CPAK Executive Board Meeting Minutes
July 20, 2007

Called to order: 10:00A

Present at the meeting: Michael Anthony, Jonathan Johnson, Telly Sellars, Angela Taylor, Mark Woolwine, Kenny Quisenberry, Tracy Lara, Katie Buerger, Patrick Noltemeyer, Jared Tibbets, Bethany Kilgore

Introductions and ice breaker
Michael is purpose driven to improve services in Kentucky, which we will discuss later on today. Gave thanks to us who are committed to volunteer our time to CPAK and thanked Telly for hosting us today.

Reviewed the agenda for the day and asked if there were any preliminary thoughts, questions, concerns.

What do we want to get out of being here today?
- Be honest and candid about what we want to improve CPAK
- Don't spend time arguing over words; would want to get beyond this and talk about the nuts and bolts about how to improve things
- Discuss the 2008 conference and look at the small things that can improve the conference
- Excited about the continued growth
- CPAK is more than just the conference, it's an organization more than just our annual conference
- Want to know how to tap into our schools that don't attend our conference and other schools who have not had high attendance recently
- Want schools in KY to want to be a part of CPAK because the resources, people and professional development is good (is a promise that we made at the 2007 conference). Want others to know where we are going in the future
- Strengthen our link to ACPA. Have others make that connection too since they are our parent organization.
- Increase graduate student participation, especially with the case study competition. Improve discussion board, job listings, etc. to showcase CPAK as an organization, not just a conference.

Constitution and By-laws
Review the things that the Membership Coordinator found, will discuss anything that needs clarification.
- Under Section 3, Point B: (this was added)
- Under Article 2, Section 2: (Professional Membership) asked whether or not the membership statement needed to state whether or not the members only needed to be interested in college student development in KY. Then asked if CPAK is to be exclusive to KY people or leave it the way it is since we have opened up positions in the past to others in the tri-state area. Overall it was decided that it would be best to leave this statement broadly defined to keep CPAK open to various individuals that are interested.

- Under Article 2, Section 4 (Dues): Unsure of whom we serve because we don't have a good system to take account of the members of CPAK. When people register, maybe we can have them sign a membership form so we are able to know who we are serving. Dues can be worked into the conference registration but what would this mean to the membership…what would be their benefit? The dues would be valid from the one conference to the next. Would that mean if you don't attend the conference that you aren't a member? Yes, technically. There were some that said they weren't able to attend but wanted to keep them on the email listserv so they were aware of our activities. Would we rather do an institutional membership v. personal membership dues? Many colleges are able to pay this way easier than paying for personal dues. If can't attend the conference, pay the $10 (for example) to keep on the listserv. Need to really give our membership resources and other opportunities if we charge a $10 membership. We could include a reduced fee for attending the conference. Membership dues built into the conference registration sounds the way to go. What should we charge? Some low fee but it depends on what we're offering. Since we're starting off new then let's start low and state that our membership dues are $10 for the 2007 and 2008 year. Students would then pay $5.
- Under Article 2, Section 5 (Rights and Privileges): We don't define good standing. Typically that means that the person adheres to the ethical side of the organization. We need to follow what ACPA does. Also could mean that the person has to have had pay their dues.
- Under Article 3, Section 2 (Qualifications): Was going to add that the person would have to be presently employed in the state of KY but this hasn't been determined yet.
- Under Article 3, Section 3 (Terms of Office): Add after …."two years" one year secretary/treasurer-elect, one year secretary treasurer. Our terms will end July 1 of 2008. This structure gives us flexibility to transition from the conference until the term begins.
- Under Article 3, section 4 (Election of Officers): remove last sentence; it is already stated elsewhere.
- Under Article 3, Section 6 (Secretary/Treasurer): add "t" to end of budge to reflect the word budget.
- Under Article 5, Section 1 (Membership): "No more than two elected members of the Executive Council shall be from the same institution." Michael asked whether we should keep to this or not. How are we to tell the membership that they can't elect people to the position? Process could end up being unfair. If a person from X institution brought a lot of people to the conference, they will most likely be nominated by their host institution. Therefore, this is really impractical to enforce. Some organizations do rotate their positions, could be something to look at but this could lead to someone being forced to do this if it is their turn in the rotation. Where did the number two in the paragraph come from anyway? We don't want to dominate the organization but don't know how to enforce this. Can talk about this at the welcome and let people know that we want to diversify the board and inform the membership of our expectations. This would be a challenge for us as a board. We could also look to increase the number from 2. Maybe we just need to look at information from other organizations. Patrick and Michael will send emails out to state presidents to get their feedback. They will ask the former presidents of CPAK to get a historical perspective too to understand why this was done in the first place.

