



WCPA Executive Board Meeting

Thursday, July 10, 2014

10:00 a.m.

Stevens Point, WI

WELCOME!

Attending:

Rosana Godinez

Chris Stindt

Jason Bertrand

Tanya Hartwig

Sarah Tweedale

Stephanie Salazar Kann

Joe Haferman

Maggie Higgins

10:30 a.m. **Welcome, Check-in and Decide Lunch**

11:00 a.m. **PDI Wrap-Up and Report (Jason)**

- Location was good for both price and geography. It was nice to be a private institution.
- Topics, Speakers, Format
 - Assessment was a good topic, a necessary topic
 - Should we assess what people have taken away from the PDI now, a few months after the fact?
We think we should.
 - Edgewood: good location, manageable size
 - Participation from Madison area folks was good
 - Could we do it on the edge of town (in Madison)?
Madison folks say no. If we are going to do Madison, we might as well do it in Madison.
People will want to take advantage of being in Madison.
Could we get the state rate extended for an extra night or two?
 - Next year locations:
Milwaukee?
 - Marquette?
 - UWM?
 - We don't have anyone from Milwaukee on our board?
 - What about Waukesha? A two-year college? A technical college?West side of the state?
Is our goal to have it be centrally located or to move it around to get different folks?
 - We think that we should move it around to do more recruitment at different campuses.
- Topics

- Maybe revisit some topics from a long time back: college masculinity, students in transition, etc.
- we will ask at the conference
- Webinar
 - Goal is low cost pro-devo/no-cost pro-devo
 - We had at least ten people in the first Webinar
 - What if we did a video rather than a webinar? This would allow people to watch it when it is convenient for them.
 - Could we do a Google hangout?
 - Ten can participate, as many as we want can watch in a google hangout
 - If we are doing a video, can we post it before the holidays so people can watch it during the quieter times over winter break?
 - Topics:
 - Jason is speaking to faculty about work-life balance.
 - We will record this and put it on the website.
 - Applying for jobs/interviewing/etc.
 - Stephanie recommended Sheila Keaton as a potential presenter.
 - LinkedIn- making and maintaining a profile & professional network
 - Same function/different campus: Many of us have similar job titles and/or functions, but the different types and size of campuses mean different things for our positions. This could be an opportunity to explore some of that.
- V Cube offered us a deal for the annual conference.
 - Record all of our conference presentation, package it and send it back to us
 - It's \$4500
 - We don't think that this is a good use of our funds so Jason will decline the offer.

11:30 a.m. Awards (Maggie)

- Timeline:
 - Awards will open August 4
 - Awards are due September 15
- Past Presidents evaluate the awards
 - Maggie will work with Joe to ask Past Presidents to evaluate the awards.
- Awards are presented at the conference

12:00 p.m. Lunch Off-Site (paid for individually)

1:30 p.m. Website (Chris)

- Moved to tomorrow

2:00 p.m. Membership Updates (Rosana)

- Membership List Review
 - Take 5-6 pages and look up each person (linkedin, institution website, etc.) and confirm that they are real and still in the field in WI. Updated contact information and remove as needed.
- Discussion on Membership Emails
 - Regular emails are a challenge because there is not much to send, so what is the purpose of the emails?
 - It's nice to reconnect with membership on a regular basis
 - Monthly message- first Monday of the month

Shorter email and add links at bottom

Articles to share on a monthly basis- send to Rosana

And something fun: "What should we call students affairs," recipe, team builder, etc.

- January –Combined with December
- February-PDI Plug (President Elect), job search follow up (Pro Devo Commissioner)
- March- Info on PDI (President Elect), mental health (Health & Wellness)
- April-PDI reminder (President Elect), wellness notes (Health & Wellness), ACPA wrap up (WCPA at ACPA report) (President, Past President)
- May/June- End of semester, fiscal year report (Treasurer), call for programs (Conference Chair)
- July – call for programs (Conference Chair)
- August- call for nominations/award information (Secretary)/election information
- September-conference information (Conference Chairs)
- October-conference (Conference Chairs)/careers in student affairs month (Grad & New Pro Commission Chair)
- November-Conference wrap up and evaluation (Conference Chairs) & Photos of award winners (Secretary)
- December/January- End of Semester/webinar (Technology Chair), OPE Article

