

CPAK Face to face meeting at ECU with NASPA board

2/22/12

In attendance: Holly Bradford, Elizabeth Cassady, Ticha Chikuni (Georgetown), Dr. Mardis (NASPA board), Emily Jo Davis (ECU), Jill Petrey (ECU), Rhonda Strouse (NASPA board), Emily Coleman (NASPA board), David Horrar (U of L)

Elizabeth L: Introductions from everyone and thanks for joining

Dr. Mardis: NASPA KY had discussed that a collaboration between the two groups should be explored. He approached Elizabeth and proposed this joint meeting. Topics include NASPA/CPAK collaborative efforts, effectively serving KY population of student affairs professionals, programming, engaging other student affairs organizations in the state.

Elizabeth L: size and budget restricts our efforts, we need to be cost effective and reach the schools that are not getting professional development.

David: question, should we reach out to those other state groups?

Elizabeth L: We have started that with KAHO, Emily Jo will you elaborate?

Emily Jo: KAHO conversation at SEAHO state meeting and concerns came from losing our voice within our regional conference.

Dr Mardis: Eventually it will lead to contacting those outside groups, but let's start with a collaboration between these two groups at the table (NASPA board and CPAK).

Elizabeth L: We should think about reaching out to smaller schools and changing locations like we are with Frankfurt location of CPAK this year.

Ticha: Pooling the resources together to work towards a common goal is important because we must keep the cost cheap, will we merge our organizations?

Elizabeth C: Are we talking about merging or collaborating?

Emily/Elizabeth L: We are talking about collaborating.

Dr Mardis: What do people think about a fall conference, spring drive-in, and summer drive-in?

Emily: Those of us with small schools cannot sacrifice all staff at one time, they would benefit from multiple opportunities.

Elizabeth L: I think we need to take advantage of the summer with drive-in conferences.

Dr Mardis: What about CPAK taking the lead with the fall conferences and NASPA state board taking the lead with the drive-in conferences?

Ticha: I think the topics should be important and hopefully follow the trends.

Elizabeth C: We will need to establish who will take the reigns before we establish the topic areas. We could even have the membership coordinator help NASPA board with the drive-in conferences.

Dr Mardis: UK and U of L would be willing to fund a keynote speaker and we will look towards the survey results to pick a topic. Maybe legal issues?

Elizabeth L: There are different formats that we can use for drive-in conferences, maybe an expensive well known keynote or using our own state resources by finding an expert amongst our Universities.

Ticha: It is a good idea to support local and they may have other networking.

Dr Mardis: Does anyone else have other ideas?

Emily: Maybe we should think about the different audiences too, graduate students versus senior level administration. Should we cater to their needs as well with the drive-in conferences. CPAK does so well with graduate students.

Elizabeth L: Yea, because of connection to Masters programs, and NASPA seems to be more senior level professionals.

Dr Mardis: It sounds as though we will move forward with the structure of CPAK doing a fall conference and NASPA board doing two drive-in conferences. We will need to have a joint meeting annually and maybe keep regular communication with each other.

David: We should update our by-laws and include this language about collaborative efforts. We should establish new positions.

Elizabeth L: We could also use our existing board members like Membership Coordinator or President Elect to assist with NASPA board. This communication with our two groups will be so helpful because there are still state professionals that are not getting the national information.

Elizabeth C: There are people in Kentucky that will never attend a ACPA and there are unique issues and we need a conference to support that.

Elizabeth L: How do we tap the small schools to allow them to feel more comfortable attending these conferences? She is appalled at the idea that these schools would not be getting any professional development and could be stagnant.

Ticha: He connects with those schools because of his board position, and he has found it hard to reach out. Maybe with these drive-ins we could include topics that are specific to small schools?

Dr Mardis: Emily, you have had some success in that area can you speak to that?

Emily: Association of Kentucky Independent Colleges and Universities (CHO, Career, ADA groups within that organization)

Elizabeth L: Maybe we need to take the show on the road and travel out to places so these smaller schools feel more comfortable.

Dr Mardis: shared stats from survey on where schools will travel to as far as regions.

Emily: Topics need to be relevant to small school positions, take a more generalist approach.

David: Have you thought about conducting drive-in conferences as a webinar?

Elizabeth L: none of us have.

Dr Mardis: The survey says that the majority are not interested in a webinar type structure, but that could be a generational thing.

Emily Jo: Jill could you let us know if the regional campuses could host something like this?

