

**STATE UNIVERSITY OF NEW YORK CAREER DEVELOPMENT ORGANIZATION, INC.
BOARD OF DIRECTORS' MEETING**

September 16, 2011 Board Reports & continued on 9/23/11

Location: Conference Call

Present: Donna Pesta, Toby White, Holly Horn, Lynn Rogers, Suzanne Paddock, Arlene Kaukus, Amie Vedral, Lisa Allen, Tracy Collingwood, Marcia Brady

Excused: (on 9/23 conference call): Tracy Collingwood & Marcia Brady

Call to Order: 9:05 AM

Adjourned: 11:51 AM (will have another conference call on 9/23/11)

BOARD AND COMMITTEE REPORT SUMMARIES

SUNY System Administration- Marcia Brady

1. Welcome to new staff member in the Office of University Life & Enrollment Management - Cariann Quick, Assistant Director of Student Affairs Programs. Cariann received her undergrad degree at ESF and grad degree in higher education administration at UAlbany. Cariann will be working in the area of disability services, veteran's affairs, voter registration as well as student and campus recognition programs.
2. Calendar of Events (see attached) shows upcoming meetings for many of the SUNY professional groups in the student affairs arena that work with the Office of University Life & Enrollment Management. Upcoming events include Senior Staff Orientation, Student Assembly fall conference, etc. College fairs are currently taking place across the state, as well as OpInform for high school counselors.
3. The Power of SUNY presentation from the SUNY child care conference (see attached) includes information and data on current high school graduation rates, data on number of students taking remedial coursework in two and four-year institutions, and map of education pipeline sites.
4. SUNY Campus Alliance Networks will be collaboratively developed and implemented to expand academic resources and course availability for students.
5. Twenty-three SUNY campuses were recognized as being "military friendly" by a top-rated national military publication.
6. Cradle to Career Networks: Pathway to Education Reform forum was held recently at Monroe Community College; the forum highlighted promising practices in education reform including Strive a national cradle-to-career framework founded by Chancellor Zimpher.
7. SUNYCDO meeting scheduled for November 18th here at SUNY Plaza. Meeting rooms have been reserved (N102 and front courtroom). Lisa Kelsey will contact Donna Pesta to arrange for food order, names for front desk, etc. Ed Engelbride, Associate Provost, will give SUNY update to the group; David Lavalley, Provost, and Johanna Duncan-Poitier, Senior Vice Chancellor for Community Colleges and the Education Pipeline, will be invited to meet with the group.

President's Report- Donna Pesta

ACTIVITIES SINCE LAST BOARD MEETING

- José Miguel Longo (SUNY Oswego) has agreed to act as the Technology Chair.
- An external hard drive has been purchased to safely store the website content.. The Secretary/Treasurer will maintain possession of it.

ACTION ITEMS

- Determine the policy for transferring memberships. **The board would like membership feedback regarding a possible bylaw change that would allow the transfer of membership within an institution. Toby White will begin the process of proposing a bylaw change by opening it up to membership for discussion.**
- Determine if the \$500 Travel Stipend should be renewed for 2012-2013.
 - How many people used it, how much was spent, and can we afford it? **3 board members used it last year (\$715.91). The organization cannot afford for each board member to use \$500.**
 - Does anyone anticipate having to use it this year? **Some board members expressed they may have to use some of the travel stipend. The board will set aside a \$500 (total) emergency travel fund for board members.**

QUESTIONS FOR BOARD FEEDBACK

- Due to concerns over budgets and travel expenses, should we adjust some components of the conference to more efficiently use time?
 - Move the Board meeting to Wednesday morning. This would allow more time for board members to get to Long Island.
 - If we do keep it on Tuesday, should it be moved to later in the day to allow more time for travel?
 - Move the Director's Meetings to Thursday breakfast.
 - Move the Business Meeting to Thursday lunch. The meeting that was held at breakfast this year had low attendance.
 - **Holly Horn will take potential ideas to the 2012 conference co-chairs for possible changes to the Conference schedule.**
- Are there any topics or people we would like to discuss or invite to the Board Meeting on November 18th?
 - Jill Lansing, Director of Education Pipeline Strategies?

Secretary/Treasurer's Report- Lynn Rogers

Checking account balance - \$ 35,366.14

CD Balance - \$ 11,119.95 (both CD's will mature in November 2011)

Total CDO Assets – \$46,486.09

Should be noted that this balance is a result of CD's being cashed in by Kathy Carrol, when she was treasurer. Based on the 2010-2011 final budget, SUNYCDO needs to monitor spending as if it were not for the CD's being cashed in during the 2008 year, SUNYCDO ran in the red by \$556.49 (after the 2011 conference profiting \$2,014.85)

ACTIVITIES SINCE LAST BOARD MEETING

- Met with former treasurer Megan Stewart to go over financial records
- Transfer of signatures from previous board members to new board members with HSBC, and Bank of Utica
- An external hard drive has been purchased to safely store CDO documents, as well as the website content.. The Secretary/Treasurer will maintain possession of it.
- Monitoring and balancing CDO Budget
- Working on financial plan with Toby
- Researched (with member relations-Lisa Allen) the potential to pay for dues and conference registration with a credit card online. PayPal is an option, but there is a 2.5% service fee.

