

The Cooperative Education and Internship Association
 BOARD OF DIRECTORS MEETING
 Orlando, FL January 17-18, 2017

(In the interest of space, written reports given out at the meeting will not be rewritten into these minutes; however, a copy of the annual report, that includes a summary of reports, will be included in the set of official minutes. Where a report was submitted, ATTACHMENT will be inserted into the minutes. Contact CEIA office for any copies of these reports that you may be missing. You may assume a discussion took place for all items listed.)

Board Members Present: Steve Sellars, Kelly Harper, Jose Pereira, Veronica Porter, Sara Muzzy, Dan Cayse, Scott Maynard, Patricia Bazrod, Al King, Jessy Jones, Tracey Dowling, Dawn Koeltzow, Andrew Harper, Julie Hutt, Hollis Zehnder, Connie Dietz, Penny Grob, Anderson Lee

Absent: Maria Kruger, Sarah Burrows

Ex Officio Present: Peggy Harrier, David Caffo

Ex Officio Absent: Michael Sharp, Molly Thompson, Carmen Diaz

Tuesday, January 17, 2017

Call to Order: 9:09 am by President, Steve Sellars

Review of Agenda: Steve Sellars (Attachment)

- S. Sellars reviewed agenda and asked for additions or deletions – no changes.

Motion Made, Seconded (C. Dietz/P. Grob) to accept Agenda. **Motion Carried.**

President's Report: Steve Sellars (Attachment)

- Monthly Executive Committee conference calls to handle CEIA business
- Followed up with winter board meeting and helped communicate details
- Assisting Experience Magazine committee
- Update on Experience Magazine - almost have the first of two issues ready for release.
- Discuss details and direction of other activities including- conferences, site selection, research grants, elections, membership & retention, audit committee
- Recommendations to board for new people to serve on Audit Committee
- Succession planning for Experience Magazine

Past President's Report: Kelly Harper (Attachment)

- Coordination of Nominations Committee
- CEIA 2016 Election process – preparing slate of candidates.
- Coordination of Awards Committee.
- Review of Kettering Award criteria.

2017/2018 Board Elections: K. Harper, Chair – presented slate of candidates.

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| • Executive VP/President-Elect: | Veronica Porter, Northeastern U. |
| • Vice President Marketing & Communications: | Dawn Koeltzow, Bradley U. |
| • Vice President Professional Development: | Kelly Harper, Cincinnati State College |
| • Vice President Region 2: (Mid-Atlantic) | Lynn Hickle, Drexel, U. |
| • Vice President Region 4: (Midwest) | Jill Collet, U. Cincinnati |
| • Vice President Region 6: (Mountains & Plains) | Sara Muzzy, Wichita State U. |
| • Vice President Global Network/Region 8: International | Russ Johnston, U. Waterloo |
| • Vice President Cooperative Education Network: | Tracey Dowling, Florida State U. |
| • Vice President Two Year Program Network: | Jessy Jones, Sinclair CC |

Motion Made, Seconded (P. Grob/C. Dietz) to approve slate of candidates for 2017-18 board of Directors election.

Motion Carried.

Awards: K. Harper, Chair – Coordination of Awards Committee.

- Dean Herman Schneider Award: Paul Stonely, WACE
- Charles Kettering Award: Delphi Electrical/Electronic Division, Chris Burns
- Cooperative Education Student Award: Zachary A. Springer, Pennsylvania State University
- Internship Student Award: Eryka Williams, University of Central Arkansas
- Two Year Program Student Award: Jacob Kokoshka, County College of Morris
- Ralph W. Tyler Award: NOT AWARDED
- James Wilson Award: Dr. Cheryl Cates, University of Cincinnati
- Best Practices Award: Florida Atlantic University, Jennifer Blythe

Motion Made, Seconded (V. Porter/ A. Lee) to accept Schneider award nomination. **Motion carried.**

Action Item: Board members VPs responsible for awards will submit bios/pics to K. Harper by Feb.1, 2017.

