



WCPA is the premier, professional development home for higher education professionals serving students in Wisconsin.

**WCPA Board
Winter Retreat: March 1-2, 2018**

Thursday, March 1

Present in Person: Jacqueline Bonneville, Danielle Rockwell, Sheila Keaton, Bill Mueller, James Garvey, Tasia Pinkam, Adam Szalacinski, Crystal Lillge

Present via Video Conference: Jimmy Zarling, Tracey Whiteley, Yolanda Medina, Angela Kowalski

1pm-5pm: Robert S. Swanson Learning Center, room 217 (Building 12)

- **Finalize PDI Planning**
 - As an organization, WCPA utilizes Planning Pod for event management and conference registration.
 - Communication: Work on updating information on website, emails, and preparing registration over the next couple days. Could send out soon.
 - **Idea Generation on what PDI day will look like:**
 - <http://mywcpa.org/professional-development/professional-development-institutes/>
 - A brief outline/idea of what day will look like (Topics, Registration, Schedule)
 - #MeToo on Campus
 - Advocacy Panel - Have speakers be a part of the panel. Discuss what we are doing now and how we can address this topic with students
 - **Friday, April 20, 2018 - UW-Eau Claire, HSS Building Room 226**
 - **Registration Fees:**
 - **Professional Conference Attendee Registration - \$80**
 - **Student Registration - \$55**
 - WCPA will pay for registration fees, which is why price is increasing \$5 from previous years. Price will include Lunch and Refreshments
 - Registration will run from March 2nd - April 13th
 - Budget: \$1,375 for PDI
 - Jacqueline will reach out to the hotel to create a block of rooms
 - As presenters are confirmed, add bios and topics to the PDI web-page.
 - Sandi Scott - Title IX, impact on current role (2)
 - Tonya Schmidt - Title IX, impact on current role (2)
 - Teresa O'Halloran - Complainant/Respondent Rights (3)
 - Amanda Mondlock - Complainant's Rights/Discussion (4)
 - Andy Luptak - Overview (1)
- **Fall Conference group planning and brainstorming**
 - Bill met with past presidents recently and discussed changing the structure of the fall conference.
 - Should we have "tracks" for more specific training throughout the day and if so, what ideas do we have? Ideas:
 - ASCA Track
 - Holistic Advising (Financial, Career, Transfer Students, FYE, Leadership & Involvement) Track
 - Mid-Level focused? - Mid-Level Transition Track - SSAO (Senior Student Affairs Officer) involvement
 - SSAO Round Tables? Several different times?



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- Graduate Student Track***
 - Graduate Programs also
- Conduct
 - Assign specific tracks to specific rooms for consistency. Tracks within Guidebook costs more money.
 - Thursday can be track focused, with Friday being more open concept. Allows flexibility and accessibility for undergraduate SA101 students on Friday.
 - Utilize Tracks to help determine speakers/keynote speaker
 - Keynote Speaker ideas:
 - Rosemary Perez - Iowa State
 - Awareness through Performance - UWL Group (Kick-Off Friday Morning?)
 - Presents on Diversity and Inclusion topics
 - Have presented at other conferences
 - If becoming the keynote, look to have WCPA sponsorship? - Pay for part of the fee?
 - Kick Off Friday morning and have follow up discussion on how to bring to individual campuses
 - Intro/ several skits then breakout before lunch, bigger performance at lunch?
- **“Celebrating Wisconsin Success”**
 - Tori Svoboda - Considering class in academic advising
 - Paul Shepard - Past President
- **Case study description idea from Danielle**
 - Have a description of the Case Study on the registration? (“What is the Graduate Case Study?”).
 - Can utilize past case studies instead of creating new ones if necessary
- **Organizational goal review and planning/establish groups for work tomorrow AM**
 - **Look into Case Studies/Fall Conference Prep?**
 - **Communication**
 - What is our membership?
 - Update membership form? Allow people to update their information
 - Template messages, making communication easier to utilize - Set up future board members for success.
 - Annual Membership Renewal via Google Form
 - How can we make our communication efforts easier?
 - How can we work in social media?
 - Jimmy ideas - Really like the idea of reaching out using consistent social media approaches (ie. Snapchat, but snapchat every week). I think that could really help grow our membership and involvement.
 - Jimmy’s ideas- Also thought it might be a really cool branding / membership connection effort. We could look at doing snapchat hosts - where we have a member host our snapchat account and give tours / show programs at various institutions. I’ve seen this work pretty well with some commercial snapchat accounts. - The tricky part is having the consistency with posting, it really can’t be just posting around the conference or PDI time, though we should still post around that time.
 - During Conferences and PDI
 - Liaisons reaching out to institutions
 - Create a “WCPA Story” that others can post to



