



**CEIA 2019-20**

# **ANNUAL REPORT**



## Board of Directors

Julie Hutt	President	University of South Carolina Honors College
Dawn Koeltzow	Executive Vice President/ President-Elect	Illinois Central College
Veronica Porter	Immediate Past President	Northeastern University
Dan Cayse	Vice President, Finance and Development/Treasurer	Retired, Cincinnati State Technical and Community College
Joseph Catrino	Vice President Professional Development	Trinity College
Cara Doyle	Vice President Marketing and Communications	North Carolina State University
Sarah Burrows	Vice President Research and Surveys	Providence College
Tracey Lord	Vice President, Cooperative Education Program Network	Florida State University
Janis Ransom	Vice President Employer Program Network	Cetera Investors
David N. Bird	Vice President, Two-Year College Program Network	Linn Benton Community College
Molly Thompson	Vice President Internship Program Network	University of Colorado Denver
Ross Johnston	Vice President Global Network/Region 8	University of Waterloo
Kate Darcy Hohenthal	Vice President Region 1 - Northeast	University of Hartford
Lynn Hickle	Vice President Region 2 - Mid-Atlantic	Drexel University
Makesha Dockery	Vice President Region 3 – Southeast	Georgia State University
Kelly Harper	Vice President Region 4 – Midwest	Cincinnati State Technical and Community College
Andrew Harper	Vice President Region 5 - Southwest	St. Edward's University
Meghan Stidd	Vice President Region 6 – Mountain/Plains	University of Colorado, Colorado Springs

Rebecca Pettitt	Vice President Region 7 – West	University of Puget Sound
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**Ex Officio Officers**

Peggy Harrier	Executive Director	Retired, Cincinnati State Technical and Community College
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Patricia Bazrod	Associate, Member Development and Retention	Retired, Georgia Institute of Technology
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Michael Sharp	Editor, Experience Magazine	University of Cincinnati
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David Caffo	Associate, External Relations & Development	Wilmington University
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Andrew Harper	2020 Conference Chair	St. Edward's University
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David Schwartz	2021 Conference Chair	Bradley University
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2020 CEIA Award Recipients

<u>Chair</u>	<u>Award</u>
Veronica Porter	<b>Dean Herman Schneider Award</b> (Educator) <i>Norah McRae, PhD, University of Waterloo</i>
Scott Maynard	<b>Charles Kettering Award</b> (Employer) <i>Mark S. Yoss, Lockheed Martin Space</i>
Tracey Lord	<b>Cooperative Education Student Achievement Award</b> <i>Alexander Wilson, La Salle University</i>
Ross Johnston	<b>Peggy Jarvie, University of Waterloo International Student Award</b> <i>Mariah Menanno, Drexel University</i>
Molly Thompson	<b>Internship Student Achievement Award</b> <i>Kalliope Zembillas, Youngstown State University</i>
David Bird	<b>Two-Year Student Achievement Award</b> <i>Baydaa Hasan, College of Lake County</i>
Sarah Burrows	<b>Ralph W. Tyler Award</b> (Research and publication) <i>Dr Jenny Fleming, Auckland University of Technology, NZ</i> <i>Dr Kathryn McLachlan, Macquarie University, AUS</i> <i>Dr. Judene Pretti, University of Waterloo, CAN</i>
Sarah Burrows	<b>James W. Wilson Award</b> (Advocacy of research activity) <i>Denise Jackson, PhD, Edith Cowan University, AUS</i>
Dawn Koeltzow	<b>Best Practices Award</b> (Innovative program solutions) <i>FSUshadow, Florida State University</i>

**President****Julie Hutt****University of South Carolina Honors College****Committee(s):**

- Target Market Task Force
- Executive Committee (Chair)
- Professional Development Task Force (Chair)

**Accomplishments:**

- Conducted new CEIA Board Member orientation and assigned BOD mentors
- Coordinated & facilitated 2019-2020 Board Meetings (April, July, September, January, March)
- Planned and facilitate 2019-2020 monthly executive meetings
- Attended and presented at the CEIA Academy, Vail, CO June 2019
  - Served as mentor for two CEIA Academy Alumni (2019-2020)
- Developed and disseminated monthly board member communication tool (Executive Forecast)
- Assisted in facilitating WACE charter agreement, August 2019
- Created Business Plan Milestone Document and created progress reports quarterly
- Assembled the Professional Development Task Force and created improvement strategy plan in partnership with the Vice President for Professional Development
- Submitted nomination and abstract for Experience Magazine
- Coordinated webinar software benchmarking project
- Aligned 2019-2020 BOD initiatives and goals with the CEIA Business Plan

**Executive Vice President/President-Elect**

Dawn Koeltzow

Illinois Central College

**Committee(s):**

- Executive Committee
- Regional VP Committee (Chair)
- Best Practices Awards Committee (Chair)
- Audit Committee (Chair)
- Conference Lead Chairs Committee
- Target Market Group Committee – National Colleges & Universities

**Accomplishments:**

- Participated in monthly meetings for conference planning and Executive Committee.
- Coordinated bi-monthly meetings for Regional VPs, worked on website updates, membership drives, programs, and communications.
- Encouraged engagement and recognition of CEIA Committee Volunteers.
- Worked with a wonderful committee on the Best Practices Awards selection process.
- Reviewed financial documents from 2018-2019 and prepared Audit report.
- Led the process to review and edit the Board Handbook and By-Laws.
- Collected and reviewed the CEIA Annual Report.
- Coordinated the MCEIA donation and implemented the Leadership Development Fund.
- Researched new contacts from National Colleges & Universities and promoted outreach.
- Created volunteer sign-ups for the San Diego conference and next year's committees.