ACTION ITEMS

- Should we move forward with the PayPal option or another online payment option?
- Should I renew the two CD's? One is for 3 months, the other is for 12 months.
- **Lynn Rogers is going to investigate 3 month CD rates to see if the organization can get a better rate than what is currently being offered by the Bank of Utica.**

QUESTIONS FOR BOARD FEEDBACK

- Based on the selling of HSBC Retail locations to First Niagara, how does this affect SUNYCDO Checking account? Should I explore other options? Are there other banks that operate across NYS for easy access for future treasurers?

Do not investigate other options at the time, remain with First Niagara.

President-Elect – Toby White

ACTIVITIES SINCE LAST BOARD MEETING

- Working on Financial Plan with Lynn
- Setting up time frames and action plans for 2012-2103 elections

QUESTIONS FOR BOARD FEEDBACK

- Did anyone sign up for the Long Range Planning Committee? **Yes John McGowan.**

Member Relations – Lisa Allen

ACTIVITIES SINCE LAST BOARD MEETING

- I have cross checked the membership list with who is on our listserv, web site and LinkedIn account. I have sent 2 reminders to people who are on any of those and/or were members last year letting them know the deadline to renew was 9/1/11. This prompted a few people to pay.
- There are 111 paid members. There are 15 people who have indicated that they will be renewing or joining but I have not received any information from them yet. There is 1 member who attended the conference and still has not paid. There is 1 member who sent in a membership application but I still have not received payment. There are 14 members from last year who I have not heard back from on whether they are renewing.

- Requests for payment of membership dues and conference registration online have increased. Spoke to Lynn Rogers (treasurer) to find out if there was a way to make this possible.

ACTION ITEMS

- How do we want to handle members who leave and are replaced but have already paid?
 - Currently bylaws do not allow for transfer of membership. The board chose to solicit the membership for discussion and will follow the process for a potential change in the bylaws.
- Should we let nonmembers join our LinkedIn group? I am attaching the feedback I got from members when I sent it out over the listserv.
 - Board voted that employers would be permitted to join the LinkedIn group only, NOTE: this does not apply to SUNYCDO membership
- Can Lynn and I begin researching a way for people to make credit card payments? There seems to be a lot of people requesting this.
 - All agree to begin researching. Paypal may be the best option.
- How long should I wait until removing people from the listserv and web site? The deadline was 9/1. My thought was to send an e-mail on 9/19/11 letting them know they will be removed from the listserv, web site and/or LinkedIn page on 9/30 if I don't hear from them before.

Board agreed that payment needs to be received 9/30/11 or Lisa Allen will remove from the CDO listserve.

LinkedIn

 - Board agreed to invite employers who have participated in REACH to join.
 - LinkedIn group will be encouraged to increase discussions on LinkedIn.
 - All SUNY Career Development role professionals will be permitted to be part of group.

In an effort to increase membership, Lisa Allen will reach out to career offices and related offices, per the bylaw criteria, such as Internship coordinators and CSTEP to encourage membership in SUNYCDO.

Professional Development – Holly Horn

ACTIVITIES SINCE LAST BOARD MEETING

- Solicited volunteers to serve on this year's committees using Google Documents – resulted in 9 volunteers
- Updated committee chairs with volunteer lists from conference and electronic sign-up form
- Announced additional free professional development opportunities through the website
- Have been in contact with a rep from INROADS who is interested in conducting a webinar about the program for our members.
- Conference 2012 planning is well underway (Chairs: Nikki Barnett & Cathy Parker).
 - Draft budget has been developed and submitted for approval
 - Extensive info for inclusion on website (including travel recommendations) has been developed.

- Site Selection for conference 2013 underway. (7 committee members, Kerrie Bondi chair)
11 possible sites and are looking to have a proposal by January 2012.

Timeframe:

- September 16 - research of the 18 counties completed and viable options sent to Chair for distribution to committee
- October 14 - connections with sites on the list and determination of affordability made using per diem link
- November 18 - visits to sites completed and proposals requested
- December 16 - committee vote on proposals received
- January 6 - proposal sent to CDO board for approval
- Committee members have been assigned several counties to research based on the following criteria:
 - 90 sleeping rooms
 - 3 breakout meeting rooms
 - 1 ballroom for our large gatherings including meals
 - Fun activities at the site or nearby

Over 10 sites have been found with just half of our counties searched

ACTION ITEMS

- Vote on conference 2012 proposed budget
- All in favor- budget passed.

QUESTIONS FOR BOARD FEEDBACK

- There are 2 casinos in central New York that would work. Should we continue to explore these as an option for CDO? Just as a reminder, NACE has held their conference in Vegas several times.
 - Are there SUNY rules against? Donna Pesta will ask Marcia Brady if there are any SUNY Regulations that would prevent this.
 - Conversation moved to potentially increase non-member conference registration fee.

