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**WCPA Board  
Summer Retreat: June 14-15, 2018**

**In Attendance (in person):** Bill Mueller, James Garvey, Stephanie Salazar Kann, Jacqueline Bonneville, Sheila Keaton, Tracey Whiteley, Tasia Pinkham, Crystal Lillge, Angela Kowalski, Jimmy Zarling

**In Attendance (virtual):** Adam S. and Danielle R.

**Thursday, June 14**

- **Budget planning for upcoming year - Sheila:**
  - We are getting close to the end of our fiscal year, and only have one more transaction left to process
  - Emailed different budget items - Discussed in depth with board, highlighting PDI, Fall Conference and SA101 budgets. Budget will be sent out once completed at the end of June/start of July.
    - WCPA Budget FY18 - Shows budgets and expenses for our current year
    - WCPA Ledger FY18
  - For future “coupons” for speakers, board, etc. - create a separate option with the automatically reduced price. It will make tracking items a lot easier and will be better on the back end
  - Creating the 18/19 WCPA Budget.
    - Build based on projected growth, based off of communications and advertising so far.
    - Will be sent out to the board to be voted on during the summer meeting on June 15th, 2018.
      - Voted on an Approved-on June 16, 2018.
- **Fall Conference updates**
  - **ACPA members in Wisconsin?**
    - Kristin is trying to track down names which will allow us to outreach to those members to join WCPA
  - **Updates from Adam and Tracey**
    - Types of Tracks: Graduate Track, Conduct Track, Holistic Advising Track
      - Grad Track: Applying for first real job (multipart), PhD or not to PhD?, Job Searching (Panel?, materials, placement exchanges - Bring Marc Nylan?), Notes to my younger self
      - Conduct Track:
      - Holistic Advising Track:
      - Trackless programs - 1 per session?
        - SSAO Round Table
    - ATP



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- Tracey has reached out to different busing companies for quotes. We are looking to have the bus drive down and back both days, rather than pay for the bus overnight.
- Adam will need to get ATP in contact with the Tech person at the Kalahari
- 24 people, 6 rooms (5 for students, 1 for advisors)
- Pizza for Dinner
- Breakfast and lunch on Day 2 of Fall Conference
- Call for programs coming soon
- **Case study? --recruiting grad students to conference--Bill**
  - Used to be a bigger part of the conference, but due to low graduate student attendance, has faltered over the past couple of years.
  - Didn't have it last year
  - How can we make it fit better into the event?
    - Can we make time in the "graduate student" track to provide work time?
      - Make it a session itself?
    - Present the case studies after the last session before the social(s)? Or is it something that we do prior to SA101, and share winners of the case study at SA101?
    - Advertise prizes more?
    - Ways to make it more appealing to graduate students?
  - Case study will be done on day 2 of Fall conference, during SA101 registration, around 8:30am-9:30am?
    - Case study will be given to the graduate students the morning of Day 2
    - Advertise for the case study at registration and pitch during a session of the graduate track.
    - Advertise in the registration for the Case Study
    - Danielle could send an email to graduate schools/students?
- Topic ideas from last year's Past President meeting
- If you know graduate students or programs, start reaching out to those individuals or departments regarding WCPA, Fall Conference and SA101.
- **SA 101 updates**
  - Stephanie is going through materials. Biggest concern at this point is timing. We need to have students moving more, not falling asleep. Help them feel more connected.
    - Possibly reaching out to some presenters from last year to present their items again.
    - Continue to reach out to past-presidents
    - Try reaching out to younger professionals, might help students feel more comfortable/connected.
    - Tracey and Stephanie will touch base to discuss rooms and spaces available for presentations.



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- **Sub-committee brainstorming and work**
  - **Communications/Social Media/Membership** (Tasia, Jimmy, Angela, Yolanda, Danielle)
    - Membership email is set to go out next week.
    - 6/25, first call for programs is going out. (Add Awards/Scholarships info?)
    - Conference Registration open on 6/25
  - **Sponsorship** (Bill, Jacqueline, Stephanie)
    - Review last year and create a plan for communication
  - **Awards** (Tracey, Sheila, James, Stephanie?)
    - Communication regarding Awards
    - How will we be marketing awards and who is doing it.
    - Travel Scholarship(s)
      - Nominate or apply themselves
      - Want them to present a session or create a newsletter on what you learned to share with membership
    - Update website with names, forms...etc.
- **Other possible topics**
  - WCPA to-do calendar--making future transitions simple for new members
  - WI members of ACPA--working on this roster
  -
- **Adjourn**
  - Check into hotels
  - Dinner as a group?