**Immediate Past President**  
**Veronica Porter**  
**Northeastern University**

**Committee(s):**

- Executive Committee
- Nominations Committee (Chair)
- Awards Committee (Chair)
- Global Outreach Strategy Working Group
- Liaison with Scott Maynard/Career Eco

**Accomplishments:**

- Participated in Executive Committee meetings and follow up
- Recruited members of the nominations committee
- Chaired the BOD Nominations Committee
- Collected materials for review for BOD nominations
- Prepared the slate for BOD nominations
- Worked with President-elect to review BOD nominations process and provided input for revisions
- Chaired the Awards Committee
- Communicated with Chairs of the Awards committees
- Collected information/photos from award recipients for accommodations/meals, program book, website and plaques
- Prepared information for plaques for central office
- Participated in the Global Outreach Strategy Working Group
- Communicated with Network VPs, chaired Network VP meetings
- Communicated with Scott Maynard regarding Career Eco
- Got commitment from employer at Qualcomm for employer site visit
- Shared contact for site visit to San Diego Zoo
- Recruited two employers to present at the conference
- Communicated with NU CEIA members regarding membership renewal and conference
- Served as a mentor for CEIA Academy Participant
- Sent out information on Disability related events and opportunities for students

**Vice President, Finance and Development**  
**Dan Cayse, CPA**  
**Retired, Cincinnati State Technical and Community College**

**Accomplishments:**

- Prepared and balanced the annual budget and submitted it to the board for approval.
- Prepared periodic financial reports and presented them to the board.
- Prepared and submitted financial records and documents to the 2019 Audit Committee.
- Worked with the conference chair and association manager on the financial management of the 2019 Annual Conference.
- Prepared the annual tax return, Form 990 and supporting schedules, presented it to the board for review and submitted it to the Internal Revenue Service.
- Completed and filed Forms 1099-Misc and Form 1096 for the association and submitted them to Internal Revenue Service.
- Filed the Annual Charitable Registration with the State of Ohio and Non-Profit Business Entity Report with the State of Indiana.
- Prepared and submitted the annual report for nonprofit organizations for the State of Indiana.

- In the role of treasurer, maintained detailed records and managed the finances of CEIA working closely with the association manager and the executive committee of the board.
- Secured the Event Cancellation Insurance Policy for the 2020 CEIA Annual Conference and renewed the liability insurance for the association and board.
- Prepared the final consolidated summary financial report for the fiscal year ended, May 31, 2019, that is included in this Annual Report.
- Finalized the business plan for the association and presented it to the board for adoption.
- As prescribed in the business plan, made a presentation of cost behavior and management to the board.
- As prescribed in the business plan, secured proposals for investing surplus funds of the association and presented them to the board.
- As prescribed in the business plan, developed and presented to the board a new financial report disclosing cost to revenue ratios. This will continue to be presented annually.
- Worked with representatives of MCEIA and established bank accounts to facilitate the transfer of funds for the MECIA grant.
- With the approval of the board, engaged a law firm to trademark Experience Magazine.
- Along with the President, reviewed and signed contracts and agreements on behalf of CEIA.

**See next page for Income Statement and Balance Sheet.**

**COOPERATIVE EDUCATION & INTERNSHIP ASSOCIATION, INC.  
INCOME STATEMENT (CASH BASIS)  
FOR THE YEAR ENDED, MAY 31, 2019**

<u>INCOME</u>	
MEMBERSHIP	\$ 107,405
PROGRAM SERVICES	219,994
STUDENT ASSISTANCE FUND	1,195
OTHER INCOME	<u>994</u>
TOTAL INCOME	\$ 329,588
<u>EXPENSE</u>	
ADMINISTRATION	\$ 94,302
PROGRAM SERVICES	187,155
BOARD TRAVEL & MEETINGS	53,424
PROGRAMS & PROJECTS	<u>6,292</u>
TOTAL EXPENSE	\$ <u>341,173</u>
EXCESS EXPENSE OVER REVENUES	\$ <u>(11,585)</u>

