two-year and high school

**Vice President - Region 5, Southwest**

Andrew Harper

St. Edward's College (March 2020 – May 2020)

Texas Higher Education Coordinating Board (May 2020 – Present)

**Committee(s):**

- Nominations Committee (member)
- Diversity & Inclusion Committee (Chair)

**Accomplishments:**

- Transitioned previously scheduled annual conference that was to be held in San Diego, CA March 29 - 31, 2020, (served as 2020 Conference Chair) to a virtual format (*Virtually in San Diego*); Delivered Conference Welcome and Opening Remarks (April 2020).
- Moderated virtual forum, *CEIA COVID-19 Conversations: Navigating through Uncertainty* (March 2020).
- Organized (at the request of membership) and co-facilitated virtual presentation at *Virtually in San Diego: CEIA COVID-19 CONVERSATIONS: Remote Internships* with Tracey Lord of Florida State University and Michael True of INTRUEITION.com/InternQube.com (April 2020).
- Appointed chair of new ad hoc committee, Diversity & Inclusion, by CEIA Board President Dawn Koeltzow.
  - ✓ Established committee and recruited three members:
    - Ana Clara Blesso, University of Connecticut/Toigo Foundation
    - Cara Doyle, North Carolina State University
    - Tiffany Johnson, Arkansas State University
  - ✓ Wrote and published (with board approval) [CEIA – Standing Together Against Racism Statement](#).
  - ✓ Established CEIA Diversity & Inclusion Fellowship; Wrote fellowship description for [CEIA Give Campaign](#).
  - ✓ Co-wrote and administered *CEIA Survey on Diversity & Inclusion* with VP of Research & Surveys Sarah Burrows.
  - ✓ Curated diversity and inclusion content for CEIA website.
- Recruited three regional representatives:
  - ✓ Previously served as representatives 2019-2020; Renewed commitment for 2020-2021:
    - Rachael Fletcher, University of Texas at San Antonio
    - Tiffany Johnson, Arkansas State University
  - ✓ Began representative position Summer 2020:
    - Celeste Lindell, Texas Christian University

**Vice President - Region 6, Mountains/Plains**

Meghan Stidd

University of Colorado, Colorado Springs

**Committee(s):**

- Research Committee (member)
- Global Engagement Committee (member)

**Accomplishments:**

- Presented at the virtual CEIA annual conference.
- Presented at the virtual CEIA Academy.
- Developed and distributed timely and relevant communications to regional membership.
- Assisted with the development and execution of the Region 6 and 7 virtual career fair.
- Recruited members from Region 6 to participate in the virtual career fairs to boost student participation.
- Actively recruited employers from Region 6 to participate in the virtual career fairs.

**Vice President - Region 7, West**

Rebecca Pettitt  
University of Puget Sound

**Committee(s):**

- Served on Conference 2021 Committee (member)
  - ✓ Conference 2020 Sponsorship Sub-Committee (Chair)

**Accomplishments:**

- Analyzed and transcribed evaluations from 2020 virtual conference, sharing findings, trends, and feedback with board during summer board meeting
- Led conversations with target market sub-committee
- Participated in RVP conference calls
- Wrote 5 newsletters for Region 7
- Created database for region to connect with members based on knowledge areas
- Collaborated with Region 6 to bring Regional Career Fair March 3, 2021 and recruited organizations to participate
- Conference Planning:
  - ✓ Identified platforms/potential sponsorships for moving conference virtual
  - ✓ Conducted outreach to procure sponsorships and exhibitors
  - ✓ Explored virtual networking platforms

**Editor, *Experience Magazine***

Michael Sharp University  
of Cincinnati

**Committee(s):**

- Experience Magazine Committee (Chair)

**Accomplishments:**

- Worked with editorial team and designers to launch the newly branded format: <https://experiencemag.org>
- CEIA has worked with legal to trademark our new platform. Our legal representation is working to copywrite the work as well. Details about this effort will be shared when finalized.
- Successfully merged the former titled “Tapioca Radio Show” with *Experience Magazine | Practice + Theory + Podcast* and have uploaded 3 episodes: <https://experiencemag.org/category/podcast/>. Several new podcasts were scheduled for FS20 but had to be moved to SS21 due to losing our producers and complications from COVID-19.
- Toward making this transition beneficial for the platform and CEIA, we are looking to leverage UC’s S-L Co-op funding to hire one new student to produce the show. Future efforts will include uploading all 30 previously recorded Tapioca Radio Show episodes, which will be done with advisement from Creative Director (Lisa Barlow-UC) and Web Designer (Brianna Brailey-UC).
- Charged new editorial team: Heather Nester (UC), Paula Harper (UC), Rob Rude (UC Clermont),

