



E-board Meeting Agenda
Worcester State University
July 18, 2016 – 9:30am-3:30pm

Meeting called to order at 9:42am

In Attendance: Shelly Keniston, Casey Wall, Greg Madrid, Sonya Alexander, David Grimes, Laura Crouteau, Kristin Murphy, David Ferguson, Trish Godino Loring, AJ Goodman, Jeff Saint Dic, Thomas Kelley

On Phone: Tim Touchette, Brittany Bookman, Jon Bragg, Michelle Carvajal

A. Icebreaker & Approve the Minutes from 6/11/16

Shelly: Not going to approve minutes, will be approved in September. We need to make a few decisions in order to go forward with the corporate plan. When we go through each area, we can talk about it then.

Icebreaker: Name, School, what you do, what you do on the board, what appliance you can't live without and why?

Shelly Keniston, President, Bridgewater State University, Associate director, Keurig. If it were to break I would not to go out and by a new one that day. I am addicted to caffeine.

Thomas Kelley, Assistant Director, Worcester State University, coffee pot but I haven't been using it. I definitely use the refrigerator. I am the treasurer.

Casey Wall, Director of Residence Life Worcester Polytechnic Institute, Corporate Relations Chair, appliance I can't live without, some form of computer. I started on June 25th, Social media campaign. I have to try to keep it interesting and engaging. Already raised \$1000.

David Ferguson, Resident Director, Quinnipiac University, Media and Publications Chair, Washer and Dryer.

Greg Madrid, Assistant Director at Sacred Heart University, Webmaster, freezer, I love ice cream.

David Grimes, Assistant Director Northeastern University, Apple Tv,

Sonya Alexander, Area Coordinator at Fairfield University, Oven, I like to bake especially my grandmother's recipes.

Kristin Murphy, Director at Fitchburg State University, Residential Operations Chair, Car but hard to say that it's an appliance. I would say my washer and dryer, I have two small children and the amount of laundry is stunning.

Laura Crouteau, Assistant Director, at Fitchburg State, Annual conference Co-chair. Standing mixer. I don't use it as often especially as hot as it's been. I mass produce dough and freeze it.

Jeff Saint Dic, Bridgewater State University, Resident Director, Annual Conference Co-chair. George Foreman grill it has saved me so much time.

Trish Godino Loring, I'm going to say the freezer, we lived out in the rural area. Two and half year worth of meat in the freezer. NHTI Director Residence Life and Auxiliary Services. ME/NH DC

AJ Goodman Associate Director at Manhattan College, Metro NY District Coordinator, my oven because if you don't eat you die.

B. Conflict of Interest Forms/Reporting Lines and Committee Sign-ups

Shelly: we are going to do some active work. We have to do these conflict of interest forms. It means that you understand that we are not getting paid. You can read these and check the answer to each one. Print and sign.

Shelly: Reporting Lines. The three Ps met in Seattle during conference. It's nothing drastically different than what is in the book.

Membership Coordinator will report to Nate

Media and Publications will report to Josh, he might be in touch with you about deadlines.

District Coordinators you report up to Shannon Overcash, because you report to the Membership Coordinator. Monthly correspondence to district, Copy, Shannon and 3 Presidents. Its so I can know what you have planned

Everyone else reports directly up to me. We tried it a different way last year but it got muddy.

School event, contact information. I can help make those connections

Does anyone have questions? Not really different than what is in the constitution.

Committee Sign-ups:

Shelly: There is a question on the floor, the description does not match. Example David Ferguson does not say he deals with social media. First there was media but it's not a member on the board. So what do we do with social media piece? We have not done a lot with committees at the annual conference. We are going to do this today. We need to do a bigger push for committees. Annual committee will be a separate process.

Who is doing social media?

Tkay: Marketing it was in line for the creation of an appointed position. At this point it is not a permanent fixture on the board.

Trish: Didn't the person do a lot with the 60th anniversary?

Shelly: Name is Media and Publication

Casey: When position was created, it's is very different now. It makes sense to include social media. We would then need to make a full motion and it would have to be written and change. So do you change it so social media and publication. Social media didn't exist

Dave Grimes: Social media falls under Media and Publication

Shelly: Plan states when you should be marketing your events.

Casey: What you could do is make sure that it happens, have conference chairs contact David or someone on his committee.

Shelly: That what was mike trying to do in his position. We were lacking some of that uniformity

Jeff: How many forms of social media do we have?

Casey: Twitter, Linked in, Facebook

Jeff: Who is in charge of them?

Casey: No one

Jeff: Streamline to one person. Social media is always changing. If we do decide to put on Media and Publication. It is not coming from the same source.

Shelly: David was it your point it should be streamlined because social media is a form of media

Greg: we ultimately need to change in constitution. We should change it

Trish: "including but not limited to" because it changes

Shelly: we can't change the constitution right now, but we can do a temporary, informally. David's group will work on it. We can put it in the language. If we had one more voting member, we could change it. This will go into next meeting agenda. Does that make sense to people?