- Article 5, Section 2 (Coordinators): Section 2 title's will change from Coordinator to Members at Large. Propose the following make up the executive board: the President, Past President, President-Elect, Secretary/Treasurer, Secretary/Treasurer-elect, and 8 elected members from the membership at large. The 8 members at large will occupy the following positions: Member at large for community and technical colleges, technology, membership, professional development, graduate student coordinator, graduate faculty rep, private institutions and public institutions.
- Article 5, Section 2, point C (Professional Development): Change the wording from "Careers in Student Affairs Conference" to the Kentucky Graduate Institute.
- Article 5, Section 4 (Term of office): Members at large (with exception of the Secretary/Treasurer) and coordinator shall be elected for a one year term of office. The secretary/treasurer shall serve a two-year term. Keep "Newly elected members-at-large shall assume office at the same time as the officers of the Association."
  - Side Discussion: Would we be interested in extending the terms from one year to 2 in many areas, especially the professional development coordinator's position. If we do this, how would we initiate this? Could have someone elected for a 2 year term that does poorly. One year term promotes change and new ideas but there are benefits to a two year term for continuity. Is stated already that you can serve two consecutive years if you wish but would have to be re-elected. For those that are not doing well in their position, it's up to the president to help that person determine what's going on and if this person really needs to move on and leave. Keep coordinator positions at 2 year appointments, including the grad faculty. Excludes the At-Large positions.
- Article 8 (Amendments): Proposals to amend the bi-laws must include a ¾ vote for passage.

Would there be an interest to change our name to identify our ACPA affiliation? No, but would rather put the ACPA logo on things to help our membership identify us as an affiliate of ACPA. Maybe we could add a tagline for others CPAK: "Your state division of ACPA" or something like that.

Do these revisions feel comfortable for people now? (Add programs to Member at large)

Goals/Strategic Plan 2012
This outlines a map for what CPAK is going to do and what we should be working on.
- Provide leadership to KY Professionals
  - Want to have funding to offer research grants. Infuses our state with research and creativity.
  - To be known as a state with quality programming and people. (Maybe fund a person to present at ACPA?)
- To provide support to KY professionals
  - Each of us to develop a contact on our campuses. This person should be known by our VP of Student Affairs. Have this working list done by mid-September.
  - Continue the roundtables and identify these earlier and recognize them in a formal way
  - Support our parent organization (ACPA)

- Provide professional development for KY Professionals
  - KGI, drive-in conference (not able to be done for us at this point, but something to consider in the future)
  - Our services are mainly on-line, must have our membership refer to that for their resources
  - Bring forth ideas and utilize liaisons to get information to members of CPAK. Also must communicate important info to others in CPAK via the website.
  - Conference social for people at ACPA to network. Regional socials too. Want vibrant CPAK with lively networks in areas in KY (Western, Eastern, Central, Northern, Southern) to connect members socially across the state.
- Provide outreach and growth to KY professionals
  - KGI (Mark, Katie, Tracy): Reinstate this. Michael has ideas to help reinstate this. Was a day-long conference in October for $25. Michael will get ideas/information from Ann who coordinated that a few years ago. Have 7 graduate programs to pull from within the state now for KGI. Can have a KY school host that's on the scale of NPI. May last two days in the future but for now, one day is good.
  - Want to submit our contributions to receive an award from ACPA.
  - Propose a NASPA/CPAK conference in the future with Dr. Mark Shanley.
- Strengthen Organizational Structure and Effectiveness
  - Formal transition for people as they end their terms
  - Annual reviews of documents/procedures
- Assure fiscal stability
  - Need a budget from year to year to be developed
  - People within their own areas to set own benchmarks to try to lay the groundwork for the strategic plan.

Core Values
Inclusion, Scholarship, Collaboration
- How do we feel about this? Does it capture the outcomes of the strategic plan? The executive board felt it did.
- The strategic plan will be condensed and shared with the membership.
- It was suggested we work in language about professionals assisting undergraduates involved in Student Affairs in the bi-laws as well as in the strategic plan under "Provide Outreach and Growth to KY professionals." (Currently UK, NKU and Georgetown does this).
  - This info should also go under the Professional Development Coordinator's and Membership Coordinator's tasks.
  - Have a roundtable/session for undergraduates at CPAK since many have questions about the profession

Website
- Michael sending NCCA Membership Registration form to Angela to utilize in the future. Link this onto the website to have people fill out and send via email before they register for the conference.