- Samantha Groh (UC).
- Barlow and Brailey are continuing to format and publish new content pieces, which are to be feathered out over the course of the academic year. Barlow and Brailey will be, in the future, working to incorporate all published materials to the new platform as well, but these will be feathered out to keep costs low.
- Heather Nester is currently working on social media platforms:
  - ✓ Twitter: <https://twitter.com/ExpMagazineCEIA>
  - ✓ LinkedIn: <https://www.linkedin.com/groups/12394365/>
- Continuing the recruiting of content creators: <https://experiencemag.org/submit-to-experience-magazine/>

### **Associate, Member Development & Retention**

Patricia Bazrod

Retired, Georgia Institute of Technology

#### **Committee(s):**

- Employer Outreach Committee (member)
- New Member Recognition Committee (member)
- Target Markets Committee (Chair) – Subcommittees:
  - ✓ National Colleges & Universities
  - ✓ High Schools and Two-Year Colleges
  - ✓ Employer
  - ✓ Global Outreach

#### **Accomplishments:**

- Assisted with Development of New Member Forums
- Chaired-Member Forum subcommittee
- Lead development and launch of employer forum web series
- Inaugural Employer Forum Presenter- Phil Gardner-January 2021
- Monthly conference calls with Target Market subcommittees
- Assisted in board training for Target Market subcommittees

### **Associate, External Relations & Development**

Chris Offield

SkillSurvey

#### **Committee(s):**

- External Relations (Chair)
- Conference Committee – Sponsorships (member)
- Target Market Committee – Employer (member)
- Employer Program Network Committee (member)

#### **Accomplishments:**

- Assisted with creation of CEIA Employer Internship Guide
- Working with Rebecca Pettit on 2021 Conference Sponsorship Committee

### **Conference Chair – 2021**

David Schwartz

Bradley University

#### **Accomplishments:**

- Recruited and provided oversight to more than 15 association members to plan annual conference through multiple committees. Committee accomplishments include:
  - ✓ Collected and reviewed 69 program proposals; 48 of which are being facilitated as

- ✓ presentations or discussions at the conference
- ✓ Revised content and design for conference website
- ✓ Secured New York Times bestselling author, Lindsey Pollak, as Conference Keynote Speaker
- ✓ Due to the coronavirus pandemic, pivoted the conference in November 2020 to coordinate everything within virtual space.
- ✓ Reviewed three platforms to host the virtual conference; selected Guidebook
- ✓ Coordinated three days of both live and prerecorded components, including presented sessions, live keynote and closing keynote, live virtual entertainment, and live networking events.

**2021 Conference Committee Includes:**

David B. Schwartz, Bradley University (Chair)

**Association Management:**

Peggy Harrier (Executive Director)

**Executive Committee Liaison:**

David Caffo, Wilmington University (President-Elect)

**Exhibitors & Sponsors Committee:**

Rebecca Pettitt, University of Puget Sound (Chair)

**Graphic Design:**

Lisa Barlow, University of Cincinnati

**Marketing & Communications Committee:**

Cara Doyle, North Carolina State University (Chair)  
 Elizabeth (Liz) Herrera, University of Illinois at Chicago  
 Tina Mello, Northeastern University

**Local Arrangements / Virtual Social Committee:**

Tracey Lord, Florida State University (Chair)  
 Cathy Barrios, Florida State University  
 Chinyen Chuo, University of Central Florida  
 Efigenia Gonzalez, Florida International University  
 Michele Groves, State College of Florida, Manatee-Sarasota  
 Lisette Guillen-Dolby, Seminole State College Florida  
 Shanna Jonescu, Texas A&M University-Commerce  
 Kasey Kobs, University of South Florida – St. Petersburg  
 Scott Maynard, Florida State University  
 Diane Mellon, University of South Florida – Tampa  
 Li Pon, Florida State University  
 Elery Rojas, Florida International University  
 Geneva Scott, Florida State University  
 Lesa Shouse, University of South Florida – St. Petersburg  
 Marie Smallwood, Florida Agricultural and Mechanical University

**Program Committee:**

Ana Clara Blesso, University of Connecticut (Chair)  
 Kelsey Beisecker, California State University – Northridge  
 Alyssa Gostonczik, Viterbo University  
 Michelle Hagopian, Northeastern University  
 Elizabeth Jones, University of Portland

Sarah Mockler, Northeastern University  
Cate O'Connor, University of North Carolina at Asheville  
Geneva Scott, Florida State University