Shelly: So now I need to get you all the passwords and stuff. TKay is working on getting passwords. Stephany will work on committee apps forms today. I'm going to send it so that for DC to include committee signs ups

Shelly: We won't advertise committees at RD2B but at Fall drive in. Our roles at those events will to have roles for people to sign up

David G: We are pulling the essays right, strictly data?

Shelly: People screened themselves out by participation. We recognize those that were active. We used to give recognition to committee members. It is live on the website. I'm going to have Stephany bump it to the front page.

Greg: I have been updating everything that I can. I have tried to clean up the older stuff

Shelly: Are you able to put link on front page, can you make that happen?

TKay: putting on Social media, Greg putting on the front page. Is that about our limits right now?

Casey: that is all we can do until we clear the list serve

Shelly: Use the current member, remember must be a current member

Trish; when I send update. There are things I send to everyone in order to hook them

TKay: people cannot start renewing memberships until sept 1.

Shelly: so can clarify that now

C. Annual Conference Committee Planning Discussion:

Shelly: These are things that require a vote. The co-chairs we have an outline that exist that is in the portal. We had pre-identify for host committee. Those changed slightly with the new process. One of the things we have gotten back is MACHO's list. We are using MACUHO because we work closely with them. We have NASPA region 1. We are going to write brief committee descriptions. People will apply for those. We are going to finalize those. There are positions on the committee that because we have them on the board. I know we are going to need a volunteer coordinator. Chuck Lamb, we need a strong past president (local arrangements).

Casey: Chuck and I have been emailing, his email this morning, he is concerned that we need to make our reservation sooner rather than later, but things are filling up.

Shelly: The company I am working on has holds. There are people going on host visit. We are just going to pick what's best, talk to go and let him know. Try to get a van so that we can drive around together.

Shelly: I want the list of NASPA and MACHUO read

Laura: There is a lot of overlap. There are things that some areas have that we may not need

List for both MACUHO and NASPA Region I conference position lists were read

Jeff: Entertainment is night time. As part of program committee there is someone in charge of during the day

Kristin: What stuck to you that was different? Was there anything that we really needed?

Laura: We talked about something similar to SALT. We have Jason listed as a mentor. A lot of them feel very comparable. We call them different titles. If you look at our goals, we can encourage new membership and new professionals.

Jeff: Program is a lot, MACUHO is separated.

Shelly: Brittany would be strictly programs. What we would call special events. They are two different things

Casey: We need to figure what is event and what is a part of conference. We should reach out to past president who is not involved and work with past presidents. Past presidents look at keynotes. They have contacts that are beneficial.

Shelly: Transportation not separate. Can fall under special events. We are not going to provide rides to airport. You take airport shuttle. For volunteers, I think about NASPA and ACUHO-I, they use us. The volunteers are attendees.

Casey: under corporate affiliate sponsorship should be corporate, local arrangements need to be local arrangements. And I need a full committee and volunteers

Laura: We were just thinking about new professionals, and grad programs in the area we can get them excited.

Casey: You will get more past presidents if you get a past president to ask.

Shelly: Chuck Lamb will be a pulling force to get people there.

Jeff: Is there a past president hat hasn't been in a while but they can listen.

Casey: Kevin Kelly, he is a Mitchell College. He might be a good one I need to reach out to him

Kristin: Carol Boucher might be good one.

Casey, they might be two good people to work with

Shelly: CHO, past president summit. Tom Ellett would be willing to do summit.

Trish: CHO at annual?

Shelly: What we provide is not an institute but a summit. Sharing ideas.

Casey: Definition of mid-level gets muddy. But there are some that have been in their position for years but are considered mid-level.

Trish: Someone who is involved in organization, cannot attend CHO at annual. I could not participate and I really wanted to.

Casey: CHO summit as one of the program days. There were some I wanted to go to.

Shelly: That was held during a program block of sessions.

Jeff: One thing I recognize, I was looking at constitution, program committee does, why don't we have CHO separate? There is nothing really for CHOs themselves.

Casey; it has been tried three times and it has flopped.

Trish: CHO liaison on board at the time

Jeff: I think it is important to do that.

D. Committee positions and sign up process ASAP

Shelly: let's decide committees

Laura: We need to create application to apply.

Casey: Wouldn't we use committees we have

David G: We need to change the language. Your responsibilities need to go to October. You are going to be helping with annual

Casey: Then saying you need to go to annual

Kristen: That is hard

Shelly: what is ultimate goal of committee? This committee will be working towards. We can fix the language.

Trish: remind people that conference is in October that they are aware.

Shelly: we will lose people, gain people

Casey: No danger in keeping sign up open all years

Kristen: I think a lot of things are changing, not opposed of changing. We need to recognize that conference committee is different than other committees.

Kristen: There is attrition with committees. There is a backup

Shelly: There is a clear distinction for annual conference.

Casey: Do we need to have separate social media for annual? It's only active for one year. We only had 200 something people like that page. So why not utilize that.