**COOPERATIVE EDUCATION & INTERNSHIP ASSOCIATION, INC.  
BALANCE SHEET (CASH BASIS)  
MAY 31, 2019**

<u>ASSETS</u>	
CURRENT ASSETS:	
CASH	\$ 340,357
ACCOUNTS RECEIVABLE	1,285
PREPAID EXPENSES	<u>7,835</u>
TOTAL CURRENT ASSETS	\$ 349,477
FIXED ASSETS:	
EQUIPMENT	\$ 4,551
LESS: ACCUMULATED DEPRECIATION	<u>1,972</u>
TOTAL FIXED ASSETS	\$ <u>2,579</u>
TOTAL ASSETS	\$ <u><u>352,056</u></u>
<u>EQUITY</u>	
RETAINED EARNINGS, MAY 31, 2018	\$ 345,994
PRIOR PERIOD ADJUSTMENT	<u>17,646</u>
ADJUSTED RETAINED EARNINGS	\$ 363,640
EXCESS EXPENSE OVER REVENUE	<u>( 11,584)</u>
RETAINED EARNINGS, MAY 31, 2019	\$ <u><u>352,056</u></u>



**Executive Director**  
**Peggy Harrier**  
 Retired, Cincinnati State Technical and Community College

**CEIA Membership Report**

Total 2019 members: 776	Total 2012 members: 611
Total 2018 members: 739	Total 2011 members: 641
Total 2017 members: 674	Total 2010 members: 668
Total 2016 members: 694	Total 2009 members: 629
Total 2015 members: 675	Total 2008 members: 760
Total 2014 members: 701	Total 2007 members: 729
Total 2013 members: 649	

**Regional breakdown of 2019 members:**

	<u>Total (incl. lifetime)</u>	<u>Lifetime</u>
Region 1:	128	7
Region 2:	87	7
Region 3:	178	11
Region 4:	174	12
Region 5:	58	4
Region 6:	50	5
Region 7:	60	4
Region 8:	41	3
<b>Totals:</b>	<b>776</b>	<b>53</b>

**Vice President, Professional Development**  
**Joe Catrino**  
**Trinity University**

**Committee(s):**

- Professional Development Committee (Chair)
- Webinar Committee (Chair)
- CEIA Academy Committee (Chair)

**Accomplishments:**

The following accomplishments were not made alone, but in conjunction with the wonderful professional development committees.

- Scheduled a full year of webinars for the Association (bi-monthly...six webinars per year).
- Created, planned, and designed the Pre-Conference Session during CEIA 2020 in San Diego, CA.
- Researched webinar technology for a potential move (Webex, Zoom, and Go to Meeting).
- Redesigned the curriculum for CEIA Academy in Vail, CO.
- Taught design thinking and prototyping at CEIA Academy in June '19.
- Started to clean up the CEIA website specifically for the webinars, Knowledge Zone, and member areas.

**Vice President Marketing and Communications**  
**Cara Doyle**  
**North Carolina State University**

**Committee(s):**

- 2020 Conference Committee
- 2022 Site Selection
- Nominations Committee
- Chaired Marketing & Communications Committee, including:
  - Ana Clara Blesso, University of Connecticut
  - Amy Marcum, University of Cincinnati
  - Andrew Harper, St. Edward's University

**Accomplishments:**

- Reformatted the News Brief template within Wild Apricot.
- Utilized website to integrate announcements and news for the News Briefs.
- Released monthly News Briefs, highlighting conference, Experience Magazine, Academy, Webinars and other CEIA resources and activities.
- Worked with Dave Caffo, Associate, External Relations & Development to develop and launch CEIA Month, CEIA Give Campaign and AmazonSmile Campaign.
- Promoted CEIA resources and events through social channels and website.
- Managed CEIA's blog, connected with Erin Glaser, Drexel University, to provide content for our blog on a regular basis.
- Worked with Patricia Bazrod, Associate, Member Development and Retention, to update Employer Membership webpages.
- Worked with Andrew Harper, 2020 Conference Chair, to update conference webpages.
- Oversaw social media channels –primarily focused on building presence on Instagram and LinkedIn.

**Vice President, Research and Surveys**  
**Sarah Burrows**  
**Providence College**

**Committee(s):**

- Research & Surveys Committee (Chair)
- Mission Committee

**Accomplishments:**

- Solicited nominations for the Wilson and Tyler award, we will be presenting the two awards at the 2020 conference
- Oversaw the completion of the second student research grant- researchers will be presenting at 2020 conference
- Created and distributed a survey to high school and 2-year college experiential educators- will present results and findings at the 2020 conference
- Elected to serve as a Regional Vice-Chair for the United States for the WACE-International Research Community (<https://waceinc.org/researchgroup/index.html>).

**Vice President, Cooperative Education Network**  
**Tracey Lord**  
**Florida State University**

**Committee(s):**

- Nomination Committee
- Audit Committee
- Cooperative Education Student Achievement of the Year Award Selection Committee (Chair)
- Cooperative Education Network Professional Development Committee (Chair)

**Accomplishments:**

- Donated to CEIA and the Student Fund
- Purchased two ads for the conference program
- Ensured award submissions and conference program proposals from our institution
- Nominated employer for open VP Employer Network role
- Nominated board member for President-Elect role
- Created CEIA Student Achievement Award Submission Process workflow with email examples
- Created list of Florida Two-Year Colleges for survey distribution
- Delivered two webinars for the Professional Development Committee
- Planned/redesigned network meeting for annual conference
- Coordinated San Diego Padres outing for free night
- Created/managed Handshake Career Fair event for CEIA's Co-Op & Internship Fair with CareerEco

