

May 25-26
GCPA Board Meeting
Chattahoochee Technical College, Paulding Campus

Attending:

Paul Sedor, GCSU
Ron Lunk, GCSU
Dan Morrison, GA Tech
Debbie Roach, YHC
David Johnston, GSC
John Spranza, GA Highlands
Charley Bowen, KSU

Tom Walter, GSC
Nicole Phillips, KSU
Tyra Wingo, CTC
Carol Treible, Dalton State
Rickey Walker, HGTC
Phyllis N. Weatherly, SPSU
Kathy Alday, KSU

Call to Order

The meeting was called to order at 3:45pm on Thursday, May 25.

Introductions of Board and Members present

President Tyra Wingo introduced the board members and made introductory comments. She announced that she visited Columbus, GA to look at the site for the 2007 conference. The theme will be “Sailing the 7 C’s.” The 7 C’s (plus two extra ones!) are campus life, counseling, creative chaos, community college, communication challenges, commuters, courses and completers, and choices and challenges.

President Wingo also presented an overview of the agenda, and called the members’ attention to other handouts in the meeting packet.

Approval of Minutes

Dan Morrison distributed minutes from the Board meeting and the membership meeting in February. The minutes were approved.

Treasury Report

Treasurer Debbie Roach distributed the treasury report. The checking account has \$6255.77, and the CD account is at \$15,214.67. She stated that we are operating within our budget and income. Discussion ensued about the auxiliary account that was opened to facilitate the business of the 2006 conference in Augusta. There is an outstanding balance of \$668.50 that is owed to GCPA. Much discussion occurred about the logistics surrounding the financial processes for the conference, and that the Treasurer should be more involved with those processes. Nicole Phillips suggested that Debbie develop a set of procedures about finances that the next conference chair could use for future conferences. Debbie agreed to do so. Dan Morrison mentioned that the transactions are similar from conference to conference, so it wouldn’t be hard to come up with some kind of procedures that could be used each year. He further suggested that we should have a written policy against the setting up of auxiliary accounts. Debbie asked the group if the interest should be considered revenue. Since it’s not really available revenue, Dan suggested that it doesn’t need to be reflected. The question was raised as the sizeable

overage in the President Expense category. Nicole said the overage might be explained because her understanding was that GCPA paid for the president *and* the president-elect. **Nicole Phillips moved that the budget be approved as submitted; Ron Lunk seconded. The motion passed.**

Membership Report

Membership Database Manager David Johnston reported that GCPA is at approximately the same number as at this time last year. He reported a healthy membership increase in April due to the Assessment workshop that was held at GA Highlands College. Current membership is at 190. Discussion was held to clarify the process as to how new members pay their dues. Per Debbie Roach, when members join, they pay David, who then sends the money to Debbie. Membership that occurs with conference registration is a bit more complicated. Charley pointed out that the revenue for membership dues doesn't reflect 190 members. This could be because of the membership dues being in with the conference registration. Debbie commented that she went through every deposit and counted them off one by one. David stated that the conference spreadsheet accuracy makes everyone's job a lot easier. The spreadsheet is very important. According to the minutes, 36 people became members at the conference. Tom Walter asked if it wasn't possible for the treasurer to collect ALL the money. Debbie said it's hard for the treasurer to be at every single event. Kathy Alday suggested that someone at each event be designated as the treasurer, who would then turn over money to Debbie. Dan said that's what he used to do when Ruth Ann Middleton was Treasurer. Debbie said she would check the numbers again.

Sector Representative Report

President-elect Nicole Phillips distributed the report update to everyone. She reported that she held a telephone conference with Sector Reps Ron Lunk and Keith Cobbs. They decided that by June 30, they would update the directory info in excel format for mail merge purposes. Ron will gather information for all 4-year public schools; Keith will gather information for all 2-year schools. Others are needed to assist in getting information from private and technical schools. The group also discussed doing a current member survey. The target deadline to distribute the survey is July 10. Nicole commented that she had heard from someone that they tried to join GCPA, but that they never heard back from anyone. The group also discussed having different drive-in themes where one topic would be tailored for each different type of institution. Commenting on the two letters attached to the report, Nicole explained that one is for new members and one is for renewal. Regarding the drive-in suggestion, Ron mentioned to look at it programmatically to target people who don't usually attend GCPA. We could have one theme, but break out into different avenues. Tyra presented some postcards that she had sent out as President-elect. Discussion was held regarding the renewal of memberships. Dan Morrison stated that he felt that people wouldn't renew until they had a reason to do so, such as a workshop, a conference, etc. The group discussed the fact that we are becoming more specialized and more organizations are being set up to cater to the needs of those specialized areas.

Annual GCPA Conference/Drive-In Conference Update

The conference went very well, and the Assessment workshop was excellent. The next drive-in workshop, Emergency Preparation, is being held in Savannah jointly with NASPA.

ACPA Convention Update

Linda Picklesimer reported via email that the blackjack game and the peaches were popular. The reception went well despite the fact that security came and closed it down because of the noise! Linda recommended a bigger suite for next year, and that we might consider the possibility of combining with other states. The 2007 Convention will be a combined ACPA/NASPA event, and it may be challenging to get a suite.