TKay: Annual social media account, gets passed on from year to year so that we are just funneling offering and doesn't get caught in the noise. As we are shifting the annual conference, what we are going to define how it's done, that it is sustainable. It should be two different avenues. I think the transition process is a larger discussion. Transition would be a little cleaner. But we are as good as we relay that information

Shelly: registration someone has to do conference registration. We have to rebuild. Hospitality: at those conference we do not have a place to have a hospitality room. We are limited by space. We don't have a way to secure that stuff. We can do coffee breaks.

Casey: DC ACUHO registration table was manned the entire time, we can give away swag, snacks, it makes sense. Registration might be two different things.

Dave G: if local institutions want to host evening, many for that.

Jeff: Tie in to special events

Trish: coffee break, put in bag

Shelly, we can have a table that has grab and go. Registration and hospitality can be combined. We will use volunteers. I always volunteer at conferences. Volunteer coordinator for sure. There is a free app volunteer spot, as people register, they can sign up. Transportation should fold into local arrangement. Dining for sure, overall food and dining chair.

Jeff: Food allergies, what has been the best with registration.

TKay: it will come in with registration

Jeff: then we get that to dining?

Shelly: past presidents and special guest. NEACURH person, MACUHO, AUCHO past present. Assistant their arrangement. Plans CHO summit. Maybe CHO institute to fill the gap. This person does CHO summit at the annual

Laura: is that something that we put on the position.

Shelly: Brittany job description says to pick key note which was her point.

Casey You can utilize past president to work with program committee

Shelly: start with this, if we need to add something down the road, we can do this. So you two please work with what we just talked about, send it to me first then we will send it to the group. Stephany will build the application

Casey: Would it make sense to wait until after September 1st to send annual out?

Shelly: We are going to do site visit; we are going to do a couple other things. Then after September 1st, this is specific to annual conference. We can take corporate off application. Program can come off. In the next week, do you two have the ability to rewrite?

Laura: we will get it to you.

Greg: We took off essays, do you want me to take off committees

Shelly: We should take them off

Trish: Let people know that those committees for annual

David G: Program committee, have continuity for fall drive in and annual, unless you want New Professions and Professional Development to pick programs only.

Casey: only thing that gets tricky is that it is hard to find things for committee to do.

Shelly: Let me talk to Brittany, I think she is phoning in

Casey: we would have to change constitution and bylaws

E. Site visits

Shelly: This group, I will work with you separately. Site visits for the annual. Casey, Brittany, Jeff and Laura, Chuck, TKay, Trish, and then myself. Primary people that need to see space and make decisions. We are all going to have different questions. I'm going to work with that group to pick times. Attending MACUHO in November, Casey, Brittney, Jeff and Myself

I talked to president of MACUHO at ACUHOI. He is fine with a few of us going. Laura you cannot go at the first week of November. Jeff is going to go, Casey, Brittany. I sent you guys the date. Putting in my

budget to pay for you all to go. It's important for you all to go. We will talk about that. I will handle registration. You will be in touch with them. Olan Garrett is president elect.

- a. 17-18 events line-up calendar potential ideas
- b. Future considerations: elections timeline, fiscal year and awards timeline

F. Filling in the April – October Gap in offerings; virtual roundtable?

Shelly: we are not going to have all the answers. Filling in the gaps, is this were we do webinars? Do we do a CHO institutes, do we send it out now. What do you mean by CHO Institute?

Casey: CHO Summit one day, institute the next day.

Shelly: Could be do something on a Thursday that are on campus. It's still one night. Still at the same time as the annual used to be.

Casey: If we did a summit that started at 1pm until 5pm and you stay in residence hall, then be a part of the institute. Institute people show up at 5pm and go to dinner

Dave G: Mid-levels, meaning assistant director and up. Mid-level summit

Casey: Mid-level summit at the same time

Kristen: Folks that we want to be mentors, what if it was a rolling kind of thing. Maybe the CHO that stayed for institute stayed for mid-level institute mentor. People only have to travel once.

Brittany: Just to add to that, depending on timing, we can have committee meeting align with that. Not making people travel twice

Kristen: Operations boot camp. I don't want to bite off more than we can chew. You can condense host site. Interesting to consider.

Shelly other ideas outside of that?

Shelly: webinars, round tables easy. In person wise, even if jus the two, we would define it as assistant director and above...assistant and associate director institute, that is what we ran into.

Casey: Be care with titles. Their job is the same as mine.

Trish: may be promote by functionality

TKay: Are we talking about a summit that directly impact role, or are we building off competencies when you rise. What we doing for the people in those roles. Do they need a summit? Developing committees in current roles, competencies in moving up. Majority of mid-levels are twelve month staffs. You can have a few facilities.

Casey: you can still have overlap of summits. You just want people to feel included

Kristen: A lot to consider there. Very complicated. It's to serve their needs

Shelly: we can define the population that we are serving. CHO who are running a department so there is some common thread. Kristen I like something different for new professionals looking to go midlevel. Something we can filter. We can also do round table or webinar. Professional Development chair works with mid-level

G. Annual conference planning document needs to be updated as part of this process.

Shelly: If you two been in the portal and seen that this exists? A lot of the steps will be important but it will be on you two to use it, make changes, pull document. It is sitting in portal.

