

Georgia College Personnel Association
2007-2008 Executive Board Business Meeting & Planning Retreat
Monday, April 30, 2007 – Tuesday, May 1, 2007

Present: Eddie Howard, Nicole Phillips, Tyra Wingo, Jami Kuhns, Debbie Roack, LaShandra Little, Ron Lunk, Brooklynn Parrott, Paul Sedor, Tom Walter, Kathy Alday, Kendall Stiles

Monday, April 30, 2007

- I. (3:25 pm) Nicole called the GCPA Board Meeting to order. Introductions were made, along with one little know fact about oneself.
- II. Kathy Alday distributed minutes from the November 10, 2006 Board Meeting and the March 7, 2007 Board Meeting. Eddie made a motion to approve the minutes from the March 7th meeting, and Paul seconded the motion. All were in favor.
- III. Old Business
 - A. By-Law Procedures for Voting & Board Participation
 - B. Officer Reports
 - *Treasurer* – Debbie distributed the treasurer’s report. The checking account balance is \$2953.06. Eddie questioned the balance, and Debbie explained that we had a surplus from the previous year so we are still doing okay. Eddie stated that membership fees are probably down since not that many people attended the conference, and membership dues are tacked on to the conference registration fees. However, we may get more money from NASPA and the GA Network. Nicole stated she spent some money for the retreat, and that she and Brooklynn spent some money in gas visiting four different possible conference locations.

Kendall agreed to follow-up with Bruce H. (NASPA) about paying \$500 for the ice cream social and the senior administrators’ breakfast.

Debbie dispersed a “Program Report” and suggested that we begin using it or something similar to turn into the new treasurer.

- *Sector Report* – Nicole reported that Stanley Singleton will serve as our Private Sector Representative, and Dr. Charles Osiris will serve as our Ex Officio Sector Representative.
- *2006 Conference Updates* – Attendance was down at the conference which caused revenue to be off. Tyra stated that the hotel charged us for food based on the number of conference attendees. However, not all attendees stayed at the hotel and ate the food provided. Tyra will check on a refund from the hotel.

Nicole Phillips asked Tyra to get a hold of Nicole Kennedy to find out about conference revenue. Eddie questioned why Verizon wasn’t held to a contract since they didn’t show up at the conference, but Tyra was unable to answer. We also decided that we would continue to partnership with the GA Network.

- C. Ex-Officio Board Reports
 - *Membership Database* – Nicole reported that we have 108 members as of April 1, 2007. Nicole asked that the sector reps make sure all member information is updated.

Eddie stated that if you pay for membership at the beginning of the year and then you go to the conference then your membership is prorated. Therefore, some members are a year ahead on their membership fees.

Kathy proposed that someone work in partnership with David to help keep the membership database continually updated. Nicole asked Kendall to think about helping David with this task.

- *Government Relations* – Tom stated there should be some relief in Pell Grants, and that loan limits will probably be raised. There is both good and bad that can come from raising loan limits. Nicole asked Tom about changes in HOPE. Tom said that they'll be looking at certain classes to calculate in the 3.0 GPA. HOPE will now do their own high school GPA calculations as opposed to letting the high schools calculate their students' GPAs.
- *GA Journal Update* – Tom was the first editor of the GA Journal of Student Affairs. The current journal that is coming out is on assessment, and Tom stated that he wants to brainstorm good/special topics for the journal.

Kathy suggested doing something about crisis management since the Virginia Tech incident. Nicole suggested grieving, and Kathy also recommended supervision of the different generations.

- *GACOPERAS* – Paul suggested a new name for the newsletter like “The Peach Connection” and then asked how often the newsletter is produced. Nicole stated that it has not been produced in probably over two years. Paul suggested e-mailing the newsletter, and highlighting a Graduate Assistant or a New Professional in the newsletter. Kendall suggested highlighting the GCPA award winners from the conference along with the new board members.

Cecily is supposed to be helping Paul with the newsletter. However, Kathy pointed out that she hasn't been to a board meeting in over a year.

- *New Leader Development Task Force* – Currently only Kathy makes up the task force. Ron suggested that sector reps be on the task force.