**Keynote/Plenary Speaker Committee:**

David B. Schwartz, Bradley University (Chair)

**Conference Chair – 2021  
(Alexandria, VA)**

Ana Clara Blesso  
University of Connecticut/Toigo Foundation

**Committee(s):**

- Conference Program Committee (Chair)
- Conference Planning Lead Committee (member)

**Accomplishments:**

- Recruited seven members for the Conference Program Committee
  - ✓ Kelsey Beisecker – California State Northridge
  - ✓ Alyssa R Gostonczik – Viterbo University
  - ✓ Michelle Hagopian - Northeastern
  - ✓ Elizabeth Jones – University of Portland
  - ✓ Sarah Mockler – Northeastern
  - ✓ Cate O'Connor – UNC Asheville
  - ✓ Geneva Scott – Florida State
- Issued Call for Proposals and helped to market the presenter opportunities to members, increasing diversity initiatives for proposal submissions
- Developed a metric for proposal review, and collaborated with team to successfully adjust to online conference modality

## History of Cooperative Education and Internships

- Late 1800's the Industrial Revolution was underway with new innovations and technologies creating a demand for specialized knowledge and training in the workplace.
- The Morrill Act of 1861 (Land Grant Act) provided funds to establish colleges devoted to agriculture and mechanical arts.
- Colleges responded with new courses of study – practical education – education for a specific field now became acceptable.
- The philosophical foundation for cooperative education was also taking place.
- John Dewey – “There is an intimate and necessary relation between the process or actual experience and education.” Dewey believed that people learned from experience and doing.
- 1872 Herman Schneider, co-op founder, is born in Summit Hill, PA.
- Herman Schneider – “if you want to educate a student to become an engineer, then you should provide that student with the opportunity to practice being an engineer.”
- 1899, the cooperative system of education is proposed at Lehigh University in PA.
- 1903, Herman Schneider arrives at UC from Lehigh University to serve as Professor of Civil Engineering.
- September 24, 1906, Dean Herman Schneider, University of Cincinnati, Co-op is founded.
- Structured method of combining academic education and practical work experience.
- **Cooperative education** is a structured method of combining classroom-based education with practical work experience. A cooperative education experience, commonly known as a "co-op", provides academic credit for structured job experience. Co-op experiences are either full-time (40 hours per week) alternating periods (semester, quarter) of work and school or part-time (20 hours per week) combining work and school during the same time period. Co-op experiences are paid, supervised by a professional who has followed the same career path of the student and students complete more than one assignment (2 or more) with progressive levels of responsibility.
- **Internship** is an experience involving student's working in their expected career field, either during a semester or over the summer. Internships may be paid or unpaid and may or may not carry academic credit. Internships are typically one-time experiences. Internships are typically connected to an academic program with course requirements designed and monitored by faculty. Internships generally have related learning outcomes and academic assignments required.
- Originally alternating work and school weekly.
- First co-op class had 27 students and 13 companies.
- First wages in 1906 were 8-10 cents an hour.
- Co-op was proven applicable to fields other than engineering
- Northeastern University - 1909
- University of Detroit Mercy - 1911
- Georgia Institute of Technology - 1912
- Rochester Institute of Technology – 1912
- University of Akron - 1914
- University of Cincinnati – Nursing – 1915
- General Motors Institute (1919), was the first 100% mandatory co-op program that was owned and operated by a corporation, championed by Charles F. Kettering. (now named Kettering University).
- Drexel University – 1919
- Ohio Mechanics Institute – 1920
- Antioch developed liberal Arts Co-op
- First women co-op at the University of Cincinnati
- Association of Cooperative Colleges founded in 1926 –first professional association for cooperative education – First meeting at the University of Cincinnati – Herman Schneider elected President.