3:30 p.m. Break

4:00 p.m. President Updates (Joe)

- Annual Report
 - Joe is working on it, but it is late. It was due the 1st.
- Elections (President-elect & Treasurer)
 - President elect and treasurer are up for reelection
 - Election info will need to go out with award information soon. This should go in the August newsletter.
 - Feel free to apply and also to shoulder tap folks
 - Commission chairs are appointed on an annual basis
 - Elected positions
 - opposite year cycle, every two years
 - President is a three year position
- By-law updates
 - Moved to tomorrow
- ACPA Tax Exempt Status – letter from Executive Director
 - This is a big deal
 - New executive director sent a letter to all state divisions regarding the tax exempt information. We are okay in WI, but we still may have some work depending on what ACPA decides.
 - We will need to do an MOU with ACPA regarding our tax exempt status.
- Shirts
 - Lindsay is working on it
 - We need to do this soon in order to have the polos by the conference.

5:00 p.m. Adjourn for the Evening

9:00 a.m.

Jason Bertrand
Tanya Hartwig
Christin Vankauwenberg
Mandy Briggs
Rosana Godinez
Chris Stindt
Joe Haferman
Maggie Higgins
Sarah Tweedale
Stephanie Salazar Kann
Lindsay Gustin (via phone)

8:00 a.m. Board Check-In and Wrap-Up/Special Topics from Tuesday

8:15am Chris, website (carryover from yesterday)

- New website is coming along smoothly
- Plans to roll it out after/at fall conference
 - This mean we don't have to have a new payment system in place before the conference, which is good

8:30 a.m. Commission Chair Check-In and Updates

- **Professional Development:**
 - Conference Connections (mentor/mentee conference program)
 - Mentor/mentee social/time to connect
 - List of conference attendees is in the Google drive. Tanya can use this to put pairs together
 - Maybe use a sticker or marker on their nametag
 - Options: speed networking, refreshment break, involvement breakfast
 - Decision: mentors/mentees meet up at refreshment break at day one and sit together at the involvement breakfast the next morning
 - OCM Sponsored Social
 - OCM is not being very responsive to Tanya. She will continue to try to make this happen but said that we should not plan on this.
 - Additional PD Ideas
 - Facebook- posting 5 articles each week on Fridays
- Stephanie is working on the case for fall case study
 - Stick with past presidents as judges

8:40 a.m.: By Laws (Joe)

- Joe brought the wrong document so this will be a continued conversation via email.

9:00 a.m.

- **Technology (Added topic):**
 - Move everything to Google drive and delete your stuff from Dropbox. Each person will move their own stuff.
 - The "owner-less" stuff Joe will move to Google

9:15 a.m. Fall Conference (Christin)

- Phone a friend- Lindsay Gustin, Conference Co-Chair, is on the phone with us from her office in Whitewater.
- Swag:
 - Wellness initiative: order 100 pedometers and give them to participants who want them, do a step challenge throughout the conference. Maybe give away a fitbit or something as a grand prize
 - Stylus pen and charging cable vote
7 for stylus, 3 for charging, 0 abstaining
 - Lindsay will order pedometers and stylus pens
- Shirts
 - 50/50 blend. It is cotton but softer.
 - We want to also look for a women's option
- Presenter Gifts
 - 100 budget umbrellas in Navy
- Speakers
 - Speaker budget \$800, and rooms are \$560
Angie is in for \$150
Brent is in for \$350
 - Accepted a new job at Northwestern but will still be speaking with us
 - Paul is in for \$250
 - His name was spelled wrong in the contract so Tanya is updating it and getting it back to us.
 - Gabe is in for \$250
 - Lindsay and Christin need a bio, picture, contract, etc. they want to put the bio and pic on the website.
We do not need W-9 from them
Mandy or Joe need to sign the WCPA Contract
- Hoping to get people to come up on Wednesday night
 - We want people to come to the social
- Silent auction: do away with it because it is a lot of work with very little payoff. We brought in \$250 last year.
 - Agreed upon without objection
- Sponsors
 - We did send sponsorship letters to schools in IL and MN, particularly programs that have doctoral programs
 - If they are sponsoring, they still have to pay their conference registration fee, which seems unfair
Decided: sponsorship comes with one free registration
 - Current Sponsors:
OPE
Concordia
We owe a free sponsorship because we forgot to list them in the booklet last year.
Christin reached out to Org Sync.
Sponsorship fee is \$200
 - They also get to talk to SA 101
 - And get one registration fee
- Programs
 - Resources to create programs and print.