Kathy has made contact with Dianne Cooper from UGA, and Dianne is interested in GCPA helping with the Winstitute. Kathy also stated that she wants GCPA to take a bigger role in the New Professionals Workshop.

- *Community Service Initiatives* – Kendall stated that \$275 was raised this past year from GCPA. HandsOn Georgia is trying to help out. Kendall suggested different volunteer projects we could do at the next conference. However, Ron suggested GCPA “adopting” one area that we could constantly focus on.

D. ACPA Updates

- *2007 ACPA Convention Updates* – Overall, the convention was GREAT! GCPA co-hosted the reception with South Carolina. Attendance was lacking at the reception due to UGA hosting their reception at the same time.
- *Dual Membership* – Debbie said we can seek bonding through ACPA because of our allegiance with them. Nicole said that we'll seek more information on insurance, and that she and Eddie will try to get more information in general their retreat.

Both Tom and Nicole stated that they think we need to be incorporated with ACPA. Tom stated that GCPA legally exists because of our charter through ACPA.

- *State & Division Leadership Retreat* – Nicole asked the Board Members to think of any questions or comments for her and Eddie to take to the retreat with them.

E. Other Upcoming Workshops In State and Region

- *February 2007 Retention Drive-In* – We were behind time, so Tyra decided to report on this on Tuesday.
- *Sustainability Drive-In* – Tyra reported that the workshop was canceled due to low interest.
- *Institute on College Males* – Nicole will be presenting at this conference, and she encouraged us to promote it at our institutions. She also stated that ACPA is hosting a reception at the Hyatt Regency in downtown Atlanta for members of ACPA. GCPA board members should be their to set-up and help recruit new members.
- *New Professionals Workshop* – This is the 14th Annual New Professionals Workshop, and registration is \$15/person. GCPA decided to hold a board meeting at the conference. During this time, we can also try and recruit new members. Kendall suggested a flyer for GCPA as a recruitment tool. Eddie suggested a display board, and Ron suggested hosting a speaker during lunch. Ron also suggested the “new professionals” joining GCPA when they register for the workshop. Ron and Kendall volunteered to talk with Paul at GC&SU about collaborating our efforts with him for the workshop.

IV. (6:30 pm) Adjourned for Dinner

Tuesday, May 1, 2007

V. (9:05 am) Nicole called the GCPA Board Meeting to order for New Business.

A. Introductions of 2007-2008 Executive Board were made – Tom Walter was no longer with us. However, we gained Rickey Walker, Keith Cobbs, Nia Haydel, and Kujua Sanders-McMurtry. Dr. Ratford also gave us a warm KSU welcome!

- *February 2007 Retention Drive-In* – Tyra stated that only 20 people attended the workshop, and that we didn’t come close to breaking even. We brought in \$400, but we lost around \$1500 from the facility rental and the facilitator. Tyra said she anticipated about 40-45 attendees; however, only 20 registered. Nicole questioned why we are paying so much when the board only approved \$800.00. Kathy proposed that the board just pay what is owed and move on. Debbie stated that we won’t be overdrawn if we go ahead and pay the outstanding bills from the workshop.

After much budget discussion, Tyra was asked to follow-up with Carole Middlebrooks and Verizon Wireless about money they owe us from the conference. Kendall is also supposed to follow-up with Bruce H. (NASPA) about money from the conference.

Conference costs: \$9858.84 / Conference revenue \$6575.00

Current Outstanding debt: \$1958.02 (drive-in workshop) & Retreat costs \$200.00

Debbie moves that we pay any outstanding bills. Tyra seconds the move; Two oppose, and everyone else is in favor.

- B. 2008 GCPA Conference Presentation – Brooklynn gave a detailed power point presentation. After discussion, Debbie made a move to go with February 27, 2007 – February 29, 2007 at the Jekyll Island Club. Ron seconded the move and all were in favor.

Eddie suggested to Brooklynn to drop the numbers for food on Wednesday night and Friday morning. The GA Network covers the lunch speaker, and GCPA usually only pays travel for the speaker. The conference fee should remain \$135 like last year, and we are hoping for 100 attendees.

Possible exhibitors: AJC, Jossey Bass or Wiley, and Repla Prints.

Debbie suggested putting sponsors on the website and our mailings.