- K. Harper will be point of communication with all award recipients.

Action Item: K. Harper will distribute Awards Disclaimer statement to board of Directors.

President-Elect Report: Scott Maynard (Attachment)

- Coordination of Best Practices Award Winner.
 - Florida Atlantic University, Jennifer Blythe
- CEIA Academy – June 21-23, 2017, Vail CO.; finalized agenda with D. Cayse & P. Harrier.
- Finalized CareerEco Program – Regional VPs to pilot virtual career fairs.
- AV Contract for Charleston 2018 – completed (Zach Osborne)
- Waterloo Journal Contract – final stages of agreement.
- Audit Report - reviewed financial procedures & documents; report completed.
- Transition issues to think about:
 - Membership – create initiatives with regional VPs.
 - Career Eco – virtual career fairs
 - Professional Development – restructure with series of committees (webinars, regional training, peer resource network, virtual initiatives, etc.)
 - Each board member commit to writing a blog post or article
 - Development – future initiatives
 - Virtual conference calls – break up board calls to groups; record minutes.
 - Ideas to get members more involved (i.e. 79 people presenting!)

Action Item: P. Harrier will forward Annual Report template and last year’s report to board. Reports due to S. Maynard (& copy to P. Harrier) by February 15th.

Audit Committee: S. Maynard (for K. Phillips) (Attachment)

- Audit Committee re-convened by Kent Phillips, chair; members V. Porter, S. Sellars, S. Maynard
- Reviewed financial records and books – submitted verbal report to board.

Action Item: P. Harrier will forward Audit Committee written report to board.

Motion Made, Seconded (D. Koeltzow/A. Lee) to accept audit report. **Motion Carried.**

2017 Conference: Molly Thompson, Chair (Attachment)

- 93 registrations to date!
- Westin Denver Downtown; April 2-4, 2017; \$159 + 14.75% tax/night, single/double; \$10/night kickback CEIA.
- Theme – “Destination Denver: Where Altitude Elevates your Expertise”
- 16th Street Mall; arranged Planned Activities - walking and bus tours, industry tour possible, bar crawl & restaurants; t-shirts to sell for fundraiser; catering & A/V set; seeking volunteers;

- Reviewed Agenda (79 presenters), keynote/plenary speakers, 35 breakouts 3 Pre-conf. sessions, 13 round tables, 24 speed sessions, 7 poster sessions.
- Receptions, development, digital lounge, ADS
- Committee recognition – Sunday at reception and add to website suggested.

Action Item: D. Koeltzow will produce certificates for presenters and student award nominations (S. Maynard has template).

Action Item: Each board member secure one donation to assist C. Diaz with development.

Action Item: Each board member review sign-up sheet for volunteers to assist where able.

2018 Conference: David Caffo, Chair

- April 15-19, 2018 (Monday-Wednesday night); Embassy Suites, north Charleston, NC; \$189/night + tax.
- Free shuttle service, waterfront event one night; complimentary breakfast and happy hour each day.
- Save-the-date postcard & videos for promotion ready.

Break: 10:40 am; Resume meeting 11:00 am.

Minutes of previous meeting: P. Harrier (Attachment)

- Review and approval of October 10-11, 2016 board meeting minutes.

Motion Made, Seconded (H. Zehnder/J. Hutt) to accept minutes. **Motion Carried.**

Financial Reports: D. Cayse (Attachments)

- Profit/Loss Budget Statement –June 1, 2016 thru December 31, 2016.

Motion Made, Seconded (D. Koeltzow/A. King) to accept Profit /Loss Statement June – Dec. 2016. **Motion Carried.**

CEIA Academy split between two years because CEIA fiscal year is June 1 to May 31.