Professional Development Ideas from the General Membership Meeting in Augusta

President Wingo reported that 20-25 ideas came out of the general membership meeting at the conference at Augusta. One of the suggestions/recommendations was to have a hard copy directory. Much discussion followed about the logistics of publishing a hard copy directory. Suggestions from the board members included the following: have the directory available in Adobe format so people can simply print it themselves; put it on-line and charge people to print it; have it on-line, but have it password protected. One of the ongoing issues is keeping the information up-to-date. Usually, by the time the directory is distributed, the information is not current. Ron Lunk suggested that each person could access the directory and update his/her own information. Much discussion occurred about the timing of the directory. If we could give it out at the conference, it would be good. Paul Sedor pointed out that if it were given at the conference, it wouldn't be updated for those who join GCPA at the conference. Dan Morrison suggested it could be updated at the conference, taken to Kinko's and given out at the conference. Rickey Walker suggested putting it in Access, because it would be easier to do. Charley Bowen suggested that we ask Don Heins to present a plan for the directory at the next board meeting. Charley said we could just add \$5 to the conference registration fee to help cover the directory costs. Debbie Roach presented two challenges: information is immediately static; and we may be duplicating efforts. We should think about our constituents' needs. WE need to prioritize what we can do. Nicole will put an item on the survey about the directory: do members want one? If so, in what format – digital or hard copy? Do they want one with just GCPA members or with all Student Affairs professionals in the state? David Johnston pointed out that we've never had a membership list on our website. Debbie commented that if we come up with something, it must be something we can sustain, no matter in what format it happens.

Old Business

Regarding the issue of dual membership (both ACPA and GCPA), no one has heard anything further on the matter. Carol Treible stated that at the conference, she asked Greg Roberts to give some feedback as to whether we need to be members of both GCPA and ACPA. If we do have dual memberships, our treasurer would only be a figurehead. There were many questions about procedures and how money would be accessed. Dan Morrison stated that this action would co-mingle the funds, and would give us insurance

and liability protection. Her further stated he's not sure it means individuals have to be members of both groups. The concerns expressed regarded procedures about money disbursement and liability. Currently, California and Arizona are the only states that hold this dual membership. Kathy Alday asked for clarification on why ACPA wants this to happen. Tom Walter explained that since we are an affiliate of ACPA, it is legally responsible for us in case anything happens (conference bombs, treasurer absconds with money, etc.). Debbie Roach pointed out that we have so many people handling money that it might be a good idea. Charley Bowen asked how much it would cost and/or if we would get a discount on ACPA dues. No one knew. Dan said that he feels there are many more people in the state who don't want to be involved at the national level, and that's whom GCPA serves. Tyra Wingo said she would try to talk with Greg this summer at the leadership workshop. Carol says we owe him the courtesy of hearing his response and then discussing it at the board meeting. Perhaps we need to form a committee about the bonding and liability issues. This issue will be discussed after the summer leadership conference.

In preparation for the session tomorrow on Strategic Assessment and Planning, Nicole Phillips distributed a handout and briefly discussed each page. She asked that we each complete the assessment before tomorrow's meeting.

As the hour was late, the meeting was adjourned for the day, and the board members retired to the Wingo abode for festivities!

Friday, May 26, 2006
GCPA Board Meeting continuation

President-elect Nicole Phillips started off the morning with a discussion about the GCPA strategic plan. The large group divided into smaller discussion groups.

The plan included the following:

- Three expectations of the executive board as a whole
- Develop a comprehensive marketing campaign
- Plan programs at conference to reach all functional areas
- Evaluate the functional areas and institutional types we serve and see if there are any voids we can fill.

Three goals for the Board

- Hold a roundtable meeting of the representatives from each of the state organizations to discuss how we can collaborate and work together. Rickey Walker agreed to host this meeting at Heart of GA Technical College.
- Hold a new professionals workshop in fall 2007 that encompasses more than housing and residence life staff members. The current workshop doesn't meet the needs of all new professionals.
- Each Board member needs to commit to solicit at least five new members. Each Board member should also determine one person that he/she can nominate for a position.

Strategies to increase GCPA membership (aside from drive-in workshops)

- Need to examine membership dues structure (institutional dues, etc.)
- Involve HR staff at institutions to identify new Student Affairs professionals.
- Hold some regional socials and other networking opportunities. These events would be open to anyone in the profession. Regarding the proposed state socials, location was discussed. Dan suggested Athens; Kathy disagreed. Much discussion occurred about the dynamics of UGA students w/SACSA. These socials are not just means to attract new professionals, but to have a way to attract *all* professionals.
- Serve as a sponsor of a break for other functional group meetings (RACSL meetings, for example).
- Present workshops at other functional area conferences/meetings.

Someone stressed the fact that we must follow up on new members. For example, at the assessment workshop, many people became members. Did they ever hear from anyone? When new members come in, it might be a good idea to spotlight them on the website and feature a short bio and greeting.

