



WCPA Executive Board Meeting

Friday, December 11th, 2009

10 am – 4 pm

Wilderness Resort & Conference Center, WI Dells

Lake Delton Board Room

<http://www.wildernessresort.com/resort-directions/resort-directions.html>

- 1) 10 am - Wilderness Tour and Meet and Greet (Jon, Ashley, Brooke)
 - Meet in Lobby of Conference Center
 - Group took a tour of facilities and looked at both conference space and guest rooms. Scott Kivimaki will look into pricing options for two and three bedroom condos.
 - Jon and Ashley will get make additional room requests for SA 101 and see if we can move breakout sessions to Tundra and/or Sandstone rooms. Will request classroom setups for all breakout sessions. Will talk about combining Sandstone 2 and 7 for general sessions.
 - Concern about size of some rooms, especially for ASCA meeting. Jon and Ashlie will check on this.
 - Will verify room rates, including resort fee.
- 2) Team builder
 - Skipped the team builder for time sake
- 3) Conference 2009/2010 Planning (Jon & Ashley) - 1 hour
 - a. 2009 Conference Evaluation Review
 - Jon and Ashley reviewed conference feedback and provided handout with major themes
 - b. 2009 Conference Feedback From Board
 - Need to continue to tap presenters who we know are doing good work and ask them to present.
 - Need to draft a letter to the Chula Vista about not coming back next year. Will be sure to commend Renata for her help and service.
 - Need to consider our identity and who we are trying to target to the conference. Do we embrace the graduate student/new professional population and engage the senior professionals in helping with content delivery? Do we consider a mentoring piece? Need to continue tapping "seasoned" professionals to help present and balance that with providing opportunities for entry level professionals and graduate students to present.
 - Perhaps need to examine mission and the vehicles for achieving mission. Two different missions currently exist – on the web and in the bylaws. Will reexamine at the spring meeting. Different from other organizations by moving away from functional areas and marketing ability to have a different experience than what one can have at a functional area conference. Board members should commit to talking to five people back on campus to help generate some ideas.
 - Keynote did not get good reviews due to lack of dynamic speaking.
 - c. 2010 Conference Priorities
 - Jon and Ashley will work on a schedule to reflect our priorities or providing speakers, networking opportunities, social events, etc.
 - Finding new ways to connect to participants – Twitter, Facebook, Google Wave, etc.
 - Integrate registration with PayPal more so that people don't get confused about submissions.
 - d. 2010 Theme

- Keep theme broad
 - Social networking theme (suggestion from Carolyn)
 - e. 2010 Keynote Speaker
 - Challenge in balancing dynamic speakers with strong content base. Motivation and entertainment may need to be part of it to maintain the audience. Consider selecting people we've seen.
 - If we will spend more money, ask for more from keynote- large session and small breakout
 - Should we move the keynote to the kickoff and not provide that experience to SA101 participants
 - CEO of Goodwill – Don Patterson (suggestion from Matt))
 - Chancellor Joe G. from UW-LaCrosse (suggestion from Ashley)
 - Vernon Wall (suggestion from Ashley)
- 4) 2009 Student Affairs Wrap-up (Paul) 15 min
- Three tracks providing for a more specific experience AND allows students to come back three years in a row and get something different. Students self-selected into a track.
 - Past presidents emailed and asked who wanted to be involved
 - Important to incorporate different experiences, some shared and some specific.
 - 37 of 58 participants completed survey.
 - 86% heard about SA101 from supervisor; many juniors and seniors. Most students in exploring.
 - Registration got good reviews
 - Like lunch with WCPA but need to make their presence more beneficial to them. Spots at each table reserved for students?
 - Liz not received well by students; need to balance content with "entertainment"
 - Liked the track concept
 - Exploring: liked learning about different areas of student affairs and graduate/new professional panel; get grad student and new professional commission involved. Get rid of current trends piece.
 - Committed: students appreciated goal-setting and action planning and enjoyed working with past presidents. Desire to talk more about things they could do on campus to prepare for the search.
 - Searching: OPE/Placement exchange info was well received. Seasoned professionals panel and case study very well received. Some students felt there was a residence life bias.
 - Personal Assessment and Action Planning Sheet: some didn't use it, but building in the time to discuss next steps is really important.
 - Lunch was a great way to end the experience. Talked about how to keep the conversation going on after the conference was over.
 - Desire to see more scholarship opportunities; connecting with SA101 alumni; more time and more sessions; include opportunities to talk with more graduate students about their current experience
 - Can WCPA commit to a sustained approach to undergraduate student affairs preparation throughout the year?
 - Additional in-services and workshops
 - Additional scholarships and financial support
 - Facebook groups for SA101 cohorts
 - SA101 alumni newsletter
 - Can WCPA build institutional support throughout the state for SA101?
 - Building relationships with CSAO's in UW, Private, and Technical College System
 - Who takes ownership for this effort on the executive board.
 - Past Presidents may work as a network, but will not solely be able to achieve this goal.
 - Discuss combining or paralleling the registration process.
 - Brainstorm other marketing techniques and publicity options.
 - Keep the mentorship and preparatory feel of SA101
 - Provide opportunities for Past Presidents to get involved at different commitment levels.
 - Keep the communication with SA101 alumni frequent and sustained.
 - Keep the high level of executive board involvement; perhaps more specific roles for people.
 - Obligation to use silent auction funds to subsidize scholarships. Or, do we go free?
 - Suggestion to do 10 SA101 scholarships for 2010