**Vice President, Global Network**  
**Ross Johnston**  
**University of Waterloo**

**Committee(s):**

- Co-op Education Program Network
- Global Program Network (Chair)
- Target Market Group, Global Outreach (Chair)

**Accomplishments:**

- Maintained and updated Region 8 Web Page
- Chaired a VP conference call
- Brought forward and enabled the November 2019 webinar, from Dr. Norah McRae on “Work Integrated Learning: A strategy for future proofing the global economy”.
- Initiated a proposal for a webinar in March 2020 on “It All Adds Up” (IAAUp) is a brief, experiential career wellness-promoting intervention designed by Queen’s University Career Services”.
- Provided monthly research updates from CEWIL Canada
- Facilitated a call with Nancy Johnston, President – WACE; Dawn Koeltzow, President-Elect CEIA and Peggy Harrier to discuss and confirm CEIA’s future involvement with WACE and the benefits for both.
- Set up a task force to begin the creation of a Global Outreach Strategy. Members being: V. Porter, J. Catrino, S. Burrow, M. Hillery, M. Stidd and R. Johnston. The following actions are a current work in progress following a meeting in the Fall:
  - WACE membership and involvement – completed
  - Exploring if a study abroad registry exists for CEIA to attain a directory of schools to enable potential membership outreach.
  - Building relationship with visa providers for increased involvement with CEIA
- Selected recipient for this year’s International Student Experience Award
- Contributed to review and selection of nominations for Student Internship Award
- Expanded contact within South America on potential membership interests
- Promoted conference registration and attendance with a number of last year’s attendees from Region 8 returning for this year’s conference.
- Attained conference, presentation proposals from Region 8 members that have been accepted for the upcoming conference.
- To be a guest presenter at CEIA Academy, “Managing You Sessions” in San Diego

**Vice President, Two-Year Program Network**  
**David Bird, Ph.D.**  
**Linn Benton Community College**

**Committee(s):**

- Two-Year College Network Awards Committee (Chair)

**Accomplishments:**

- Began Board discussions around two-year program track at the National Conferences
- Committed to a Webinar for two-year programs in November 2020
- Sending out motivational emails to the two-year program members every two months.
- Coordinated the Awards Committee for the two-year program student award
- Began Board discussions about a Professional Award for two-year program professionals.
- Putting together a comprehensive list of two-year Community Colleges and Tech Schools by State to use for recruitment purposes.

**Vice President, Internship Program Network**  
**Molly Thompson**  
**University of Colorado Denver**

**Committee(s):**

- Internship Award Committee (Chair)
- Conference Local Arrangements Committee (Chair)
- Conference Planning Committee

**Accomplishments:**

- Wrote outline of curriculum for the employer training.
- Hosted a Webinar on the new award process with Tracey Lord.
- Called 50+ high school career counselors to invite them to be members
- Held eleven virtual mentoring sessions for managers on developing their staff without the budget to provide raises or promotions
- Personally participated in the GIVE Campaign and email blasted it out to most engaged members
- Worked with Janis Ransom to plan an employer engagement strategy for the future and identify key industries/employers to approach.
- Worked on the plan for the Employer Committee to extend how we engage with employers and the creation of an employer-centered training at the Academy.

**Vice President - Region 1, Northeast**  
**Kate Darcy Hohenthal, Ed.D.**  
**University of Hartford**

**Committee(s):**

- Awards Committee
- Conference 2020 proposal committee
- 2020 New Member Mingle Welcome Committee Chair

**Accomplishments:**

- Hosted and participated in Regional VP conference calls
- Send member newsletters highlighting member accomplishment, encouraging conference proposals, and promoting upcoming events
- Outreached to lapsed members in Region 1
- Attended on-site and virtual Board meetings
- Award selection committee participation for the Peggy Jarvie, University of Waterloo, International Student Work Experience Award and The Charles F. Kettering Employer Award
- Participated in CEIA Business Plan development review
- Created three proposals CEIA Student Membership, CEIA Student Conference Attendance, and Professional Association Member list as a CEIA member resource tool.
- Developed conference program proposals workflow with alternatives
- Initiated collaboration with regional experiential education associations and groups
- Promoted San Diego conference to members
  - 2020 conference proposals – 24 conference proposals submitted from the Northeast out of 101 proposals received
  - conference proposals accepted
  - worked with Region 1 members providing feedback and brainstorming ideas for proposals
  - co-presenting with colleagues for two presentations
  - Pecha Kucha presentation with three other higher education institutions members
- Participated on the Conference 2020 Proposal Committee

- Promoted engagement for conference ads
- Conference 2020 New Members Mingle Welcome Committee Chair
- Experience Magazine article reviewer for upcoming issues.
- Promoted the new membership package
  - 10+ new members enrolled with new membership package
- Engaging new higher education and employers to become members

#### **Vice President - Region 2, Mid-Atlantic**

**Lynne Hickle**  
Drexel University

##### **Committee(s):**

- Research Awards
- Conference Registration
- Employer Target Market Group
- CEIA Mentor