- 1929 become a division of the Society of Promotion of Engineering Education (later ASEE) – became the Cooperative Education Division (CED) of the American Society of Engineering Education – changed to Cooperative and Experiential Education Division (CEED) in 2009.
- Upon graduation in 1934, wages were 35 cents an hour for a ten-hour work day, a sum of \$13 per week.
- The National Study of Cooperative Education was completed by Jim Wilson of RIT and Edward Lyons of University of Detroit, book published in 1961 “Work-Study College Program.”
- Chaired by Clement J. Freund (ASEE’s President in 1948-49), a CED committee published, “The Cooperative System – A Manifesto.”
- Spelled out the primary principles of cooperative education including a formal definition and the objectives of this system of education.
- First co-op program in Canada, University of Waterloo, now the largest program in the world.
- 1956 – 50<sup>th</sup> Anniversary of Cooperative Education celebrated at the University of Cincinnati.
- The National Commission for Cooperative Education (NCCE) was founded to promote co-op and to raise funds in its behalf. Ralph Tyler named chairman.
- 1963 the Cooperative Education Association is established with Don Hunt and Frank Jakes taking the lead to represent the interests and promote the expansion of co-op, especially in non-engineering disciplines.
- Northeastern University received a Ford Foundation Grant to establish the first co-op training center to help develop new co-op programs.
- CEA held its first annual conference in Detroit, Michigan in 1964 under the leadership and guidance of Donald C. Hunt from the University of Detroit.
- Research in the field of Cooperative Education became a key element to demonstrating the success of programs and the Journal of Cooperative Education was established in 1964.
- Title VIII of the Higher Education Act of 1965 provided more impetus for the growth of co-op programs.
- During the period of federal funding, members of the co-op community spend significant amounts of time in DC and connect with Legislative members to push the co-op agenda.
- Title VIII helped programs expand into business, health and liberal arts as well as offering opportunities for non-traditional students to work in their career field while taking classes.
- Programs were expanded to allow adult students the opportunity to co-op after the regular work day or on weekend as well as modifying their current job to learn new skills related to their area of study.
- First programs began with alternating semesters of work and academic and expanded during Title VIII funding to parallel co-op programs of part-time work and academics concurrently.
- Cincinnati State Technical & Community College - 1969 – first two year institution with mandatory co-op program for all majors.
- The National Conference on Cooperative Education was held in 1971.
- First World Conference on Cooperative Education held in London in 1979
- The World Association for Cooperative Education (WACE) is formed in 1983.
- The National Ad Campaign (\$30 million) for Cooperative Education in 1985 brought cooperative education to the forefront of university and college administrators as well as employers. This public campaign drove a strong progress in establishing partnerships across the country.
- Number of programs grew from 277 in 1971 to 1012 in 1986.
- Employer and Educator Cooperative Education Training Centers opened in five regions of the country training over 30,000 practitioners, plus a National Center for Employer Training at the University of Cincinnati and also the National Commission for Cooperative Education (NCCE) Training Center.
- Funding for programs and developing institutional support were hot topics for consideration in the late 1980’s and early 1990’s due to declining Title VII funding and the desire for colleges and universities to maintain their vibrant co-op programs.
- Workshops were offered to educators and employers on How to Start A Co-op Program, How to Fundraise, Developing Effective Partnerships, Nuts & Bolts of Cooperative education, Gaining Institutional Support, Making your Program Comply with Accreditation Outcomes.



- Coalition of CEA, CED, NCEE formed to provide mechanism for speaking with one voice on major issues or opportunities for co-op.
- The DACUM Study for Co-op Office positions such as Director, Co-op Coordinator, Job developer was completed to help members of the co-op community build and enhance their existing programs through proper staffing
- Cooperative Education and Internship programs vary from individual experiences to multiple experiences with increased levels of responsibility working part-time or alternation semester of work and school
- Students and employer participants generally complete evaluations of their experiences to document the program success as well as the complete of other academic assignments depending on each programs requirement.
- Co-op and internships are generally paid and in many programs academic credit or transcript notation is a component of a successful program.
- Engineering and Business Program Accreditation brought with it the desire for co-op and internship professionals to assess program outcomes and establish success measures.
- In the 1990's technology comes to co-op and internship offices to help connect professionals, employers, students and to form list serves for ongoing communication and sharing.
- College/Corporate relationships for co-op more difficult to maintain due to turnover and long-standing programs being ended.
- Budget begins to tighten in higher education making it very difficult to maintain and grow co-op and internship programs.
- In 1998, the Accreditation Council for Cooperative Education was established with 12 college and university programs accredited to date.
- Internship is added to CEA making the organization new name CEIA (late 1990's)
- The National Academy of Work-Integrated Learning (NAWIL) of CEIA is founded to provide professional training to co-op and internship practitioners. (now named the CEIA Academy).
- Consolidation of co-op and internships into Career Services to increase organizational efficient and budget management.
- 100th Anniversary of Cooperative Education:
  - ✓ 2006 University of Cincinnati
  - ✓ 2009 Northeastern University
  - ✓ 2011 University of Detroit Mercy
  - ✓ 2012 Georgia Institute of Technology
  - ✓ 2012 Rochester Institute of Technology
  - ✓ 2014 University of Akron
  - ✓ 2019 Drexel University
  - ✓ 2019 Kettering University