Member Development & Retention – P. Bazrod

- Trial year, ex-officio board member appointment – to promote member services.
 - Pilot Program – membership drive in Region 1
 - LinkedIn not used so much for discussion; email & twitter have better response rates (per Disney)
 - Membership Drive to roll out at conference – details to follow.
 - June 1 to Dec. 31 new members get rest of current year and all of following year.

Professional Development: C. Dietz

- CEIA Academy – June 21-23, 2017; New colleagues to the field (1-3 years).
- Training agenda set – on website.
- Take it to regions around the country eventually.

Action Item: K. Harper will follow-up to see if past Vail attendees have renewed memberships.

- H. Zehnder discussed webinars in process; Disney approved full page color ad for program, donation of conference bags and sponsoring Digital lounge!
- Disney is buying our lunch today. A huge thank you from the board members!

Lunch Break 12:15 pm – Resume meeting 1:45 pm

Membership Report: P. Harrier (Attachment) (Annual summary report)

- 694 CEIA 2016 members; 23 employers, 671 educators, 49 states represented, 3 countries represented.
- Yearly Summary:
 - Total 2016 members: 694
 - Total 2015 members: 675
 - Total 2014 members: 701
 - Total 2013 members: 649
 - Total 2012 members: 611
 - Total 2011 members: 641
 - Total 2010 members: 668
 - Total 2009 members: 629
 - Total 2008 members: 760
 - Total 2007 members: 729

Action Item: M. Weller Thompson will sort presenter spreadsheet by state.

CEIA Website Update: P. Harrier

- Review of pages in need of updates.
- Region 3 updates in process.

Marketing and Communications: D. Koeltzow (Attachment)

- Coordinated News Briefs (Oct 18, Nov 18, and Jan 9).
- Working on content for Conference Announcement 1/16 and next News Brief 1/23 or 1/30.
- Held meetings with David Snow and Hollis regarding webinars, looked at Webex.
- Coordinated the CEIA Digital Marketing Committee.
- Handled contract for Guidebook.
- LinkedIn (Group name is CEIA – Cooperative Education and Internship Association):
 - 2,627 members – promoted the group, made announcements, accepted members
 - Content – Conference early bird deadline, full program info, featured blog posts, Cheryl Arruda has some interesting Featured Discussion questions, thanks to Kelly for being active with WACE announcements, Award Announcements, Job postings, etc.
- Twitter (Page name is @CEIAinc, Conference hashtag #CEIA2017):
 - 891 tweets, 1,128 following, 452 followers, 253 likes
 - Content - worked on conference tweets, blog tweets, proposal deadlines, and tips for submitters (Thanks to Andrew, Kelly, and Scott for being active in Twitter)
- Our Blog (<http://www.ceiainc.org/our-blog/>)
 - 9 different articles edited and posted to WordPress, 4 approved comments
 - Bloggers: Brian Hirsch (2), Keith Smith, Katy Arenschield, Demeterius Smith, Deb Barrick, Dawn Koeltzow, Parminder Jassal
- Careers page in Members Only area

Action Item: Board members send their committees (names & Institution) to Peggy & Dawn to add to website.

Action Item: Include student award nominee highlights in social media posts & on blog.

Action Item: Include committees in Annual Report.

Experience Magazine: S. Maynard (Michael Sharp absent)

- Partnership with University of Cincinnati – Center for Service Learning & Civic Engagement, Assistant Professor of Experiential Learning.
- Issue 1 almost ready for release (13 articles) in early February 2017.
- Lisa Barlow from UC to designing layout and cover for magazine.
- Issue 2 has 9 articles ready already! Take it live in early fall 2017.

- **Action Item: Michael Sharp** will prepare a report/presentation for conference rollout – flyer.