- Emily suggested having a link to higher ed academic programs from KY colleges on the website.
- Can create pdf business card template online for grads and those without business cards (Must hype up that members bring business cards).

2008 CPAK Conference
CPAK is about low-cost, high quality programs and networking. VPs are meeting at CPAK so they ask their constituents to attend as well.

a) Survey assessment
Average of:
- 4.13 met expectations
- 4.2 facilities
- 3.5 pre-conference materials

Written comments suggested the following:
- Wanted a list of programs before the program and wanted to know information about when presenters were confirmed (need deadlines sent earlier)
- Facilities: walls thin but other than that, facilities were ok
- Pre-conference materials: what programs were being presented (draws members to conference), when people are presenting and if presenters were confirmed. Two programs offered at the same time. Balance the schedule so it's not balanced toward res life.
- Meals and Refreshments: Breakfast was scored low- just heavy, sugar laden food. Wanted fruit and muffins and wanted it available throughout the day. Concern about not having water at the dinner table.
- Time allotment (Length of sessions): Good. Some people wanted longer sessions v. 50 min. sessions. Have a balance of longer sessions and 50 minute sessions with the long session being an hour and 20 minute session. Offer that to people when they submit to programs; 50 or 75 min. sessions. May want to offer a quick 30 minute session as well (like a roundtable).
- Poster Session: conceptually, a good idea but marketing about this was not good so people didn't know much about it. Graduate students were supposed to get involved. Graduate student rep brought a class to showcase ideas. This is supposed to be a poster session from graduate students from all over the state to submit posters for the conference. Professors had students do this to get a grade. Marketing of this was limited to posting this online and not in the mail. Mailers did not get out until late in the winter. Inform people when they register what poster sessions will be available. The call for posters is difficult for professors to incorporate into syllabi because of the timing of the conference. Need to get to professors early to let them know about this. The poster session can be a presentation option for those that apply. Timing was bad last year because the posters were placed the evening before with all of the food. The year before had time allotted for a poster session.

b) Keynote Ideas
- Need to look at last year's funding
- Topic related to our theme: Creating Connections and Sharing Success
- Need the person to chill with the VPs, do dinner/lunch.
- Possible ideas: Walter Kembrose, Charles Schroeder (Jared to contact him and find out what the cost is), Debbie Ford (U of L alum)- Telly, Gordon Gee (O State President)- may be very expensive though. Maybe a person from VA Tech to talk about outcomes from the tragedy?

c) Formal Collaboration with NASPA
- Dr. Shanley would like to do a NASPA/CPAK conference. Region 3 VP needs to see our infrastructure. Dr. Shanley would like to have leadership on his side since he doesn't have a board.
- He can give $700 toward conference planning.
- Michael proposes to add a non-voting position (ex-officio) to sit on our board if that's ok with our board. This person can help with our conference planning.
- NASPA would be members of CPAK if they attend. About 50-100 members could attend.
  - How many NASPA Region 3 people would attend? 10-12 VPs/Deans currently come but we're trying to get more. They would come if the conference has value. We agreed to this collaboration.
  - What is NASPA- Region 3 getting out of attending our conference?/ What are we getting out of it?

d) Location
- Looking at Holiday Inn East, Gaut House (ideal because you can walk to places and creates a lot of social space).
- Mark suggested following KAHO's lead by having dinner on the first night at some place away from the conference site. Some ideas include: Glassworks, Louisville Slugger, Louisville Fire, 4th Street Live.
  - This costs more money though. We need to obtain sponsorships now instead of later. Utilize Chamber of Commerce to assist.

e) Vendors
- Could have vendors but not in a fair format
- Will state this in the opening
- In a high traffic area near beverages and food
- Levels of sponsorship
  - $250: logo/co. name on website, program and name on breakout room. Table offered.
  - $500 sponsorship for one of our signature events (see below) and their name in program and sponsorship of event, table)
    *case study
    *sponsor meal (dinner/Lunch)
    *speed networking sponsorship the night before

f) Logistics and roles
Marketing
- Materials need to state that participants need to bring copies of brochures, business cards and whatever you think will be helpful in making connections at the conference
- Slogan for our conference needs to detail the inexpensive conference, casual, networking kind of conference where you will have fun and learn a lot.
- Some conferences give ribbons for first time attendee, graduate student attendee, etc. Can do something like this if we want.