Jill: Corbin and Manchester would be able to accommodate a drive-in conference and we would not have to pay for the facilities.

Elizabeth L: Great idea, I really think we need to expand our services out into the state and take the show on the road.

Ticha: We need to take into consideration the travel time for these small schools and humble ourselves to sacrifice the trip ourselves.

Dr Mardis: Going back to the communication point, how can we move forward?

Elizabeth C: I do not think we need to create new positions rather just connect on conference calls and maybe meet every now and then.

Dr Mardis: He is transitioning off and Helen Grace Ryan will be taking his place.

David: noticed that the NASPA board does not have the website presence.

Dr Mardis: yes that is true

David: Should we start connecting the two groups on a website?

Elizabeth L: Not sure if we should, because it's not really a subject of ours.

Dr Mardis: We will be collaborating on projects and communicating to our groups, and a website could be in the future, but maybe not right now.

Elizabeth C: Maybe we should have a tab that just has professional development and maybe a calendar.

Elizabeth L: We are creating a google calendar on our CPAK website.

Dr Mardis: The NASPA board will be providing two members to attend CPAK meetings and CPAK will be providing two members to attend NASPA board meetings.

Elizabeth L: Do we need to move on to discussing the collaboration between the state groups?

Angela: What would be the purpose of discussing that at this point?

Elizabeth C: I agree, I think we should establish an agenda, a goal before we go forward to discuss with other state groups.

Elizabeth L: I am not saying that any state group should dissolve, but I do think we should have representatives that are represented on each of the boards. Like a KAHO, KRSA, rep coming to our meetings and vice versa. Then they could be tapped for programs.

Emily: I have to get off the phone, and if you need my new contact information,
EmilyColeman@ucwv.edu

Ticha: Is that too much to take on from all of those groups?

Elizabeth L: Should we table this and hash out some more details and bring it back to the boards?

Dr Mardis: He has connected with some representatives at U of L that are involved in other state organizations and he can bring that information back to the group.

Elizabeth C: Are there other state organizations that we should speak to? Kentucky Campus Compact, that is primarily service

Ticha: what is the timeline of completing these drive-in conferences?

Dr Mardis: We will try to accomplish one this summer maybe going with the survey results and maybe do legal issues.

Angela: Don't feel the pressure to achieve the drive-in conference this summer.

Dr Mardis: I appreciate that, but we may see if it can be achieved easily and go from there.

Elizabeth L: Are there any other points needing to be discussed now?

David: No, it sounds as though we are set and have plans to move forward with Dr Mardis, Helen Grace, Elizabeth C, and Elizabeth L meeting and then coming back to the boards.

Rhonda: I appreciate that everyone sees the need for professional development in the state.

Dr Mardis: I think it is important to collaborate and share resources and eventually the national organizations will do the same.

End meeting with NASPA board

Continue CPAK board meeting

Elizabeth L: Let's discuss the fall conference, November 15-16 Frankfort Conference Center

Elizabeth C: Let's start with the theme, some ideas are the capital, history, collaborating in the state, roots, tradition

Emily Jo: "Capitalize on your professional development"

Elizabeth L: Using ACPA's theme maybe saying "Capitalize on possibilities"

Elizabeth C: Using ACPA theme might look like we are U of L focused

Ticha: "Tradition is the pride of your future" and maybe use CPE or governmental figures as keynote speakers

Angela: Have the governor stop by

Elizabeth L: I like the play on words with capital

Random ideas thrown out, vote

Elizabeth L: "Capitalize your future" is the theme of CPAK 2012

Elizabeth L: I would like to propose the following schedule for CPAK 2012 1:00 registration, 2:00-2:45, 3:00-3:45, 3:45-4:15 coffee networking break, 4:30-5:45 (2 large sessions). Keynote and dinner from 6:30-8:00, desert out at bar ending whenever. Continental breakfast 8:00am-

9:00am. Day Two: welcome from 9:00-9:15am, Sessions at 9:25-10:10am, 10:20-11:05am, 11:15-12:00pm, lunch from 12:00pm-1:30pm, 1:45pm-2:30pm, 2:45pm-3:30pm

Elizabeth L: what do we think about this time proposal?

Faith: I think this is a good time frame because we can leave that morning open for the groups to travel and attend other things.

Elizabeth L: Are there opportunities we can provide for members to get discounts in town?