Eddie and/or Brooklynn are taking ideas for speakers, and LaShandra is handling hospitality.

- C. 2008 ACPA Convention – Eddie stated that the dates are March 29th – April 2nd. It will be held at the Hyatt Regency and the Marriott in downtown Atlanta. Eddie stated that Dan Morrison will be the program chair, and Kathy Alday is working with Charlie Bowen for exhibitors. Countess Hughes at Emory is working on hospitality and volunteers. UGA is heading up registration, and Dianne Cooper has committed the Graduate Students at UGA to help in anyway possible.
- D. Survey Results – Paul distributed copies of the on-line survey statistics. Overall 100 individuals were invited to take the survey; 44 of these individuals visited the site, and 40 completed the survey.

VI. Pictures

VI. Lunch

VII. Strategic Planning – Nicole asked everyone to complete Part II of the Executive Board Member Assessment of GCPA. Then, we broke away into groups and worked on Part III. The groups consisted of:

- 1) Sector Reps and Eddie
- 2) Chairs
- 3) Executive Board

List expectations you have of the collective Executive Board for meeting the needs of the GCPA membership-

- Highlight membership incentives
- Momentum
- Pro-active & follow-up/accountability
- Increase membership dues for revenue
- Executive board members at drive-in workshops
- Define roles for executive members and committee chairs
- Analyze available data and collect objectives
- Focus on new professionals and get them involved
- Regular follow-up and assessment after events for feedback

List goals that the GCPA Executive Board should have this year to better serve the membership populations-

- Executive Board Meetings year round – July, September, November, & February
- Visibility with other programs – GHO, New Professionals, etc.
- Direct communication with membership – news, journals, list serves
- Make website more functional
- Sector reps serve as campus liaisons
- Two drive-in workshops per year with dual topics (one north & one south)
- 07-08 GCPA calendar of events to distribute at the Sept. 7th board meeting
- Immediately appoint a membership coordinator to work with David
- Develop more effective communication strategies
- Talk to those dissatisfied w/ GCPA – more than a survey – maybe focus groups

List drive-in workshops that you would like to see offered to our membership body-

- Undocumented Students
- Crisis Management
- Retention
- Six-Sigma
- Customer Service
- Campus Crisis
- Civility
- Engaging in Difficult Conversations
- Assessment

List strategies that can be implemented to increase GCPA membership-

- Have each executive board member recruit 3 to 5 people from their institutions
- Have sector reps make sight visits to colleges with Higher Education Programs (GA Southern and UGA)
- Update website and develop a GCPA brochure
- Marketing – mailers, emails, consistent contact
- GCPA reps at all conferences and meetings
- Define our niche
- Webinars for professionals and undergrads
- Change sector reps from Georgia representatives to Functional representatives (ex. Greek Life, etc.)

List membership incentives for GCPA members to maintain membership-

- Give people what they pay for
- Newsletter
- One free drive-in workshop with paid membership
- Prize for member who brings in the most new members
- Prize for member who brings in most expired members (must have been out for at least 2 yrs.)

Eddie suggested raising our membership fee from \$20 to \$50. However, if we do this we need to offer incentives. Nicole said she will see how much other states charge for membership when she and Eddie attend the conference in July. Then we will revisit the

idea of increasing membership fees. Nothing can be voted on until the general business meeting at the conference in February.

Nicole stated that she will create a formal letter with sector rep information that can be e-mailed out to members. Nicole will also speak to David about getting the database information. Debbie recommended that an updated copy be e-mailed to the President at the beginning of every month.

More Budget Discussion – Nicole contacted both Debbie and Don (past president) about spending money for the retreat, and they both gave her the go-ahead. Debbie stated that by the July meeting, she will cash the CD in if need be. Eddie stated that he is concerned about money between now and conference in February when we typically bring in revenue. Nia suggested having drive-in workshops in the summer when people typically have downtime. However, the board didn't feel like they have enough time to get a profitable drive-in workshop together.

IX. Next Meeting Date – July 23rd. Nicole will make the final decision as to where the meeting will take place.

X. (4:40 pm) Meeting Adjourned

Respectfully Submitted,

Jami Lin Kuhns

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