Two-Day format
- Idea of the two day program came from the fact that we had a lot of content and not enough time in the day for a one-day program. In 2005, people came in the night before and had a nice reception, food and a networking reception. Then people said, lets do more the day before. When we made it a two-day conference it became a tipping point for some. The VPs made it clear that they like the 2 day conference.
- Need quality v. quantity
  - How do we get high quality programs? We can reduce the # by only permitting a few programs into the conference so what people see are quality.
  - Need to keep in mind that we shouldn't make this so competitive that grads can't present. Need a balance of grad presentations and presentations by professionals.
- Pros:
  - Yes, as long as we have a nice reception in the evening
  - Difficult to provide low cost, networking and quality programs in one day
  - Can revert back to the 2005 format where the nice meal the night before was relaxing and you network; don't have to take the whole day off the night before and dinner started at 6:30p.
- Cons:
  - Fewer programs, not as strong
  - Having a two half days not efficient
- Ideas for conference
  - Break it down. What is CPAK? College Personnel Association: strength is in our collectivity. May need to focus our networking on our collaboration.
  - Breakout sessions (about 4 w/ 7 programs happened before, want 3 breakouts now)
    - What number of programs are we looking for? Need to market our conference with our liaisons. Utilize our talent within our state. Some like to network more than to have more programs.
  - More networking opportunities
    - More roundtables promote networking. Use roundtables like a speed dating format. Networking by function and networking that's more loose.
    - Can use speed networking at the social the night before. (Katie and Angela did this with AFA conference). Speed networking will help those who are shy and can't come out of their shells because it's programmed into the conference.
    - Need to create conversational area within the conference setting with food and drink.

- - - Drive in conference can incorporate a lot of networking too in the future. Let's not pack too much this conference but focus it more instead. Can have three breakout sessions with 8 programs per session with yields being high.
    - Have just graduate students get together to share what their organizations are doing. We could do some mini-presentation to talk about networking and professional development. Ask them what their needs are (KGI, etc.). Could do as a roundtable: Graduate Roundtable.
  - Wonder if we can really provide a lot of quality programs and networking without being too watered down.
    - Networking and social time is built in the night before. Can find the time to do that the second day between breakouts.
    - Roundtables were too large and wasn't focused. It became storytelling time. People didn't know how to facilitate.
    - Focus energy flow during the day so that roundtables are done early on the second day and there is a person closing up the roundtables when they get too large. Have bell/signal to rotate to another table. Can list table #s in the program. Have face recognition with colleagues in the roundtable. Have nametags with names in larger font.
    - Close out/Report out before the end of the conference.
  - Have poster set up so people can view throughout the day

Suggested Schedule Layout
- Thursday, Feb. 28:
  - 4:30-6:30p: VP session and Case Study Competition (need to standardize when people get the case study).
  - Prior to 6:30p: Registration
  - 6:30p-8p: Dinner with Keynote
  - 8p: Social time begins and the locations above provide that.

- Friday, Feb. 29:
  - 8:00-9a: Breakfast/Registration
  - 8:30a: Roundtable/Poster session (broken down by lunch)
  - 9:30a- 9:50a: Welcome (Election info and any logistical changes)
  - 10a: Breakout (50 min. session)
  - 11a: Breakout (50 min. session)
  - 12p-1:30p: Lunch (Case study, awards, voting, evals, and Keynote- quizzes/trivia for each table to do- can market and promote this in creative way)
  - 1:45p-2:15p: Speed Networking (how to organize this: color coding or numbers on name tag)
    - Can have 4-5 different rooms with 50 people in each room to do this
  - 2:30p-3:30p: Breakout
  - 3:45- 4:15p (announce officers, secret agent, close of the program: Have this person be the closing speaker who has knowledge about networking/connecting with colleagues. (Connect it to "what now.")

Facilities
- Day 1-Room for: Case study with technology equipment, Deans/VPs to meet, meals for 150-200, social space for about 100. Registration location too.
- Day 2- food in big room (with vendors?) on the outer edges along with roundtables. Place for refreshments throughout the day near vendors, 8 breakout rooms, # rooms needed for overnight guests.