Site Selection Committee: J. Hutt

Committee to work in 2016	Committee to work in 2017	Committee to work in 2018
Site Selection Committee for 2019 Conference	Site Selection Committee for 2020 Conference	Site Selection Committee for 2021 Conference
Julie Hutt (Chair)	Dawn Koeltzow (Chair)	Molly Weller (Chair)
Dawn Koeltzow	Molly Weller	David Caffo
David Caffo	New Conference Chair 2019	New Conference Chair 2019

- RFP sent to Chicago, Cleveland, St. Louis

Action Item: Site Selection Committee will visit Chicago and make recommendation by April 2017 board meeting.

Action Item: Site Selection Committee will negotiate and secure 2019 hotel contract by June, 2017.

Network VPs:

1. Cooperative Education Network: T. Dowling (Attachment)

- Selected 2017 Cooperative Education Student Achievement Award Winner.
 - Zachary A. Springer, Pennsylvania State University
- Promoted 2017 Conference Proposals featuring Cooperative Education.
- Encouraged Cooperative Education nominees for the Charles F. Kettering Award.

• **Two Year College Network:** Jessy Jones (Attachment)

- Discovered only 13 member institutions self-identified as belonging to the Two-Year Network
- Of over 400 institutions and 922 individuals on the list, found 69 schools and 144 members who appeared to work with two-year students
- Researched entire membership list to identify potential two-year/community colleges
- Sent a mass email; message included purpose of the outreach, request to confirm position at two-year school, promotion for LinkedIn group, and ask for volunteers
 - Received 32 responses: 23 confirmed their position at a two-year school, 6 reported being retired, no longer involved, or having left their previous roles, and 3 new members were added (existing members noted they were new and would be added soon)
 - Approved 10 new LinkedIn group members
- Two-Year Award:
 - Converted printed PDF rubric to digital MS Word form to streamline the review process
 - Received four nominations; one was pulled by the submitting institution at the last minute
 - Selected a winner: Jacob Kokoshka of County College of Morris (requires board approval)

Action Item: J. Jones will submit updated nominations requirements and rubric for Two Year Program Student award selection process to be added to website.

2. Internship Network: S. Sellars (M. Kruger absent)

- Received and reviewed 10 applications for CEIA Internship Student Award
- Committee identified and nominated recipient for Internship Student Award.
 - Eryka Williams, University of Central Arkansas
- Maria Kruger resigned board position (promotion at her University) effective Feb. 6th. Also resigned as Registration Chair for Denver CEIA conference. Discussion ensued with a Registration Committee being formed from the following volunteers: J. Hutt, K. Harper, P. Grob, D. Koeltzow, P. Harrier, M. Weller Thompson.
- New VP Internship Network will be appointed by S. Sellars and S. Maynard to fill her remaining term.

3. Global Program Network: Jose Pereira (Attachment)

- Recruited University of Alberta and individual memberships to CEIA.

4. Employer Network: H. Zehnder (Attachment)

- Finalized January 2017 Board Meeting at Walt Disney World
- Solicited and received approval to host Board Meeting lunch
- Received approval for additional giveaways to be included in bags as well as door prizes.
- Disney to sponsor Digital Lounge and purchase full page Ad for program.
- Participated on Professional Development/Webinar Committee
- Developed and received leadership approval for 4 part Disney Hosted webinar series.
- Donating attendee bags for 2016 CEIA Conference
- Selected nominee for Kettering Award.
 - Delphi Electrical/Electronic Division, Chris Burns
- Outreach to expand Employer network

Research – S. Sellars (S. Burrows absent)

- New Undergraduate Research Project – awarded to Cheryl Cates, U. Cincinnati
- Wilson Award – Cheryl Cates, U. of Cincinnati recommended
- Committee updated and recommended new nomination requirements and rubric for selection process to be added to website to ensure transparency in the future.

Action Item: S. Burrows will submit updated nominations requirements and rubric for Wilson and Tyler award selection process to be added to website.

Motion Made, Seconded (P. Grob/J. Jones) to accept all award nominations as presented. **Motion carried.**

Meeting recessed 3:40 pm.

Wednesday, January 18, 2017

Resumed meeting 9:00 am

President Steve Sellars passed around a sheet for all to list upcoming events for website.

