

**CPAK October Face to Face Meeting**  
**10/18/2010**  
**Host: EKU**

In Attendance: Elizabeth Liebschutz-Roettger, Destiny Harper, Angela Taylor, Jessica Randall, Dr. Neal Hutchens, Tracey Walterbusch, Jill Petrey, Ticha Chikuni, Faith Cracraft, David Horrar  
Special Guest: Amanda Dalton, EPE GA

1. Amanda and Neal made updates to the pending KY Journal:
  - a. Title under consideration: Kentucky Journal of Higher Education Policy and Practice
  - b. Possible Hosting Site: Digital Commons
    - i. \$1500 Set Up Fee
    - ii. UK also uses for other applications, providing partnership opportunities
      1. David mentioned the content management software used at U of L. Allows person to prepare, goes to Editor, then is published
      2. Neal: Digital Commons allows for peer review, could also go for cheaper domain name and Wordpress, one advantage of Digital Commons would be the first online journal of this type, very professional
      3. Amanda: Digital Commons will allow for archiving, very professional looking, easy navigable, brandable, Wordpress journals vary in terms of professional appearance, search capabilities.
    - iii. The journal will have open service (not password protected), working to get a URL that will be universal, not mention one institution
    - iv. Submission and review process already built into the system.
  - c. Funding the set up fee
    - i. Some journals are sponsored.
    - ii. Overall consensus that some institutions would be willing to help support the journal because it would encourage professional development.
  - d. Discussion about vision/idea for journal.
    - i. Destiny: Glad it would be sustainable over time.
    - ii. Elizabeth: Willing to approach others for funding.
    - iii. Elizabeth: Envisions different sections based on article type or subject.
    - iv. Other professional organizations will also be excited about this offering.
    - v. Videos would also be an option.
    - vi. Angela thought a mealtime may be a good time to showcase this at the annual conference. Also, this would be great for publishing comp exams, a great group to solicit articles from.
    - vii. Neal: Asked that we recommend people to review article. Terminal degrees are typical for this, however we can make our own rules, perhaps a hybrid approach will be best and provide the most opportunities, perhaps depending on article type.
    - viii. Should the word research be in the title?
    - ix. Could be ready to go as early as this spring.

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- e. Elizabeth asked for a formal proposal to use when seeking additional support for the project.
  - f. Elizabeth thanked Neal and Amanda for their hard work on this exciting endeavor.
2. Careers In Student Affairs Conference
- a. Tracey provided the latest draft of the schedule
    - i. A student group is going to help out that day
    - ii. A few sessions still need moderators
  - b. There was a discussion about the diversity of experiences/functional areas, etc. on panels. Comparisons to last year's CISA conference schedule. Several suggestions were made. Activities for lunch were agreed upon, and a CPAK welcome was added.
  - c. Funds are available from UK School of Ed, for diversity and economic hardships
    - i. Concerns that the \$25 fee is preventing some students from registering was expressed.
    - ii. Funds available from UK would allow us to reduce the fee to \$10, which was agreed to by the board. We must limit this to 50 people in order to function within the budget.
    - iii. Refunds to those who registered at higher rate will be made available at the conference.
3. Annual Conference
- a. Dates and location must be selected. Our normal dates are not available. Due to large events in Lexington, vendors have been hard to get info from.
  - b. Elizabeth and Angela briefed the group on possible locations.
    - i. Marriot Griffin Gate
      - 1. All on one floor, smaller hotel feel but very nice, 40 ppl capacity for break outs, free parking, pool, gym, Starbucks in the lobby, AV charges, soundproof walls, no guest room min., horse themed.
    - ii. Hilton
      - a. Recent remodeling, meeting space on 2<sup>nd</sup> floor, contemporary feel, paid parking, smaller banquet room.
    - iii. Hyatt
      - 1. Connected to arena, some rooms would be in Hyatt, most in convention center, pool. Would have two accounts, one with Hyatt, the other with convention center.
    - iv. All have other pros and cons. Table fees, catering minimums. Dates are a challenge with all locations (partly due to other popular regional and national conferences that CPAK members would attend). The board discussed the various details of each location.
    - v. Elizabeth: Would we consider a Mon/Tues or Sun/Monday conference? The advantages and challenges of each were discussed; the board is open to trying it.