Shelly: Where do we put RD2B, Fall drive-in. Is Res Ops still a relevant conference, what does spring lay out looks like. Nate wants to take a calendar and look at conferences. We offer way more in-person conference than any other area. We have individual district stuff that should be happening. This is something that we should be thinking about. Nate will send something out when he is back

Casey: The other thing we need to think about, we offer a list of sponsorships, that list is going to change. Example, we had people hosting sponsorship, but there will be different things. My Favorite students want to host. We have to look at what other sponsorships we want to offer. Do we want to allow any exhibitors to do webinars? It will cut cost. Those are things for people to think about. Changing what we offer and where it will garner more sponsorship. It is much more for them. It is going to change what we have been done before. It will be a bigger undertaking. Figuring out how to make it be fair. Corporate sponsors should be first.

TKay: If we immediately default to people who gave more money, we are offsetting the purpose of it. We need to figure out the setting that up and having people chose. We don't want to lose people because they are not at the top tier

Casey: Also people keep reaching out to sponsor things that have never have before. It's a good problem to have.

Jeff: So how do we usually get it, first come first serve?

Casey: that what we need to discuss

Kristen: Delegate balance, oh you gave me this what are you going to give me

Trish: that's were sponsorship levels come in

Jeff: They come from sales mindset, you get in, you get in. I understand what you are saying, what if I was a part of the business and you didn't let me know.

Casey: that is part of the struggle. This is a volunteer organization. We have to be careful. My Favorite Student. They approached Josh and Brian at annual. So what if at the same time, another company asks to sponsor the same.

Jeff: who can sponsor what, Can it be split?

Shelly: corporate needs to be filter through Casey

TKay: sponsorship meaning at different levels. How we separate sponsorship from partnership.

TKay: we will be working with different folks. We need to figure out how to randomize it. Our response needs to be, we are collecting all, then we figure out dates, then we go through, like a lottery

Jeff: don't want to lose people. Want to keep them entertained

Casey: Corporate becoming an animal of its own. Annual and every day is two separate things. Some are thinking we can do multiple year things and we aren't able to do that. This year, flushing out, very hard to be reactive with them, we need to be proactive. They don't want to wait.

Trish: That's part of the sales

Casey: We need to get to a place where we can handle what they are asking for

Kristen: sponsorship assessment, offer, then ask for other ideas, by certain date, then dole it out. I don't want highest tier gets first choice.

Shelly: this is why we need the whole board. One of the companies asked if they can do webinar in region, would pay \$500 on our industry. It was a flooring company. We sponsor that is free to members and we will do it on flooring industry and is new and what is out there. They basically pay us. But then what would happen is a firestorm. That is free easy money but how do we advertise that

TKay: From the surface it looks like they are trying to buy their way. The vendor isn't the only one presenting, they are paired up with a school

Casey: Some of the things we have been approached about. Determine what are some of those opportunities. Discuss are we going to allow that. In future years others have that opportunities. Just because you did it this year doesn't mean that they do it every year.

Trish: Creative vendor will get that first year advantage. After that it becomes fair.

Kristin: Does any other region have a solution?

TKay: Regions are so large that multiday options, ours are more spread apart.

Casey: some of the corporate folks are much more interested in being involved in organization as a whole.

Shelly: People have started filling out a committee form. I am getting emails. future considerations. I hate phone meetings. We need to talk about elections timelines, awards timelines, we have time to be looking at this, this needs to be on people's radar. Josh needs to be on awards. TKay financial task force. That group should be looking at how all this impacts. The other thing is the elections timeline. That is something that we are going to delve through. This is how we looking to move timeline for elections. There are no answers for those, but going forward we need to work on. Membership timeline right now is September to September as we change others, does it make sense

TKay: fiscal timeline is September to august. We need to look at moving our fiscal year following our conference. January we will start feeling what December feels like. There is a good chance that we will need to double file unless H&R Block have a better idea

Casey: When do you want me to start allowing corporate people to pay?

TKay: folks who are coming into this new corporate plan will be getting extra months.

Casey: it's a selling point. Just want to make sure I understood.

Kristen: membership year is relevant to annual conference

Shelly: you used to be able to check membership. Our website has ability to do some much that we are not using. Automatically, it will only show non-member rates. We are able to do that if membership lists stay up to date. Our elections run through our website.

TKay: all those things that we are talking about is if people use their membership stuff. Hold people accountable using this. For the billing end of things, pay by check, going back in and showing it. Traditionally we would do it now, we need to get better at doing this. Paying in person, back end. Website is just transactional. Not a money management tool. We need to get there

Shelly: Right now, if I log in for NASPA, I have to use my NASPA stuff. There is still a log in. We can maintain that. We have that ability and the people in place. This can be the year where we get everyone in line. Only when you log when is when you get access to programs, job postings.

