



Wisconsin College Personnel Association

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

**In Attendance:** Tasia, Jacqueline, Danielle, Angela, Jimmy, Bill, James, Adam, Crystal, Sheila, Tracey

- **PDI**
  - **Finalize details for the upcoming event**
    - **Opening/Welcome - Bill**
      - Mention limited time in sessions, saving questions for the panel
      - Restroom Locations
    - **Speaker Introductions - Jacqueline**
    - **Lunch**
      - Mention WCPA and SA101
      - Encourage walking on Water Street
    - **Closing Remarks - Bill**
      - Reminder of WCPA and SA101
    - Powerpoint slides: Save the dates, social media, title of conference - Tasia
  - **Work through any last-minute issues**
  - **Finalize jobs/registration help for the day**
    - **Registration Volunteers/Greeters - arrive 8am**
      - James, Angela, Danielle
      - Jacqueline - greeting speakers, making sure presentation needs are met
    - **Room Setup - arrive 8am**
      - Danielle, Jimmy, Jacqueline
      - Create directional signs for PDI, bathrooms (gender neutral), check in table - Danielle
    - **Room Take Down**
      - Tasia, James
    - Provide information at PDI, a timeline of programming requests
      - Ask PDI attendees to provide contact information if they are interested in presenting a program at WCPA
      - Provide information on how to become a WCPA member
    - Think of questions for the panel, able to facilitate/start discussion
- **Fall Conference**
  - **Finalize details for contracts for Paul and Tori**
    - Paul and Tori are looking for room, travel and registration
      - Room (~\$82/night for single occupancy, \$129/night for double occupancy)
        - Paul would need rooms Thursday and Friday night
        - Tori would need Thursday night
      - Travel
        - Gas Cards would allow for consistency and simplicity.
          - \$100 Gas Card for each Paul and Tori
  - **Registration (WCPA/SA101)**
    - Create a one-day registration code for ATP to reflect their schedule for the conference - Crystal
      - One day registration
    - Thoughts on opening registration for SA101 prior to the summer?
    - Planning Pod
      - We have the ability to manually or automatically archive PDI, Fall Conference, and SA101



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- Shut down Planning Pod from May 1 to July 1, re-open on July 1 and can start registration then?
      - Crystal can get the registration for SA101 set up and updating information after archiving PDI
      - Have the Refund Policy located both in Planning Pod and on the website
    - Save the dates
      - Utilize the different Liaisons to reach out with Save the Dates
      - Use/Build up the “Wisconsin Colleges and Universities\_Current” Google Doc (WCPA/Membership Coordinator/Liaison Information/Wisconsin Colleges and Universities\_Current)
  - **Budget**
    - Budget \$2,000 for speaker costs (including lodging, travel...etc.)
    - Planning Pod will need to be turned off for at least 2 months (for the budget)
  - **Work on details for the troupe?**
    - ATP - Awareness Through Performance (Quad Room = \$129/night)
      - Adam is hoping to connect next week
      - Waiting to see what budget allows
      - Looking for 15 passenger/small school bus
        - ~\$700 for bus
      - Can do short show with 15 people, otherwise ~20 people
      - Would like a small stipend for people, maybe provide meal for night of practice
      - Adam will run through costs with ATP, comparing number of people, transportation, number of rooms..etc.
  - **Programming Sessions**
    - Provide information at PDI, a timeline of programming requests
      - Start with email list
    - Maintain the same exploratory structure for Undergraduate students at SA101 as last year.
    - Call for programming goes out around June 19th
  - **Awards** - typically done by the communications coordinator
    - Call for awards should go out around the same time as the call for programs
    - Establish a timeline?
  - **Day trip to Kalahari**
    - Tracey is planning on visiting the Kalahari and tour some of the space.
      - Questions to ask:
        - Costs associated with the social or social spaces?
          - Bar area (holds ~50 people), Bowling Alley (\$30/Lane/hr)
        - If you have any questions for Tracey to ask, please let Tracey know.
- **Sub-committees talk--potentially form specialty committees for people to work on outside of monthly meetings.** This will allow us to keep on top of tasks/work between monthly meetings. Provide reports of committee work during monthly meetings.
  - **Communication/Social Media - Tasia, Jimmy, Angela, Bill**
    - **Increase social media exposure - gauge social media feedback to determine appropriate social media pages**
      - Facebook - Anything
      - Hashtags/Twitter - Quick snippets of info
        - SA Chat



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- Instagram\* - Photos
  - Snapchat – Geo-filter
  - Hootsuite?
  - Work on drafts for future emails
  - Establish timeline for programming and award outreach
  - Utilize board members during conferences to be more active on social media, posting during the event and advertising for the event(s)
  - How do we keep people engaged outside of Conference and PDI?
    - Monthly video recap of monthly meetings (President)
  - Tracey - take photos of Kalahari for social media usage
  - **Conference sponsorships - Bill, Jacqueline (President, Past President, President Elect) - Touch base with Treasurer**
    - **Cultivate ideas for more exposure**
      - Are there creative ways to provide exposure?
        - Trade Sponsorship?
        - Doing more than tabling?
        - Social Media spotlights? Include highlights of the sponsor
        - Handshake
        - Have sponsors speak via presentations?
        - Canvas
    - **Last year**
      - UWL sponsored a break
      - Sponsoring Lunch
      - Opportunity to speak with students
      - Logo/Brand on Planning Pod
      - Sponsor logos on the rolling PowerPoint
    - Have specifics for logo dimensions that will be used in Guidebook and other promotional materials
    - Inform sponsors of what attendees look like, ex: Are there “decision makers” attending?
  - **Membership - Tasia, Liaisons, Jacqueline**
    - Work on getting a more accurate member list
    - Wordsmith messaging for membership emails
  - **Awards - Tracey, Stephanie, Sheila, James**
    - Create a Structure/timeline
      - Reference Fall Conference 2018 Task Timeline - in Google Folder
    - Concerns/past issues
      - Awards did fit within Secretary position fine when Sheila was part of it
    - Tracey and Stephanie can assist
    - Create emails/text for awards, call for nominations
      - James take lead, provide information to Tasia to send out as Communication Coordinator
  - Crystal would be a floater for all committees. This will allow for assistance in all things technology related, mailchimp, website
- **Discuss summer Board retreat**
    - Was in June last year, similar structure to Winter Meeting
      - Finalize Fall Conference Planning
      - 1st day - Discuss Budget



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- Finalize the 2nd date
  - Ask Stephanie to see if we can do it in Madison this year, keeping up a trend of past-president hosting
- **Items for Next Hangout:**
  - Update membership list, email previous lists with the new registration information
  - Summer Board Retreat
    - Dates
    - Location
    - Come to the next video meeting with an idea of Thursday/Friday conflicts in June/Early July
    - Bill will reach out to Stephanie about hosting