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- vi. A decision will have to be made. Elizabeth will also look at Frankfort as a possible location. What are priorities for the final decision?
  1. The group decided that cost would be the highest priority. The preferred dates are 2/27-2/28 and 2/28-3/1.
  2. In the course of the discussion it was realized that the cost to feed a member is about \$90. Concern was raised that the \$115 fee would not be adequate. The discussion was tabled for later in the meeting.
- c. Speaker
  - i. Dr Jackson is willing to donate Denny Roberts, ACP for Faculty and Student Services, at Qatar Foundation.
    1. There will still be costs we must be prepared for.
    2. Hopefully the dates will work.
  - ii. Brainstorm for possible other speakers, in the event Denny Roberts is not available.
    1. Vasti Torres, IU/NESSE; Aaron Thompson, JJ Jackson, UK VP Institutional Diversity
    2. It was agreed that we should also consider these names for luncheon presentations if they are not used for keynote.
- d. Theme
  - i. A suggestion was made in consideration of the speaker list "Grow Local, Impact Global". This was well received and agreed upon.
- e. Deadlines and other logistics
  - i. Proposals
    1. 1/15, extend to 1/21 if needed.
    2. Should the form be more scholarly, especially to help prepare for ACPA next year?
      - a. It was viewed and agreed it was appropriate as is.
      - b. Should we offer an award for best program proposal?
        - i. After discussion, it was decided this would not be beneficial, as a good proposal does not necessarily reflect the quality of the actual presentation.
  - ii. Registration
    1. 2/15
    2. It was noted that payment will be through Paypal only. A box to add notation of who was being covered with the payment will be added, as often the credit card name does not match the attendee.
    3. Destiny and Jessica will create a Graduate Scholarship form, which will be due and decided on before the start of registration.
  - iii. Call for officers
    1. 2/15

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- iv. Case Study
  - 1. Neal and Tracey
  - 2. Stick with \$100/\$50
  - 3. Will have to consider the day it is sent out based on the days the conference ends up being scheduled for.
- v. Program Booklet discussion tabled for later.
- vi. Graduate Student Involvement/Meeting Time
  - 1. Could be moved to Sunday evening, depending on dates.
- vii. Awards
  - 1. 2/15
- f. Vendors
  - i. We need vendors to help with cost/CPAK budget
  - ii. The board had a long discussion about what to charge/what the appropriate benefits would be.
    - 1. \$200
      - a. 1 person, table, breakfast, dinner, lunch, logo in booklet, may book a room on their own at conference rate.
    - 2. \$300
      - a. 2 ppl, table, 3 meals, logo, may book a room at our rate
    - 3. \$500 to cosponsor lunch (\$600 for 2 ppl)
      - a. Will get logo at lunch/recognition
    - 4. \$750 to cosponsor dinner
      - a. Will get logo at dinner/recognition (\$850 for 2 ppl)
    - 5. Sponsorship levels, "Show, Place, Win, Triple Crown"
- g. Elizabeth brought up the need for increased outreach.
  - i. Concern was raised on how to involve non-participating institutions. Several possible solutions were proposed
    - 1. Scholarships
    - 2. Could we ask the host a board meeting so we could learn about their campuses?
    - 3. Use faculty to target alumni from those institutions
- h. The discussion returned to the concern about the fee covering costs.
  - i. The \$115 charge discussed this summer is not adequate.
  - ii. The board discussed the potential concerns with the increased rate, and the need to keep the fee as low as possible, while still covering the cost of the event.
  - iii. After looking at the potential fees at the hotels we are considering, a motion to move the fee to \$125 was made by David. Jessica seconded it. The motion was approved.

Respectfully Submitted: Jessica M. Randall

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