TKay: one thing we need to figure out, how to take membership lists and make sure that the membership type account is up to date. Managing 1200 people. Registering for a member rate can be easily tether

Shelly: Maybe its institutional passwords. There is a way to do that to cut down on 1500 people asking for Greg for passwords. There is a way to make that more manageable. Make them institutional. Greg put that on your list of things to talk about.

Shelly: at 1pm we are going to focus on corporate plan. Casey will be on for 1pm.

Break for lunch 11:56am

Meeting reconvened: 1:03PM

H. Corporate Plan

Casey: Sent this out to everyone. Continuation from the business meeting. There has been a lot of discussion about that. I want to open it up. Right now they are capped with the exception of the 4th level which is not capped.

Shelly: Will this require a vote to change it. We do not have quorum today but can do an online vote. Does anyone need clarification on what this is?

TKay: Last board it was originally two but expand to four because there was a lot of folks. Rationale of two was to make sure we were committing on that level and be successful.

Kristen: Is the platinum the correlation to highest level

Tkay: No there is no correlation. NO horizontal movement. Events and offerings.

Kristins: Goal?

Casey: We have more than 4 that want to be on that platinum level. Concern I have is do we do first come first serve, lottery, that is not building positive relationships in the long term. Biggest point is cap at four for the platinum level. The platinum is the concern and how do we navigate that

Trish: Is there a point where we wouldn't be able to meet the level. If the answer is no then I don't know why we would cap.

TKay: I think it would be a lot of work to ask volunteers to do all that work for more than 4 people. I would feel bad personally having not made good on all the thing we told them

Trish: so there is a limit?

Tkay: that is exactly we there is a limit

Jeff: point now is for us to be able to control it to be to know what we can give in order to get. Make sure they provide for them. How do we give back to you

Casey: yes. It is that to a point. IT is also to maintain relationship with long standing corporate partners in the past. I understand what TKay is saying. I don't know how we go from having this many and then saying no and picking out of a hat. For example Folio to say no because you didn't pick out of a hat. That is the part I am more concerned about. I know how to use the website on the back end. I think to get it off the ground it is worth us having more.

TKay: point of reference, we are actually not scaling back. We are not taking what we offer away from them. We need to be cautious because I don't want people at the end feel like they have been had

Jeff: how many partners do we have that have been with us for a while

Casey: previous gold...probably like 8 of the 10 give or take. A good number of them same company

Jeff: Do we feel like we would be able to provide services at that level

Casey: I can personally manage it with the help of Greg and Stephany. TKay did spreadsheet for everyone, do something similar for this. Spreadsheet for each level. Have the list to have logistically manage. Can't be not organize or you will lose. If we can get that off the ground, the system already exists

Trish: the things that need to be done, I appreciate that Casey can do it but can others in the future can do it? Does it become manageable?

Casey: Yes, I have several individuals assist with all things. I don't need a corporate sponsors committee

Kristin: It looks like more advertising emails, more Navigator is that main distinction? I almost feel like that there should be a level above platinum. I don't see anything wrong with increasing it. More valuable with partners.

Casey: Bigger thing to keep in mind, it would not take place until paid or made an arrangement to pay.

TKay: sustainability. Your confidence so to see this through. To create another level on top on this then we would create the same problem that we have now.

Kristen: in the future, it seems like people want to give us more money

TKay: opportunities present. Just because Gold, still other list of opportunities available. Part of that list of developing things, we need to draw a line between corporate and sponsorship. I have personal bias. I have conflict of being treasurer, then I have a bias with relations with vendors I developed through this organization. Relationship is important. Do we have any idea any folks at top level interested in platinum. How many have actually said yes?

Shelly: Well over four

Casey: if we go with four, the platinum level is for three years, no one else can get it.

Greg: If you come in under a certain time, September and October you can be a part of this, in January it is too late. Platinum these are the people. You're on the front. That may reduce some of the people. You are going to hurt someone somewhere. Not everyone can be first.

David G: Casey, of the 5-6 that reached our, are there new company's?

Casey: CORT but they have been giving money

David G: make room for them to at least get there. Not have monopoly over this

Casey: Monopoly perception. Especially in smaller company. What happens if it ends up being a lottery and all four are furniture companies?

Shelly: Membership concern with plan was capping it at 4. Do our four furniture companies become our top four? I do like what Greg said, if you pay in September you can come in at any level. Anything after that platinum is closed.

Casey: There are several people at this level that need to set up a payment play. Signed contract and taken one payment or pay in full

Trish: Payment within 30 days. Favor the rich. Does it exclude people?

Jeff: Have to listen to corporate partners and members. If we go against them we are going to be a bad guy. Four too low.

Trish: I agree with Jeff, with caveat that we can responsibility manage it. Are we still going to look good?

Michelle: What is the date of the first Navigator publication. Some wiggle room.

Casey: I do think that Trish's point having three people working with Corporate Relations person, having been previous exhibit hall person they don't understand why there is more than one. One person checklist, one sponsorship, one annual conference. Its defined roles. It may help operationalize this.

Shelly: Casey what would your recommendation be?