Much discussion ensued about the newsletter, *GACOPERAS*. The name is a bit of a sticking point!

GCPA Web Site discussion

After lengthy discussion about the website, the following issues were identified as challenges to be overcome:

- Should the web site be outsourced? Outsourcing will still require that someone provide information to the outsourcer. Carol said the reality is that everyone is so busy professionally that it almost HAS to be outsourced.
- David Johnston has heard complaints from people about the inability to join via the web site. There's currently no confirmation that the membership has gone through and been accepted.
- The person who is responsible for the web site now is being paid \$300, but it is difficult to access him. A middle person adds a dimension that complicates things. The board discussed the possibility of paying a GCPA member to do the web site, but elected members cannot be paid for services.
- Do we want the web site to be something simple, or do we want something that is more involved?
- Whatever is decided about the web site, accuracy is a critical issue. Debbie Roach suggested that one person be in charge of web site content.

Kathy Alday offered to check with her colleague at Kennesaw State, Ed Bonza, who does a good job building and maintaining websites. The board indicated they were willing to pay Ed up to \$350, plus a GCPA membership, to do the website. Kathy will discuss with Ed and he will come up with a proposal. Paul Sedor suggested that we look at what it might cost to overhaul the whole web site rather than paying someone just to maintain it. Kathy will talk to Ed; Kathy will also talk to Mike Fulford about the current hosting.

Debbie Roach moved that Kathy Alday talk to Mike Fulford about the web site to get all the information about it and then initiate contact with Ed Bonza for \$350-\$500 and begin work on the website. Kathy has discretion about amount...the goal is that the website be clean and accurate; Ron Lunk seconded. The motion passed unanimously.

Ron Lunk moved that in addition, if Ed agrees to do the website, that Kathy bring back to September board meeting a proposal for the next evolution of the web depending on Ed's expertise; seconded by Kathy Alday. The motion passed unanimously.

Tyra Wingo read an email from Mike Fulford about hosting a possible drive-in with ASJA in South Georgia on facebook and legal issues. A number of possible sites were discussed, and Carol Treible suggested looking into George Bagby State Park. The Georgia Ahead conference this year will be doing a two-day workshop on Asperger's Syndrome. An important topic for University system schools is the RPG (Retention, Progression, Graduation) initiative and Homeland Security. Carol mentioned that Dalton State would be willing to host a drive-in workshop for support staff; in fact, GAACROA already does one, and we could partner with them. Tyra stated that the millennial student topic is hot because they're just now seeing them at the Technical Colleges. The group wants to focus on millennial/parental issues. Dan Morrison reminded the group that Nicole had suggested we do a broad theme for the year and not just one topic. Rickey Walker suggested civility on campus as a topic. Phyllis Weatherly asked Paul Sedor what would attract him as a new professional. He talked about the importance of embracing technology and emphasizing the positive aspects of Facebook. Charley Bowen said that GCPA used to have similar workshops twice in different parts of the state. There was much discussion about the logistics of the workshops. One suggestion is to do one in the fall, one at the conference, and one in late spring. These could be parts 1, 2 and 3 of the same theme. The group struggled with the topic. Dan suggested we need to figure out why we're trying to do what we're doing. Tyra raised the issue that Technical Colleges and satellite campuses serve a different kind of population than other institutions. Professionals at Technical Colleges wear many hats, and it would be helpful for them to attend a workshop about how to be marketable later in their careers. Paul suggested that we find a way to present at the GAACROA Mid-Year Support Services. Charley suggested a spring workshop on RPG. Phyllis said it would reflect favorably on GCPA if we collaborate with many different kinds of institutions. RPG is of interest to schools other than system schools. Dan Morrison, Rickey Walker, and Phyllis Weatherly will work on the planning of the workshop. Ron Lunk volunteered to help Mike Fulford with the ASJA fall conference.

GCPA By-laws

Carol Treible led the discussion about by-law revisions. Carol and Kathy will revise and bring back to board at fall meeting.

2006-2007 Budget

The 2006-2007 budget was proposed as follows:

Proposed Revenue

Membership dues	3,250.00
Annual Conference	13,000.00
Workshops	2,500.00
Corporate Donations	3,000.00
Miscellaneous Contributions	500.00

TOTAL 22,250.00

Proposed Expenses

Webmaster	500.00
<i>GACOPERAS</i>	500.00
Marketing	1,500.00
President Expenses	2,000.00
President-elect expenses	800.00
Conference	12,500.00
Drive-in Workshops	2,000.00
Miscellaneous	500.00
GCPA Conf. 2007	100.00
ACPA Reception	1,000.00
Spring Retreat	500.00
Awards	300.00

TOTAL 22,250.00

Ron Lunk moved to approve budget for fiscal year 2006-2007 FY; Kathy Alday seconded. The motion passed unanimously.

Next meeting date: Friday September 8 at Gainesville State College.

With no further business to discuss, the meeting was adjourned at 3:00pm.

Respectfully submitted,

Katherine E. Alday
Secretary

Motions at-a-glance:

Nicole Phillips moved that the budget be approved as submitted; Ron Lunk seconded. The motion passed.

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