- Program link is live, so encourage folks to submit programs
- What is the purpose of the early bird rate?
 - SPA Stopped doing it
 - Idea is to get people to register early
 - Agreement: just do one rate.
 - If people register for just one day, they will need to contact Mandy directly because there are paypal implications
- Pre Conference is on hold for now.
 - Joe will contact Jorg and others who may be expecting to present at the pre-conference
- Social:
 - Monk's is not being very responsive to Lindsay.
 - She is trying to get it sponsored so we don't have to pay for it, but as an agreement the executive board will need to eat dinner at Monk's.
 - Thursday night at Monk's. ASCA will sponsor the social on Wednesday night.

10:30 a.m. Student Affairs 101 & Past Presidents Update (Joe)

- Matt S. and Joe are tag teaming this since there is not a past president.
- We are adding a track for graduate students (like MBA, Public Admin, etc.) /non undergrads (professionals) attending other programs, but are looking for jobs in higher ed.
- How can we better market this?
 - Do we have connections at each institution?
 - We had 65 attendees last year
 - It costs \$75 for attendance and their room

11:00 a.m. Treasurer's Report (Mandy)

- Budget Updates
 - We are ahead from last year
 - Edgewood did not charge us for a room, so that is a nice bonus.
 - A school from Fall conference contacted- they had never sent their checks so Mandy has them now and will deposit them.
 - Looks like they were sent to Meagan W. and maybe not forwarded?
 - If we get the conference attendance we want and expect we will come out ahead in our budget.
 - Montreal (ACPA) will be more expensive, so we upped the president's travel budget for next year
 - The ACPA social with other schools is in the budget for next year. This may not be an annual thing as it will likely depend on the ACPA conference location from year to year.
 - Conference registration fee is covered by people's institutions
 - Joe asked for removal of the president recognition gift from the budget. He believes it is unfair that the rest of the board gets no present for service and it's not the best use of funds.
 - Executive Board Meeting
 - It's nice to be away from the Dells, but this meeting room in the hotel is expensive
 - What if instead we go to a host campus, and get a free room and then buy lunch and invite campus staff to join us and use this as a marketing opportunity?
 - We all agree that this is a good idea.
 - Let's make a decision: Lacrosse in Winter 2014, North in Summer 2015
 - Commission chairs' budgets
 - Separate them out by chair
 - Wellness: \$150 budget for pedometers

- Pro Devo:
 - Some organizations (like ACHA and CASCHA) have socials and schools that cannot afford socials can utilize these.
 - We could just do a note in the mailbox with a snack or piece of Swag to say something like
 - “OPE is exhausting, take a break from WCPA”
 - Recruit to the state for everyone: 500 candidates + employers
 - Plug the PDI to current WI employees
 - Grad and Pro: Case Study line was moved out of the fall conference
 - Equity & Div: 0 for now
 - Leadership: 0 for now
- Get rid of the book club budget (former professional development program that has lost interest)
- Printed program for the conference:
 - Glossy outside cover, plain paper inside. Last year it was all glossy, so this change will be a cost-saver.
 - Guidebook:
 - We are going to use this and it is free for less than 500
- Social
 - Added \$25 to budget for the social.
 - Jason shared a game show idea from another conference he attended as an idea for us to consider
- Supplies
 - Name badges and inserts are needed for the conference.
- Conference fee waiver
 - WCPA Scholarship in the past, but this has been moved to awards and scholarships
- Technology
 - We have \$500 budgeted, but it seems like we don't have anything we need to purchase at this time.
- Revenue
 - We need to boost conference registration to bring in some more money
 - How can we better reach people?
 - Talk to our folks at our institution: Why do you go to other conferences? What can we do to better share our message?
 - Shoulder tap people at our institution
 - Promote it at other organizations we are involved with and our home campuses.
 - Focus on getting our current members to attend the conference.
- FY15 Budget Adoption
 - Approved without objection

11:30 a.m. Group Photo (Wearing School Gear)

11:45 a.m. Lunch Off-Site (paid for individually)

1:00 p.m. Adjourn