##### **Accomplishments:**

- Attended WACE conference in Cincinnati and signed Global Charter on behalf of CEIA
- Sent out quarterly VP newsletters
- Kept Region 2 webpage up to date
- Participated in the monthly VP calls
- Began regular skype meetings with my CEIA mentee
- Contributed to CEIA Student Fund

#### **Vice President - Region 3, Southeast**

**Makesha Dockery**  
Georgia State University

##### **Committee(s):**

- Target Market -Global Universities and Institutions (Ross Johnston, Chair)
- CEIA Academy, Preconference Workshops-(Joe Catrino and Zach Osborne-co-chairs)
- CEIA Conference, Volunteer Reception- (Dawn Koeltzow, Chair)

##### **Accomplishments:**

- Contributed to Region III membership increase from 2nd to 1st largest membership in Association
- Negotiated 3 Workshop Discounts for CEIA members in Region III with Internbridge
- Collaborated with SERCEC 2020 Conference Committee Chair, Cara Doyle to
- Met with Regional Committee members for semester goals and initiatives for Spring 2020
- Co-facilitated during CEIA Academy pre-conference sessions: Managing You
- Discussed ideas to assist in the development of the CEIA Academy Mentorship Program
- Connected with Patty Bazrod, Membership Committee Chair to discuss membership engagement
- Participated in the Global Universities and Institutions – task force meeting, review updates
- Facilitated Regional VP's Meeting for October 2019
- Met with Regional VP's for December 2019 Update Meeting to discuss State of the Region
- Finalized 7 Regional Committee membership for Fall 2019 to return in Jan 2020
- Outlined and surveyed Regional Committee Members Spring 2020 plans
- Partnered with WACE Board to develop a Meet and Greet for CEIA membership
- Contributed to and promoted CEIA Month- in lieu of Region III CEIA awareness month

**Vice President - Region 4, Midwest****Kelly Harper****Cincinnati State Technical and Community College****Committee(s):**

- Nominations Committee
- Targeted Market Groups – Secondary Education Institutions (Chair)
- Region 4 Committee including:
  - Krystina LaSorsa, College of DuPage
  - Julie Knapp, Indiana University
  - Patti Martin, University of Michigan – Dearborn
  - Amanda McLaughlin, University of Cincinnati
  - Carolyn Serdar, Carthage College
  - Ben Groff, Grad Leaders

**Accomplishments:**

- Participate in virtual regional VP meetings
- Worked on updating the Region 4 webpage
- Developed an outreach plan for prospective, current and lapsed membership working in conjunction with the Region 4 Committee
- Created quarterly news briefs for Region 4
- Assisted VP of Research with project focused on two-year and high school

**Vice President - Region 5, Southwest****Andrew Harper****St. Edward's College****Committee(s):**

- Served on the following committees:
  - Lead Conference Chairs
  - Marketing & Communications
  - Keynote/Plenary Speakers
- Chaired the 57th Annual Conference

**Accomplishments:**

- Recruited 2 regional representatives:
  - Rachael Fletcher, University of Texas at San Antonio
  - Tiffany Johnson, Arkansas State University
- Participated in monthly Texas Cooperative Education & Internship Association (TxCEIA) board of directors calls
- Promoted CEIA activities and events at August Central Texas Liberal Arts Career Consortium (CTLACC) Meeting
- Represented CEIA on the On-Campus Recruiting Form Campus Trends Panel at UT Austin (audience primarily was employers)
- Presented at Central Texas Liberal Arts Career Consortium (CTLACC) about LGBTQ+ career planning resources; heavily promoted CEIA

**Vice President - Region 6, Mountains/Plains**  
**Meghan Stidd**  
**University of Colorado, Colorado Springs**

**Committee(s):**

- Research Committee
- Nominations Committee
- Global Engagement Committee

**Accomplishments:**

- Recruited two members for the regional committee, which was a drastic improvement from zero members.
- Developed materials and processes for employer engagement.
- Participated as a presenter for the CEIA Academy.
- Mentored two CEIA Academy graduates as they develop co-op programs at their institutions.
- Developed and distributed quarterly communications to regional membership.

**Vice President - Region 7, West**  
**Rebecca Pettitt**  
**University of Puget Sound**

**Committee(s):**

- Served on Conference 2020 Committee
  - Conference 2020 Keynote Search Sub-Committee
  - Conference 2020 Sponsorship Sub-Committee

**Accomplishments:**

- Participated in 4 RVP conference calls, hosted 1
- Wrote and distributed 6 newsletters for Region 7
- Reached out to membership regarding state representation, connecting with members Elizabeth Jones (Oregon), Irene Camy (Northern California), and Lewis Talbot (Southern California) to become regional committee members
- Hosted 2 region-wide video conference calls for Region 7 members
- Hosted 2 professional development webinars focused on:
  - Best practices in working with students with Autism
  - Design clinic to brainstorm best ways to serve and promote from equity lens, to expose all students to the variety of experiential learning opportunities
- Created Google listserv and Google Group to keep track of recorded webinars, minutes from meetings, as well as other resources
- Conducted membership outreach to former CEIA members as well as email outreach to 179 non-member higher education institutions across Alaska, Hawaii, Nevada, California, Oregon and Washington
- Actively served on Conference Planning Committees, including interviewing 5 candidates for keynote/plenary speakers, conducting outreach and securing employer site visit, sponsorships, and door prizes