Casey: Recommendation is to leave as an open number and see where we are at. We can reevaluate at a later year. I just worry that if we start to low, we will put ourselves in a bad position.

TKay: is it easier to grow the program or take them away. Thinking about relationships

Casey: I would think yes if we didn't have a corporate plan in place. We are going from 10 to 4.

Shelly: can we say, when Casey send to people, due to many request the board has agreed in first year to raise the cap keep in mind that there is a pilot year, remove the cap, depending on year, we may need to put cap in place. In order to accommodate as many people that we can.

Casey: I could send communication that we can't receive payment until Sept 1.

TKay: we can also talk to top level, we need to know by this deadline. Take that number and add a number to it. Random process of a lottery. If there is a new vendor, they have access to it.

Shelly: Nothing require a vote right now. Casey to ask who is interested in what, give deadline so that we can get a feel

Casey: payment plan: two companies in the past. Both are corporate sponsors who need a payment plan. Both have been ad hoc and have looked very different. This goes to Trish's point, how we are excluding. Need to come up with standard payment plan so that it is not ad hoc. We need to standardize it, this is our fiscal year and due dates. We don't have anything written.

TKay: point of reference, payment plan: My Favorite student due to large amount of money. Shrader and Shrader, not something that has come up traditionally. Both operate in different ways. Shrader and Shrader every few months. Every month credit card transaction My Favorite Student.

Shelly: we don't advertise that payment plan is offered

Casey: just make standardize. Get its more complicated without it.

Shelly: Objections with Casey creating this? Do you need people to see that before we start taking payments in September?

Casey: We will need to talk about My favorite student and Shrader and Shrader.

Casey: My Favorite Student sponsoring at ACUHOI. We need to come up with a sponsorship agreement that is standard. And sponsorship language. Standardized way of referring to the event. The same offering. Standardizing what that means. I would like to move forward with that. Any questions or comments.

Casey: Standardize it. You get the same thing.

Greg: You're creating a lot of forms. If you going to standardized. Sponsorship is an enormous thing. I just think about the time. why do we have all these forms? I am worried for you

Casey: I think that it be an operations manual. The problem in the past is that it is not standard. At the annual it is easy. Because now it's at a hotel

Kristen: most complicated is the consistency, even with the payment plans, but they are paying two different ways. I don't want to see you turn yourself inside out to work with sponsors in the more effective way. What that balance is I don't know.

Casey: payment plan. Paying by due date

TKay: big piece for me, we have a responsibility to people, we look at from organizational standpoint as a whole, not all of our energy not going to this one area.

Shelly: Is anyone opposed to Casey working on something?

I. Goals

President; Shelly Keniston

1. Move the annual to October 2017 and Coordinate all aspects of business associated with this move including various timelines
2. Increase communication amongst the board members via more phone meetings in between in person meetings and one on ones over the phone
3. Monthly communications with the membership
4. Look into creating an endowment via ACUHO-i
5. Add webinars and virtual roundtables to our events
6. Roll out new corporate plan
7. Execute MAPs program
8. Update Operations manual and annual conference planning manual
9. List serv purge
10. Visit each region
11. Write one letter/article per navigator

President-Elect; Nate Gordon

1. Chair the Time and Place Committee and secure locations for the 2017-2018 Executive Board Meetings and Drive-In Conferences.
2. Work with our consultant to secure a host city and location for the 2018 Annual Conference. (This may already be completed, depending upon how far we plan this year.)
3. Put out a call for the appointed board positions and fill them for the 2017-2018 NEACUHO Executive Board.
4. Work with the committee chairs that report to me, as assigned by the President, to have a successful year.

Past President; Josh Hettrick

1. Coordinate all required election processes.
 - o Update timeline based on change to the 2017 Annual Conference.
 - o Review the possibility of moving elections to the organization's website from Survey Monkey with the Technology Coordinator and President.
2. Chair a committee of two Past-Presidents and two past award winners, for the purpose of awarding and recognizing exemplary service to NEACUHO and to the profession.
3. Review and consider possible additions/changes to the existing awards and scholarships offered by the organization.
4. Support the work of the Media and Publications Committee.

5. Identify new items for the Legacy Store and ensure they are available at all NEACUHO events for purchase by the membership.
6. Assist with the updating of the Operations Manual as dictated by the President.
7. Assist with the merging of existing Dropbox files and folders to combine all organization related files into one place.

Treasurer; Thomas Tkay Kelley

1. Create access for membership to participate in professional development opportunities. This included expanding our events and offerings
2. Collaborate with the Annual Conference Planning Committee to ensure the Annual Conference remains financially stable.
3. Continue the practices of treasurer reports and quarterly updates to the membership via the Navigator. In addition, transition the reporting onto a Google Sheet creating an accessible 24-7 Financial Report.

Secretary; Sonya Alexander

1. Continue to learn and understand the history of NEACUHO, constitution and bylaws.
2. Create well organized and accurate meeting minutes

Shelly: Meeting minutes. Initial draft of minutes to Tim and Shelly within week within 2 weeks after meeting. So if we can expedite to that. Minutes are the spirits of the meeting. The spirit of the minutes. The spirit of the meeting, direct words of motion, those have to be. Two weeks to Tim and I. Change goal to Minutes within two weeks. Send to Tim and Shelly.