Regional VPs: Please see all reports for details.

- **Region 1 Northeast:** Ronnie Porter (Attachment)
 - - Worked with the USBLN (US Business Leadership Network) on planning for and presenting at the Webinar on Next & Best Practices for Achieving Employment for College Students with Disabilities, December 7, 2016 (180+ participants). Program was co-sponsored by USBLN, AHEAD (Association on Higher Education and Disability and CEIA.
 - -Worked with Cheryl Arruda (membership committee) on the development and implementation of strategies for communication with members and suggestions for expansion. We began the pilot of strategies in Region 1. These included:
 - Development of a new members welcome survey
 - Development and dissemination of a membership survey
 - Development and dissemination of December/January monthly communication email which included five sections: a question posted on LinkedIn and an invitation to participate in the dialog, a “did you know” item, “expert advice”, “featured local events” and “upcoming important dates”.

Action Item: V. Porter will put in Dropbox the membership survey and samples of monthly communications being piloted for other Regional VPs to model.

- **Region 2 Mid-Atlantic:** Penny Grob (Attachment)
 - Emailed current and past members about renewing membership
 - Emailed current members about nominations for Board, Student Awards, etc.
- **Region 3 Southeast:** Julie Hutt (Attachment)
 - Contacted all Region III State Directors
 - Sent Region III website updates
 - Nominations Committee conference call to select 2017-2018 slate
 - Submitted abstract edits to Experience Magazine
 - Submission of Midwest 2019 conference RFP's
- **Region 4 Midwest:** Anderson Lee (Attachment) (absent)
 - Encouraged members in Region 4 who attended the 2016 annual conference in Dallas to renew their memberships and register for the 2017 annual conference in Denver
 - Utilized LinkedIn to contact members who have transitioned to different institutions since 2016 annual conference
 - Continued sharing information about 2017 annual conference in Denver with campus recruiters representing large employers and recruiters with large staffing companies
 - Forwarded information from the USBLN to two employers interested in diversifying their staff
 - Notified several members from Region 4 about upcoming opening on the board and received definitive interest from one
- **Region 5 Southwest:** Andrew Harper (Attachment)
 - Participated in July TxCEIA Board of Directors Conference Call in October 2016
 - Digital Marketing Committee, I have accomplished:
 - Researched options to displays #CEIA2017 tweets during conference
 - Researched social media contest that would occur before the conference
 - Shared/promoted the upcoming conference through Twitter and LinkedIn; posted in the TxCEIA LinkedIn Group:
 - Connected with career services colleagues, many of which work in Region V, at the Southern Association of Colleges & Employers (SoACE) Conference in December. Completed two year term on the SoACE Conference Planning Committee.
 - Gathered details about Southwest Regional Conference
 - Date: Thursday, July 27th – Friday, July 28th; Location: Austin, Texas
 - Participated in Nominations Committee meeting and reviewed board of directors slate
- **Region 6 Mountain/Plains:** Sara Muzzy (Attachment)
 - Sent out a request for proposals for upcoming conference in spring 2017 to region 6
 - Updates from CEIA are posted on newly created Facebook page
 - Reminders for upcoming regional conferences KACE & WACE
 - Volunteer reminders for the upcoming conference
- **Region 7 West:** Al King (Attachment)
 - Continued communication and membership recruitment Region 7
 - Support for Washington subgroup of CEIA members
 - Specific communications supporting CEIA Denver Conference to all members
 - Working to create small regional meetings in Washington, Oregon and California.
 - Working to create virtual visits/meeting with Hawaii contingency and some parts of California
- **Region 8 International:** Jose Pereira (Attachment) – (see Global Network)
 - Recruited University of Alberta and individual memberships to CEIA
 - Worked with 2 candidates who have expressed interest in running for VP Global for the 2017/19 term

Review of Action Items (Attached at end of these minutes)

New Business: S. Sellars

- This is Connie Dietz & Jose Pereira last board meeting!
- Lifetime Membership – process explained.