Angela: I think providing a list of opportunities will be all that we will need to do.

Elizabeth L: Since food is less expensive we could do a snack break or a coffee break?

Angela: I suggest we do a coffee break on Thursday versus Friday.

Elizabeth L: but then the people who only attend on Friday cannot get that opportunity.

Elizabeth C: If they wanted that opportunity then they should have come on Thursday, we should not feel obligated to offer it both days. Just like the theme states, it is a personal responsibility to network. Maybe we should intentionally provide opportunity for graduates and new professionals who should be connecting with each other.

Elizabeth L: We want to be careful not to allow individuals with ulterior motives to present like if they are selling their services as a consultant or represent a company.

Elizabeth L: When should we do the Case study competition 11:30-12:30 on Thursday?

Angela: I think that day might be too much for a graduate student and they might have class.

Elizabeth L: What if we did it during the large session time?

Elizabeth C: But what if we need Helen Grace for both?

Ticha: How did it come to be that these people were chosen as case study judges?

Elizabeth C: When choosing people for case study judges we need to be intentional in not choosing someone who would also serve as one of the lecturers in the large session.

Holly: In considering which time grad students would rather miss, she adds that we should have it during an educational session. They can miss one session.

Angela: what if they did it Friday morning during breakfast?

Elizabeth L: We have had complaints during every time we have conducted the case study. So the decision is between Thursday at 4:00-6:00 or Friday at 7:45-9:30.

Ticha: If we do it on Friday morning we are missing the sessions, and missing a potential graduate school class time.

Decision is made, the case study will be from 7:45am-9:30am on Friday.

Schedule is finalized.

Holly: Why hasn't there ever been a closing session?

Elizabeth L: Because people will not stay

Faith: What if we had cookies and coffee at the door when people leave?

Elizabeth L: That is too much of an expense to incur while not getting anything out of it.

Elizabeth L: Next topic is scheduling the timeline and deadlines, discussion on program submissions is October 1 too early for a grad student to develop a program?

Elizabeth C: No I was able to pull something together for my first KAHO in October

Elizabeth L: An early bird fee structure is needed to be ready with numbers and money. Let's decide registration timeline before program proposal timeline. Early registration deadline is sept 10, normal registration is September 11-November 1st, late registration is November 2-16. Call for program proposals due. Call for programs due October 1st. Executive council nominations due November 1st. Award nominations due October 1st.

Faith: Save the date going out April 16 to list servs with information.

Elizabeth L: \$125 was the registration fee for CPAK 2011 and we should keep it even though costs are less to be able to make things look nice. What should the amounts be for normal, late/on-site?

Faith: The increase should be large enough to cause people to register early.

Elizabeth L: should it be \$15 increases or \$10? It gets difficult because people don't want to register until they know their program was chosen, then they have to pay the late fee and is that fair?

Elizabeth C: Brought up that if the graduate students are presenting then it makes it look like our presenters are not of a higher caliber.

Elizabeth L: Should we invert the dates of call for programs and registration deadlines.

Jill: What if we establish the dates and then when people are chosen for presenters we give them early bird?

Elizabeth L: We need to include in our literature that this will be the case. Now let's review registration fee tiers, late registration will be \$140, onsite will be \$150. Even if someone arrives on Friday only they will pay \$150. Should we continue to do the graduate discount if they apply? \$75 off of registration, we should also advertise it more.

Ticha: What if we publicized at ACPA?

Elizabeth L: We cannot advertise outside of our state because that takes away from our graduate students. We need to make sure to connect to all graduate schools and spread the word.

Break for lunch continued meeting at Q-Doba

Continued conversation about CPAK 2012 conference:

We will hold off on individual responsibilities until all members of the Executive board are present. Gifts will be determined later. Are the vendors worth it? the money is nice, but how many do we have contacts for? And how many are housing specific? which is not representative of our group. We will all try to make contacts and see how it works out.

Careers in Student Affairs:

Holly offers that we tack it into the CPAK 2012 conference Saturday 11/17 and maybe use KState or Midway as a host site?

Neal as faculty position on Executive board:

Neal has to leave his position, should we leave it vacant or fill it? Elizabeth C is going to ask Dr. Bridget if she can do it as an interim.

David's position:

David's wife is sick and he may be leaving executive board so we will need to look for a back-up plan for if he leaves and we need a technological person. Maybe Kevin Hemphill (EKU) since he already does KAHO?

Meeting adjourned