Theme
- Needs to be broad for programming and for the keynote to utilize
- Potential to use ACPA's theme if we want since we're an affiliate of them
- Other words to use other than networking: Bridge, connect, tie into the secret shopper thing (ex: Networking: The Secret to your Success), spirit, sharing our best kept secrets, share, care connect: CPAK, it's not what you know but who you know→ it's what you know and who you know, connecting Kentucky in the spirit of sharing.
  - Other things to consider: signature events- First time collaboration with NASPA, connections with IN, networking.
- The KY/CPAK Secret, connecting our state through networking, Making connections, sharing success→ Creating Connections, Sharing Success.

General ideas
- Need to recruit volunteers (grads/members) to assist with registration so we're not running around and assisting with programs too. Can give volunteers a break in their registration. Our campus liaisons could be utilized if we don't have a lot of volunteers. Add a question on the membership form.
- Add bio/picture in voting ballot; put in people's packet. Need to figure out our voting process.
- In an effort to increase networking, award someone if they have a business card for X person. Announce secret agent at end of the conference. Maybe this person would receive free ACPA registration/ iPod.
  - Have the secret agent be the closing speaker who has knowledge about networking/connecting with colleagues. Connect it to "what now."
- As people come in, grab a plate and eat (for buffet) instead of having people sit down and then get up for the buffet. Or, as people come in have people serve food to the table.
- We have about $8,000 in our account. We can apply for a speaker grant through ACPA.

Roles
- (All) Vendors: Who do we know that we can call for vendors? By end of July, identify the contact info and how we know the person. Great role for Emily too.
  - Michael knows someone who can do polo shirts that are casual. (Must announce dress code to membership…want it to be business casual and add this to the website.) Must put online what we'll be wearing.
- (All) email headshots to Kenny so he can put them on the website.
- (Telly) Contact Deans to see what their needs are.
- (All) Identify one person to facilitate roundtable and speed networking. Also look at a liaison for our campuses to give to Angela. Think of a secret shopper too.
- (Michael, Telly and JJ) will work on firming up the location

- (Angela) –1st wave of marketing. General information that we can use year to year. What is CPAK? What do we do? What is our strategic plan? Also work on the member brochure (because we don't have a marketing materials). Want our liaisons to download a brochure from our website to give to new hires and put out around their office.
- (Angela working with Members-At-Large): Condense emails and give links to them within the email. Will need to set deadlines for the board to collect information on what's needed to update the membership on what's going on with CPAK.
- (Mark, Angela, Katie) Programs: (Call for programs, program selection, printing and marketing) Maybe do track programming or "if you're interested in…." within the program guide.
- (Anthony and Emily) Awards and Prizes: Rhodes, Grad Student of the Year, New Professional, Case Study, Poster (money for ACPA)- purchasing at Things Remembered, assisting with door prizes during lunch
- (Jared) Elections–Members at large, president elect, secretary/treasurer-elect, graduate faculty coordinator will be available.
- (Michael) Food for the conference and social, whether off or on site
- (Patrick and Michael, Mark) Volunteer Management/Registration
- (Telly) Scripts for the day (welcome and lunch) and also trivia/quizzes. Ideal for all of us to have so we all have that info ahead of time.
- (Mark) Newsletter: Will have the president's message, strategic plan, research in brief, book review, updates around the state, upcoming dates and deadlines for CPAK stuff.
- (Not assigned….do you want Bethany to do this?) Need conference planning calendar

Membership Outreach
- Website and office service accounts
  - Currently: Mailing list to know what's going on, email distribution list, people upload handouts for the conference.
  - Do we want to have a member only log in for people to access?
  - Drive-in could be a webinar
  - Can CPAK host functional listservs to various departments (leadership, counseling, etc.)? Counseling info could access it by typing in counseling@cpak.org and see what other colleges in KY are doing. One person in the state could be responsible for this listserv info.
  - CPAK email linked to our emails to distinguish CPAK business from other business we do

- Report from ACPA
  - Put ACPA College Educators International on everything we do. (need ACPA link onto our website to be more prominent)
    * CPAK discussion board can start to discuss ride boards for conferences and who to stay with at larger conferences (such as ACPA)
  - Board in support of assisting with a Midwest social.
  - Dual membership: way to link our membership with ACPA so when people register, they can sign up to register with CPAK as well.
  - Non-profit status. How to get this? Telly can help him apply for that. Will have to report finances.

- o Insurance options: (Bethany): Talk to Sara Sidebottom about how I can go about getting this.

Next Meeting and monthly phone calls
- Next meeting: Planning meeting for the conference (in September- month before KGI). Will look at our next meeting in the conference hotel.
- Phone calls: Stay connected month to month for about 30 minutes via phone