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- How do we consistently accept take-over requests?
- Utilize Social Media as a way to inform attendees prior to PDI and Conference. Those who follow could earn a chance for extra drawings for one of the free nights at the hotel for Fall Conference.
- Buy a Snapchat filter?
- How do we make communication more effective and potential more frequent?
 - Jimmy - Really likes the ideas that Bill brought up during the new board member conversation. Updating the campus contacts that the liaisons use and ensuring that the excel file is updated. Maybe consider reaching out to gather topics for the fall conference.
- Improving online presence
 - Site
 - Social Media - Discuss more at the next hangout in April
 - Connection features within Guidebook – no way to tell how many people utilize our social media within Guidebook
 - Quarterly Newsletter - Social Media updates
 - Update from the President
 - Recap board meeting, what is happening in WCPA
 - Utilize SA101/Student Leaders for Takeovers - sponsors can use as tool for outreach
 - Facebook group
 - Can we use funds to help promote social media? - Yes

Friday, March 2

Present in Person: Jacqueline Bonneville, Danielle Rockwell, Sheila Keaton, Bill Mueller, James Garvey, Adam Szalacinski, Crystal Lillge

Present via Video Conference: Jimmy Zarling, Tracey Whiteley, Yolanda Medina, Angela Kowalski

9:00 am - 12:00 pm: Robert S. Swanson Learning Center, room 217 (Building 12)

- Whole group goals and planning
 - WCPA Calendar review/editing?
 - Can be found in the Shared Folder, called "WCPA Task Calendar DRAFT"
 - Add items to the calendar, making it one giant to-do list
 - Position Description/Tasks - OneNote - Tasia's idea
- **Treasurer and Budget updates**
 - \$14,700 made last year from Fall Conference and SA101
 - Don't let dollars distinguish attendance. Utilize Planning Pod for numbers
 - There is money set aside for Liaison positions to travel to different schools to recruit
 - If you are currently at an institution with a higher Ed. program, reach out.
 - Start promoting WCPA earlier? Start reaching out in Spring
 - Liaisons can make a list of all the people they will send email/save the dates to
- **Plan Pre-PDI meeting**
 - Have a standard April hangout on the first Wednesday of the month
 - Danielle and Jacqueline find a room at UWEC on Thursday, April 19th, from 1-5pm.



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- We ask that all board members attend if possible
- In Person Board meetings:
- **Revisit Conference Planning**
 - Tori and Paul have been confirmed as speakers - Would speak Thursday
 - Adam is reaching out to ATP Advisors - Would perform "Teaser" in morning, have full performance during the keynote speaker session on Friday when SA101 students are present.
 - Theme for the Conference: "Celebrating Wisconsin Success"
 - Files in the 2018 Fall Conference Folder on Google Drive
 - Session Suggestions
 - Speaker discount
 - See if Tori and Paul would want to speak together - Paul seemed open to the idea
 - Paul - Maybe present on "to Ph.D or not?"
 - We would pay 2 nights and food for Paul
 - Identify/Target speakers from WI institutions who do not normally attend WCPA? Would help bring the schools back to conferences.
- **Adjourn**