ANNOUNCEMENTS

- Brandy Smith changed jobs and is now the Recruiting & Assessment Coordinator in the Binghamton CDC. Because of this, she has had to pull back from her involvement with SUNYCDO.

Employer Relations- Tracy Collingwood

ACTIVITIES SINCE LAST BOARD MEETING

- Backend development of the SUNYCDO job/internship posting form is almost complete. The form is scripted with PHP dynamic language and a MySQL database has been built to store data. This is currently being tested and database security measures are being incorporated.

ACTION ITEMS

- Will be attending a Senior Staff Orientation for SUNY System Administration in Albany on September 21-22. Chancellor Zimpher and other key representatives will be attending. The SUNY strategic plan and budget issues will be addressed, including sector meetings and group sessions.

QUESTIONS FOR BOARD FEEDBACK

- Job/Internship Posting Form – In addition to e-mails being sent to designated employer relations representatives, do we also want the data displayed on a web page, most likely on a password protected page on the www.sunycdo.org site?
- Looking for ideas/suggestions for building the Employer section of the SUNYCDO website? Besides adding the job posting form, how can we make this more valuable to employers?
- Possible topics/guests to invite to the Board Meeting on November 18th:
 - Jill Lansing, Director of Education Pipeline Strategies
 - Johanna Duncan-Poitier, Senior Vice Chancellor for Education Pipeline
 - David Lavallee, Executive Vice Chancellor and Provost

New Member- Amie Vedral

ACTIVITIES SINCE LAST BOARD MEETING:

- Sent out personalized welcome emails to the three new members that have joined SUNY CDO since May.
- Responded to inquiries from new members regarding the 2012 Annual Conference

Two Year Director Liaison- Suzanne Paddock

ACTIVITIES SINCE LAST BOARD MEETING

- E-mail to Bobbie Karp welcoming her to the VP Liaison position
- Phone call to Bobbie Karp- discussed the role of the liaison position, issues Directors may want to discuss, and discussed the importance of having Directors be able to meet with SUNY Central Admin during November's meeting.
- E-mail to the Two Year Directors: introduced Bobbie as our liaison, encouraged questions/ concerns needing Board feedback to be sent to me, and save the date for November's Directors' meeting

ACTION ITEMS

QUESTIONS FOR BOARD FEEDBACK

- 1) As the board is addressing membership questions, we still have a two year institution that has requested an institutional membership level. Are we to continue with the same "work around" from year to year or do we also want to make a decision on Institutional membership as well? Currently we have discussed allowing memberships to be transferred . . .when the previous Board discussed how to differentiate between individual and institutional membership, one suggestion was to make institutional memberships transferable.

Board has chosen not to pursue institutional membership at this time. If an institution requires institutional membership, the board will look at it on a case by case basis. A note will be added in the Membership Relations manual.

- 2) Travel expenses and perceived value (why travel 2+ hours one way for an hour and half meeting?) have been barriers preventing some Directors to travel for Directors meetings. To encourage more participation at November's meeting can we develop a meeting schedule that will allow Directors additional opportunities/meetings while at SUNY Central? Likewise to increase participation at the meeting in June, can we integrate the meeting within the conference schedule, rather than host it prior to the conference?
Time has been built into the November 18th board meeting for 2 and 4 year directors to have a joint meeting to discuss the "fact sheet" concept from 1:00-3:00 pm.

ANNOUNCEMENTS

HCCC's Student Employment Program was recognized in the Joseph Isadore's Best Practices in Student Affairs 2010-2011.

Four Year Director Liaison- Arlene F. Kaukus

ACTIVITIES SINCE LAST BOARD MEETING : Initial contact with Four Year Directors introducing myself. Working to schedule a Four Year Directors meeting before the November Board meeting.

Arlene Kaukus will be setting up the four year director meeting for October or November.

ACTION ITEMS:

1. Request the SUNYCDO Board to authorize the creation of a "fact sheet" that articulates the contributions that Career Offices make to student success to be shared with SUNY Administration; **came out of Conference board meeting, to present to Marcia Brady about helping with strategic plan.**
 - **CDO has done something similar in the past for employers. Donna Pesta went through old documents and will send it out to board members,.**
2. Request the SUNYCDO Board to gain clarification on the status and development of the Chancellor's Report Card and Metrics system and how we can contribute to this effort **Ed Engelbride will address at November board meeting.**
3. Request the SUNYCDO Board to authorize a group to look at ways a common upon graduation survey instrument might be designed that identifies the outcomes that are most important and relevant to track and report
Table for November board meeting when we hear more about the report card etc from Ed Engelbride.

QUESTIONS FOR BOARD FEEDBACK:

Given the fact that I am not only new to SUNY but also new to SUNYCDO, what is the best approach to advancing the items outlined above.

New Business

Next Board Meeting, Friday, November 18, 2011 in Albany