**Editor, *Experience Magazine*****Michael Sharp****University of Cincinnati****Accomplishments:**

- Promoted Issue 4 of Experience Magazine.
- Worked with editorial team to polish and finalize articles for Issue 5.
- Continuing the process of recruiting co-authors/co-presenters for Issue 6.
- Connected with David Caffo to explore innovative revenue generation to support the magazine.
- Explored opportunities to utilize the Tapioca Radio Show to further the reach of Experience Magazine and CEIA.

**Associate, Member Development & Retention****Patricia Bazrod****Retired, Georgia Institute of Technology****Committee(s):**

- Served on Employer Outreach, New Member Recognition
- Chaired – Target Markets subcommittees- National Colleges & Universities,
  - National Colleges & Universities
  - High Schools and Two-Year Colleges
  - Employer
  - Global Outreach

**Accomplishments:**

- New Employer Outreach Phone Call Templates and Follow-up
- Welcome Letter for New Employers
- Assisted with Development of New Employer Brochure
- Lead development and launch of employer section of CEIA website
- Bi-monthly conference calls with Target Market subcommittees
- Assisted in board training for new employer outreach
- Assumed several Employer VP duties due to vacancy of employer VP position

**David Caffo****Associate, External Relations & Development****Wilmington University****Committee(s):**

- External Relations
- Conference (Sponsorships and Hospitality)
- Experience Magazine
- Website
- Employer Target Market Committee

**Accomplishments:**

- Secured continued commitment from DELL for in-kind laptop sponsorship (15 laptops for 2020 conference).
- Secured additional key sponsorships for the 2020 conference.
- Participated in 2020 conference planning committee activities and meetings.
- Participated in site selection process for 2022. The Northeast site location has been selected and contract has been signed.

- Coordinated AmazonSmile initiative and communications wherein now there is a simple and automatic way for everyone to support CEIA every time they shop, at no cost. When one shops at AmazonSmile, they will find the exact same low prices, vast selection and convenient shopping experience as Amazon.com, with the added bonus that Amazon will donate a portion of the purchase price to CEIA.
- Served on the Website committee (consolidating the public and private facing sections of the CEIA website).
- Created and launched website pages for a new section of the CEIA Website “GIVE”. These pages are a foundation for the fundraising goals of CEIA.
- “GIVE” campaign: completed email template for board approval to be sent to employer contacts

**Conference Chair – 2020**  
**Andrew Harper**  
**St. Edward’s University**

**Accomplishments:**

- Proposed and implemented new process for sponsorship and development
- Recruited and provided oversight to more than 20 association members to plan annual conference through multiple committees. Committee accomplishments include:
  - Introducing a new in-depth workshop equipping members with tools to support of LGBTQ+ students
  - Promoting research on experiential learning through in-depth workshop
  - Collecting and reviewing 101 program proposals; 67 of which are being facilitated as presentations or discussions at the conference
  - Proposing a live-for-audience interview over Tuesday’s lunch with Experience Magazine editor that will feature the launch of Experience Magazine™ | Practice—Theory—Podcast. Nancy L. Zimpher (Chancellor Emeritus of The State University of New York, SUNY) and Dan Cayse (retired Vice President of Strategic Initiatives & Entrepreneurial Development at Cincinnati State Technical & Community College) will be interviewed.
  - Featuring best practices of 8 members to all attendees through the Pecha Kucha Big Idea Showcase
  - Researching and selecting employer and community partners for keynote, plenary, interactive breakouts and round table discussions. Those partners include:
    - Dell
    - Disney
    - Microsoft/LinkedIn
    - Tacoma Urban League
    - Urban Institute
  - Revising content and design of conference website
  - Registering more than 10 exhibitors\*
  - Exceeding development goal by raising \$30K through sales of exhibitor tables, program ads and sponsorship packages. Particular thanks to these sponsors:
    - Platinum Sponsor (\$5K): SkillSurvey
    - Gold Sponsor (\$4K): CareerShift
    - Bronze Sponsor (\$2K): Dell
  - Planning activities including the Padres game and an employer site visit to the San Diego Zoo

- Collaborating with the Professional Development Committee to host the first-ever CEIA Academy Pre-Conference Workshop: Managing You: An Intensive Training for Mid-Career Professionals.
- Engaging career and experiential professional communities through multiple mediums including association newsletter, blog and social media platforms

**2020 Conference Committee Includes:**

Andrew D. Harper, St. Edward's University (Chair)

**Association Management:**

Peggy Harrier (Executive Director)

**Audio/Visual:**

Zach Osborne, NOVA University (Chair)

**Executive Committee Liaison:**

Dawn Koeltzow, Illinois Central College (President-Elect)

**Exhibitors & Sponsors Committee:**

Chris Offield, SkillSurvey (Chair)