### Friday, June 15

#### 8:30 am - 10:00 am: UW-Madison College of Engineering 1415 Engineering Drive Suite 1150

- Continue group work and have group reports on action items
  - Presenter tickets
    - Amount for the ticket would be \$75
    - Conference co-chair side - have every presenter accounted for while double checking registration with presenter
    - Different from invited presenter
    - \$30 and \$50 for one day and full conference - WCPA will for the service charges associated
      - Planning pod will not let us pick and choose which tickets we can pay the service charges for vs the registrants.
      - 3.44 charge for the 50. 2.46 for the 30.
  - Equipment costs
    - ATP Group - waiting on response to email
      - Tracey found the AV menu. Adam waiting to see if the group can bring their own general space sound menu.



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- \$432 for breakfast lunch \$2051 overall budget. Still have \$700 for transportation
- Looking at maybe getting a head mic with fees comes close to 75, but we would also need to potentially get lights which costs 90.75 per hour. But we could have a conversation with ATP and see if we could just turn lights off and on.
- Tracey is waiting for the bus companies to come back
- In general - do we know the costs for the general equipment. Tracey said that it said \$2500 for space. Social is not on the contract. \$2,300 for conference and \$200 for SA101.
- Space cost may go up for 2019 - Bill thinks from the contract.
  - Bill will email Andy Luptak at Concordia. Ask him if WCPA can pay for the cost of the social and then have Concordia pay us.
- Conference food
  - Lunches
    - Can we choose more than two meal options? Meat, veggie and vegan / gluten free. Tracey double checking contract
    - Thursday
      - Classic chicken Caesar salad, Herb crusted cod, Crispy cauliflower fried rice (vegan and gluten free option)
    - Friday
      - Pasta buffet (Gluten friendly pasta available)
  - Total food cost 4,608 is what we are at so far. For Breakfast and Lunches. Assuming a break on Thursday \$550.00
- Social media - looked at costs
  - It will run promotion on Messenger and Instagram, which is contacted.
  - Content - Call for programs, registration, awards (one post for each ward throughout summer) put the dates in there for all these items. Posts for case study, SA 101 - talk to students about what it is all about, highlighting ATP. Send a photo as a headshot. Crystal can reach out to the presenting. Adam getting a headshot from Tori and what image ATP would like to use. Jacqueline will get the blurb out from Paul, past president and just finished PhD.
  - Smaller images for WCPA logos, save the date. Update the cover page photo.
  - Facebook posts- Tasia will make the posts.
- Membership update
  - Updated email
  - Looking for emails from James to Tasia about awards
  - James will also email updates to Crystal early next week.
- Awards
  - Do we want to submit a high fives again? How do they work. James is working on getting it working again. It is an on-going award
  - Travel scholarship - ran through, made some edits



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- Voting
  - Budget - currently up for the year three thousand dollars. 3179 surplus
  - Discussing increasing the presenter budget for up to 1750.00
  - Sheila updated every place that food is relevant.
  - Move to approve the fiscal year 19 budget - crystal
  - Jacqueline seconded
  - All ayes, not nays, no abstained.
  - Budget has been approved.
  - Shelia will send it out with the updated changes.
- Adjourn - July 11th is our next check-in at noon.

#### **Fall conference review for new board members**

- Arrive on Wednesday
  - Discuss PDI
  - Conference prep work - stuffing name tags, food, audio and prep (Typically have a conference room for prep items).
  - Going to have a pull-up window room and a staging area that we might be able to use for registration
  - Registration - Making sure we pull grad students aside and talk about the case study
  - We would start at 1pm, but could go to UNOs for lunch, plan on a 1-5pm day
  - We go over who is volunteering for time slots (registration etc)
  - Kalahari will also have a huge conference that weekend as well as the Tavern league will be there.
  - Whoever volunteers for SA 101 you will be there until Saturday
- How many people would we add to the Saturday meals for presenters, us, other people
  - We will know the number of advisors, usually 6 volunteers last year. The lunch is usually cold sandwiches.
  - Shelia will use the \$18-dollar figure for place holding numbers. Waiting to hear back from Adam & Tracey on the state rate and to see if we can do a simple lunch on Saturday - cold cuts and chips.
- Next meeting
  - July 4th will not work.
  - July 11th will then be our next google hangout meeting