David G: Stationary...do we run through supply that we have now, and order.

Shelly: is that a goal to order new stationary?

TKay: run through order then buy later.

MA District Coordinator; David Grimes

1. Increase the number of Massachusetts member schools this year. Last year was 40. Aiming for 45-50
2. Host at least 1 roundtable/social in the fall and 1 in the Spring in different areas of Massachusetts

MNY District Coordinator; AJ Goodman

1. Increase engagement throughout the district with regular social and roundtable events
2. Establish a social media presence to connect with both member and non-member institutions in the district
3. Increase membership in the district

Shelly: I don't know whose job this is, we want to create a template to email members your events. Official communication.

TKay: 2 years ago we created templates within website. Technology coordinator can help build those templates. Creating additional list-servs

ENY/VT District Coordinator; James Sherman

TBA

CT/RI District Coordinator; Kim Beardsley

Work closely with the membership coordinator to achieve high membership involvement from Connecticut and Rhode Island.

1. Actively recruit members
 - a. Consistent outreach throughout the year
 - i. Bi-weekly to Monthly outreach
 - b. Once a member joins send them a personal email welcoming them
 2. Keep clear records of communication
 - a. Update contacts from all CT/RI institutions to ensure we are connecting with the appropriate staff
 3. Communicate regularly with all members
 - a. Make CT/RI aware of decisions, gain insight from them before going to meetings so I can appropriately represent their voices
- Keep the CT/RI members actively engaged.
4. Hold 1-2 socials in each region
 5. Create connections/opportunities with institutions
 - a. Training opportunities
 - i. Collaborations
 - b. Professional Development opportunities
 - i. Share our on-campus professional opportunities with each other
 6. Create a Facebook Page for CT/RI
 - a. Monthly newsletter from DC with updates from NEACUHO
 - b. Spotlight Professionals in the region
 - c. Humans of CT/RI

ME/NH District Coordinator; Trish Godino

1. Have at least one NEACUHO event in Maine (1) or NH (2).
2. Engage the members near the conference site be actively involved in the event.
3. Increase membership...in particular in Maine but across my district
4. Host another fun district social at the conference
5. Successfully, on board the new NH/ME District Coordinator when s/he is elected

WNY District Coordinator; Darese Dostal

1. Keep WNY members informed throughout the year of NEACUHO events, decisions, etc.
2. Try to host 2 events within WNY to bring some members together.
3. Connect WNY to the new conference format and have a strong showing next October!

Annual Conference Co-Chairs; Laura Croteau and Jeff Saint Dic

1. Have at least one host committee member representing each state in the Region.
 - a. Use chair application to confirm regional location
 - b. Reach out to institutions in each state to determine interest in assisting in the conference if the state is not represented
2. Enhance membership through professional development opportunities via committee/sub-committees.
3. Where appropriate have co-chairs
4. Preferably one co-chair who has worked on a conference in the past and one co-chair who has not been involved

5. Create sub-committees for areas with more work to provide additional development to numerous professionals
6. Great way to get new professionals further involved in the organization
7. Create a conference wrap up report for each area to provide guidance for future host chairs during the three year pilot.
8. Reference guide for future conference hosts
9. Require sections from each chair to ensure there is a continuation of knowledge

Assessment Coordinator; Heather Quire

1. Overall Goal: Implement Assessment plan during this year
2. Short Term Goals:
 - a. Explain expectations for assessment including timeline, learning outcomes, and executive summaries for events/conferences and any additional assessment done
 - b. Create timeline for assessment based on conference/events calendar
 - c. Share template of Executive Summary with Executive Board.

Corporate Relations Chair; Casey Wall

1. Successfully re-create a committee for Corporate Relations
 - a. Specifically to work at the Annual Conference and make the exhibit hall happen
2. Operationalize the new Corporate Affiliate Plan
 - a. Update the Operations Manual to incorporate the new affiliate plan
 - b. Ensure that proper direction and logistics are logged in the Operations Manual
 - i. Language surrounding sponsorship
 - ii. Direction for payment being collected from sponsors
3. Put new Corporate Affiliate Plan into action

Historian; Joe Murphy

1. To provide context and historical/business information during executive board meetings.
2. To keep an updated contact list and important information guide for the executive board members.
3. To review and update the Constitution & Bylaws as needed.

Media & Publications; David Ferguson

1. My goal is to put out 4 issues of the Navigator
2. I have other ideas and aspirations but don't want to over commit myself.
 - I would like to assemble past resources.
 - I would like to gather feedback and assess effectiveness.
 - I would like to use social media to highlight articles.
 - I would like to work with Technology to compile member resources (currently gathered ad hoc on the listserve or the future forum).

TKay: there has been a push to have more on Navigator online and using the website. Not sure how you feel about that. Website has the capacity for that.

David F: Keeping website up to date.