David Caffo, Wilmington University

Rebecca Pettitt, University of Puget Sound

**Host Region Liaisons:**

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Christy Quiogue, San Diego State University

**Hospitality and Receptions:**

David Caffo, Wilmington University

Dawn Koeltzow, Illinois Central College

**Graphic Design:**

Lisa Barlow, University of Cincinnati

**Marketing & Communications Committee:**

Cara Doyle, North Carolina State University (Chair)

Ana Clara Blesso, University of Connecticut

David Schwartz, Bradley University

Andrew D. Harper, St. Edward's University

**Local Arrangements Committee:**

Molly Weller Thompson, University of Colorado Denver (Chair)

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Geneva Scott, Florida State University

**Keynote/Plenary Speaker Committee:**

Ana Clara Blesso, University of Connecticut (Chair)

Andrew D. Harper, St. Edward's University

Rebecca Pettitt, University of Puget Sound

**Program Committee:**

David Schwartz, Bradley University (Chair)

Katy Arenschiold, The Ohio State University

Alyssa Gostonczik, Viterbo University  
Alyssa Hall, Kent State University  
Kate Darcy Hohenthal, Ed.D., University of Hartford  
Anna Kraemer, Northwestern University  
Diane Mellon, University of South Florida  
Jason Smith, University of Central Florida

**Registration:**

Penny Grob, La Salle University (Chair)

**Conference Chair – 2021 (Tampa)**

**David Schwartz**  
**Bradley University**

**Committee(s):**

- Conference Program Committee (Chair)
- Conference Planning Lead Committee
- Target Market Group - Employers

**Accomplishments:**

- Recruited seven members for the Conference Program Committee
  - Katy Arenschiold
  - Kaelyn Dudley
  - Alyssa Gostonczik
  - Kate Darcy Hohenthal
  - Anna Kraemer
  - Jason Smith
  - Diane Mellon
- Issued Call for Proposals and helped to market the presenter opportunities to members
- Developed a scoring process and rubric for the submissions
- Worked closely with Conference Chair to identify available rooms for conference sessions
- Finalized program details and agenda of sessions
- Implemented new format for Pecha Kucha sessions to provide the opportunity for all attendees to see all presentations as well as to make them interactive and encourage engagement

## History of Cooperative Education and Internships

- Late 1800's the Industrial Revolution was underway with new innovations and technologies creating a demand for specialized knowledge and training in the workplace.
- The Morrill Act of 1861 (Land Grant Act) provided funds to establish colleges devoted to agriculture and mechanical arts.
- Colleges responded with new courses of study – practical education – education for a specific field now became acceptable.
- The philosophical foundation for cooperative education was also taking place.
- John Dewey – “There is an intimate and necessary relation between the process or actual experience and education.” Dewey believed that people learned from experience and doing.
- 1872 Herman Schneider, co-op founder, is born in Summit Hill, PA.
- Herman Schneider – “if you want to educate a student to become an engineer, then you should provide that student with the opportunity to practice being an engineer.”
- 1899, the cooperative system of education is proposed at Lehigh University in PA.
- 1903, Herman Schneider arrives at UC from Lehigh University to serve as Professor of Civil Engineering.
- September 24, 1906, Dean Herman Schneider, University of Cincinnati, Co-op is founded.
- Structured method of combining academic education and practical work experience.
- **Cooperative education** is a structured method of combining classroom-based education with practical work experience. A cooperative education experience, commonly known as a "co-op", provides academic credit for structured job experience. Co-op experiences are either full-time (40 hours per week) alternating periods (semester, quarter) of work and school or part-time (20 hours per week) combining work and school during the same time period. Co-op experiences are paid, supervised by a professional who has followed the same career path of the student and students complete more than one assignment (2 or more) with progressive levels of responsibility.
- **Internship** is an experience involving student's working in their expected career field, either during a semester or over the summer. Internships may be paid or unpaid and may or may not carry academic credit. Internships are typically one-time experiences. Internships are typically connected to an academic program with course requirements designed and monitored by faculty. Internships generally have related learning outcomes and academic assignments required.
- Originally alternating work and school weekly.
- First co-op class had 27 students and 13 companies.
- First wages in 1906 were 8-10 cents an hour.
- Co-op was proven applicable to fields other than engineering
- Northeastern University - 1909
- University of Detroit Mercy - 1911
- Georgia Institute of Technology - 1912
- Rochester Institute of Technology – 1912
- University of Akron - 1914
- University of Cincinnati – Nursing – 1915
- General Motors Institute (1919), was the first 100% mandatory co-op program that was owned and operated by a corporation, championed by Charles F. Kettering. (now named Kettering University).
- Drexel University – 1919
- Ohio Mechanics Institute – 1920
- Antioch developed liberal Arts Co-op
- First women co-op at the University of Cincinnati
- Association of Cooperative Colleges founded in 1926 –first professional association for cooperative education – First meeting at the University of Cincinnati – Herman Schneider elected President.