Next CEIA Board Meeting: S. Sellars

- Westin Hotel, Denver, CO. April 1st, 1:00 – 4:00 pm.(in the Board Room). Board group dinner to follow.

Action Item: P. Harrier will send invites to Board for April 1st Board dinner.

Action Item: P. Harrier will send “Where to be When” Chart to Board in early March.

Wrap-up and Comments: S. Sellars

Adjournment: S. Sellars

Motion Made, Seconded (A. King/A. Harper) to adjourn the meeting at 11:00 am. **Motion Carried.**

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 BOARD OF DIRECTORS MEETING
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ACTION ITEMS

1. **Action Item: All regional VPs** will send regional and state events info for website calendar.
2. **Action Item: Board** will update their pages on website. (K. Harper spreadsheet).
3. **Action Item: H. Zehnder** will assume responsibility for coordinating webinar offerings with new Webinar Committee and take lead for several future webinar offerings (i.e. veterans, paid internships).
4. **Action Item: S. Maynard** will complete agreement for housing Journal database with University of Waterloo by winter board meeting.
5. **Action Item: S. Maynard** will work with Audit committee to explore financial policies & procedures for future.
6. **Action Item: D. Koeltzow** will produce certificates for presenters and student award nominations (S. Maynard has template).
7. **Action Item: Each board member** secure one donation to assist C. Diaz with development.
8. **Action Item: S. Maynard** to facilitate Virtual Career Fair pilot initiative with Regions 3 & 7; present proposal at April ‘17 board meeting.
9. **Action Item: K. Harper** will facilitate update of Peer resource Network over the next year.
10. **Action Item: K. Harper** to facilitate update of Skills, Tools Hotspot pages.
11. **Action Item: Board members** to review and update North American Directory pages.
12. **Action Item: Board members** to review and populate Employer Directory pages.
13. **Action Item: S. Maynard** will capture virtual career fair employers for directory on website.
14. **Action Item: Board members** send their committees (names & Institution) to Peggy & Dawn to add to website.
15. **Action Item: Include** student award nominee highlights in social media posts & on blog.
16. **Action Item: Include** committees in Annual Report.
17. **Action Item: P. Bazrod** will look for 2003 CEIA benchmark survey.
18. **Action Item: Board members** to send ideas for new benchmarking survey to S. Burrows.
19. **Action Item: S. Maynard** will work with committees to identify 2019 conference chair.
20. **Action Item: All board members** willing to volunteer to help with conference please reach out to M. Weller.

21. **Action Item: Board members** VPs responsible for awards will submit bios/pics to K. Harper by Feb.1, 2017.
22. **Action Item: K. Harper** will be point of communication with all award recipients.
23. **Action Item: K. Harper** will distribute Awards Disclaimer statement to board of Directors
24. **Action Item: P. Harrier** will forward Annual Report template and last year's report to board. Reports due to S. Maynard (& copy to P. Harrier) by February 15th.
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30. **Action Item: M. Weller Thompson** will sort presenter spreadsheet by state.
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35. **Action Item: Site Selection Committee** will negotiate and secure 2019 hotel contract by June, 2017.
36. **Action Item: Michael Sharp** will prepare a report/presentation for conference rollout – flyer.
37. **Action Item: J. Jones** will submit updated nominations requirements and rubric for Two Year Program Student award selection process to be added to website.
38. **Action Item: S. Burrows** will submit updated nominations requirements and rubric for Wilson and Tyler award selection process to be added to website.
39. **Action Item: V. Porter** will put in Dropbox the membership survey and samples of monthly communications being piloted for other Regional VPs to model.
40. **Action Item: P. Harrier** will send invites to Board for April 1st Board dinner.
41. **Action Item: P. Harrier** will send “Where to be When” Chart to Board in early March.