Casey: to what extent to plan to use this official communications tool. When soliciting for articles, we should be using official communications tools. What do you intend that to be used for.

Shelly: Maybe it's not David per se but maybe a monthly communication from me. DCs using distribution list. Writing for Navigator, standardize and write guidelines for that.

Greg: everything we do is about consistency. President's blog. Everything we do, as long as Navigator comes out on the day you say, explore more of the technology that we have at our fingertips.

Dave GR: Pictures at events. We have that photo gallery. Navigator to have update pictures.

Membership Coordinator; Shannon Overcash

1. Increase school membership by at least 5 schools for the 2016-2017

* Work with DCs begin to review who we have on record as contacts for our institutions in order to capture contacts of the schools who aren't members, as well as update if people have change positions (July-September 2016)

* Work with DCs identify a few people in each districts to give testimonials from (3-4 sentences).

*Target schools that may have been members in the last 3 years, but have not renewed recently. Develop a special see what you've missed brochure, highlighting opportunities from the last few years

* Customize the membership guide for each district with a message from the DC, highlights of events being held in their area, as well as testimonials

* Using the Navigator highlight new institutions, as well as highlight institutions that have renewed or been long standing members

2. Evaluate the current list serve set up to determine if it is meeting the membership's needs

* Explore purging the list serve of schools who do not renew by a certain date (November?)

* Explore a better method to set up digest form as an option for membership

* Explore a way to allow to search back through previous posts

New Professionals; Jason Rizk

1. Design a one-day experience for our para-professional staff to attend prior to the Annual (similar to SALT). Attendees will have already attended an RD2B and are either graduate students or upperclassmen RAs that have identified Residence Life as their next step.

2. Enhance the para-professional track for the Annual so the attendees of the para-professional one-day conference have an opportunity to attend and engage themselves at the Annual.

3. Recruit enough mentors that each RD2B attendee will only be sharing their mentor with one or two other attendees.

4. Sell out each RD2B conference.

5. Host 2 New Professional socials (one in the fall/one in the spring) in collaboration with the District Coordinators to serve as an opportunity for New Professionals to involve themselves in the organization and meet other members.

Side goal

1. Create a golf outing to be held around the time of the annual for those that are interested to get out and have a great time!

Michelle Carvajal; Professional Development

1. Find a host site for fall drive in

2. Fall drive-ins: tracks open to all

3. Cultivate committee members

4. use all communication platforms

5. Fiscally and environmentally responsible at conferences.

Jeff: we may possible have a person for the Fall-drive in. Friday October 14 or 21st. University of Bridgeport.

Shelly: Tim at Brandeis, if we need to go back to MA.

Brittany Bookman; Program Committee

6. work to align with assessment to replace paper forms
7. timeline of programs for annual conference
8. connecting with program chairs from other regions
9. continue of not extending program proposal deadlines
10. Increase committee member engagement particularly at annual conference, explore committees roles of programs at other drive-ins.

Shelly: we need to make a decision whether committee apps open now or when annual conference opens. Constitution and bylaws are different.

Kristin Murphy; Residential Operations:

1. Residential Operations is for everybody.
2. Hosting a successful conference: 50 attendees.
3. Assess the value of the conference.
4. Partner with Casey to respectfully work with vendors.
5. 10 institutions to have conversation by phone to get what people are experiencing. Raising awareness for all levels.
6. Get new professionals prepared for operations.
7. Provide consistent opportunities.

Shelly: could we hold our own SA Chat on twitter? They are free and easy. All they do is throw out a question every 10 minutes.

Casey: we meet in conference room and do it as a staff. That might be a way to get new people to get involved in NEACUHO.

Jon Bragg; Risk Management and Legal Issues

1. Providing webinars 1st one FLSA overtime law.
2. Collaborate with other professional organizations
3. submitting a navigator article. Needs to have more speed in getting information out.

Shelly: Can you try to do the webinar at the 3rd week of September mark. 1st event is RD2B in October.

Casey: My institution is being pushed to make changes for August 1st. It might be different.

Shelly: As we have legal things come up, you're going to be the person I go to on legal stuff.

Greg Madrid; Webmaster

1. Website update, ex-board update, DC information, if there is something to make pages exciting.
2. Using the things like blogging.
3. Be an organization that is much more timely.
4. Increase traffic on site. Event chairs and events. Membership recruitment.
5. Clean up back end.
6. Really make it a site that you are proud to go to.

TKay: keep on cleaning. One of the things that was started last year.

Shelly: Greg's success in this position, he can only work as far as what people give him. Don't be the one with the work page.

J. Next Meeting's Agenda

Friday, September 16, 10-12 via phone

Casey: all things drafted.

K. Items for DCs to report to their districts?

Committee sign ups

Navigator articles

L. Future Discussion Items/To Do Items?

Shelly: This is for your own to-do list. We will have a list of stuff. Goal to have agenda out 3-4 days in advance. I do have meetings scheduled with some folks. In the next month I will contact you to find out where you are at.

Meeting adjourned 3:00pm