- 1929 become a division of the Society of Promotion of Engineering Education (later ASEE) – became the Cooperative Education Division (CED) of the American Society of Engineering Education – changed to Cooperative and Experiential Education Division (CEED) in 2009.
- Upon graduation in 1934, wages were 35 cents an hour for a ten-hour work day, a sum of \$13 per week.
- The National Study of Cooperative Education was completed by Jim Wilson of RIT and Edward Lyons of University of Detroit, book published in 1961 “Work-Study College Program.”
- Chaired by Clement J. Freund (ASEE’s President in 1948-49), a CED committee published, “The Cooperative System – A Manifesto.”
- Spelled out the primary principles of cooperative education including a formal definition and the objectives of this system of education.
- First co-op program in Canada, University of Waterloo, now the largest program in the world.
- 1956 – 50<sup>th</sup> Anniversary of Cooperative Education celebrated at the University of Cincinnati.
- The National Commission for Cooperative Education (NCCE) was founded to promote co-op and to raise funds in its behalf. Ralph Tyler named chairman.
- 1963 the Cooperative Education Association is established with Don Hunt and Frank Jakes taking the lead to represent the interests and promote the expansion of co-op, especially in non-engineering disciplines.
- Northeastern University received a Ford Foundation Grant to establish the first co-op training center to help develop new co-op programs.
- CEA held its first annual conference in Detroit, Michigan in 1964 under the leadership and guidance of Donald C. Hunt from the University of Detroit.
- Research in the field of Cooperative Education became a key element to demonstrating the success of programs and the Journal of Cooperative Education was established in 1964.
- Title VIII of the Higher Education Act of 1965 provided more impetus for the growth of co-op programs.
- During the period of federal funding, members of the co-op community spend significant amounts of time in DC and connect with Legislative members to push the co-op agenda.
- Title VIII helped programs expand into business, health and liberal arts as well as offering opportunities for non-traditional students to work in their career field while taking classes.
- Programs were expanded to allow adult students the opportunity to co-op after the regular work day or on weekend as well as modifying their current job to learn new skills related to their area of study.
- First programs began with alternating semesters of work and academic and expanded during Title VIII funding to parallel co-op programs of part-time work and academics concurrently.
- Cincinnati State Technical & Community College - 1969 – first two year institution with mandatory co-op program for all majors.
- The National Conference on Cooperative Education was held in 1971.
- First World Conference on Cooperative Education held in London in 1979
- The World Association for Cooperative Education (WACE) is formed in 1983.
- The National Ad Campaign (\$30 million) for Cooperative Education in 1985 brought cooperative education to the forefront of university and college administrators as well as employers. This public campaign drove a strong progress in establishing partnerships across the country.
- Number of programs grew from 277 in 1971 to 1012 in 1986.
- Employer and Educator Cooperative Education Training Centers opened in five regions of the country training over 30,000 practitioners, plus a National Center for Employer Training at the University of Cincinnati and also the National Commission for Cooperative Education (NCCE) Training Center.
- Funding for programs and developing institutional support were hot topics for consideration in the late 1980’s and early 1990’s due to declining Title VII funding and the desire for colleges and universities to maintain their vibrant co-op programs.
- Workshops were offered to educators and employers on How to Start A Co-op Program, How to Fundraise, Developing Effective Partnerships, Nuts & Bolts of Cooperative education, Gaining Institutional Support, Making your Program Comply with Accreditation Outcomes.

- Coalition of CEA, CED, NCEE formed to provide mechanism for speaking with one voice on major issues or opportunities for co-op.
- The DACUM Study for Co-op Office positions such as Director, Co-op Coordinator, Job developer was completed to help members of the co-op community build and enhance their existing programs through proper staffing
- Cooperative Education and Internship programs vary from individual experiences to multiple experiences with increased levels of responsibility working part-time or alternation semester of work and school
- Students and employer participants generally complete evaluations of their experiences to document the program success as well as the complete of other academic assignments depending on each programs requirement.
- Co-op and internships are generally paid and in many programs academic credit or transcript notation is a component of a successful program.
- Engineering and Business Program Accreditation brought with it the desire for co-op and internship professionals to assess program outcomes and establish success measures.
- In the 1990's technology comes to co-op and internship offices to help connect professionals, employers, students and to form list serves for ongoing communication and sharing.
- College/Corporate relationships for co-op more difficult to maintain due to turnover and long-standing programs being ended.
- Budget begins to tighten in higher education making it very difficult to maintain and grow co-op and internship programs.
- In 1998, the Accreditation Council for Cooperative Education was established with 12 college and university programs accredited to date.
- Internship is added to CEA making the organization new name CEIA (late 1990's)
- The National Academy of Work-Integrated Learning (NAWIL) of CEIA is founded to provide professional training to co-op and internship practitioners. (now named the CEIA Academy).
- Consolidation of co-op and internships into Career Services to increase organizational efficient and budget management.
- 100th Anniversary of Cooperative Education:
  - 2006 University of Cincinnati
  - 2009 Northeastern University
  - 2011 University of Detroit Mercy
  - 2012 Georgia Institute of Technology
  - 2012 Rochester Institute of Technology
  - 2014 University of Akron
  - 2019 Drexel University
  - 2019 Kettering University