-Extend SA101 to begin Friday morning? Attend professional sessions in the morning.

5) WCPA Spring PDI April 16th, 2010 at UW-Milwaukee (Angie) - 45 min
"Student Learning: Building Student Affairs Capacity for Academic Collaboration."

- Discussed a number of presenter opportunities
 - Carolyn will talk to Aaron Brower and Cal Bergman
 - Luis will talk to Brenda Obern about a session on building capacity
 - Angie will work on getting registration page updated and get information to Matt over break.
 - Angie will follow up with other suggested presenters
 - Will include time for Commissions to meet

6) Commission Update (Paul / Carolyn)

- Diversity and Social Justice Commission - Mai Lo Lee, UW-Green Bay, lom@uwgb.edu
- Graduate Students and New Professionals Commission - Sheila Keaton, UW-Madison, sajensen@wisc.edu
- Leadership and Involvement Commission - Tonya McKenna Trabant, UW-Madison, trabant@wisc.edu
- Mental and Behavioral Health Commission - Jenny Gabler, UW-Eau Claire, gablerja@uwec.edu
- Professional Development Commission - Maigan Wipfli, UW-Eau Claire, wipflim@uwec.edu

-Listserve important for maintaining current list of commission members and a way for people to get in touch quickly and easily. Chairs need to be taught on how to use the listserve.

-Paul sent an email to all chairs and is going to do 30 minute orientation call with each new leader. Will do a conference call with all chairs the week of January 4 or 11 to discuss all expectations and get on the same page; make sure chairs have the tools they need to be successful. Will plan to do a conference call every few months and plan to meet face-to-face at PDI, conference, and summer retreat.

-Each commission should at a minimum have successful ways of communicating and planning a program and/or contributing to the newsletter.

-Matt has established "blog type" websites for each commission so chairs can log in to add posts, links, articles, etc. Matt will notify Paul when they go live.

-Matt also proposed new Commission listserve names that are more concise. Need to ensure chairs are communicating to Matt when new members are added.

7) Membership/Newsletter Updates (Luis) - 15 min

-431 members currently

-Double checking if folks who attended conference are actually members. About 50 conference attendees are not members. Send a follow-up email to non-members encouraging them to sign-up.

-Matt is working on building in a system where people only need to register once and update information once, and then info automatically populates.

-All executive board members should check their information on the website and make sure it's current.

-Newsletter articles due no later than January 22. Paul will notify Commission Chairs.

-Matt and Luis will work on updating info pages on website from old website content.

-Consider opening up newsletter to general membership to write articles. And, solicit articles/perspectives from students.

8) Technology Updates (Matt) – 15 min

-Board voted to have Matt purchase the extra cables and tech supplies, a replacement laptop, four additional projectors, and an extra projector bulb for approximately \$3,000.

9) Budget Update (Carolyn/Peter) – 15 min

-Carolyn provided copy of updated WCPA budget. WCPA is very fiscally sound with just over \$22,000 in the account.

-Carolyn will send updated budget to Matt to post on website.

10) How might WCPA help undergraduate student organizations? (Angie) – 30 min

-Consider building in a position down the road for undergraduate engagement; for now consider integrating pieces into existing positions.

-Should we build in a piece to professional conference for undergraduate students who want to attend? Would need to build in opportunities to process what they are experiencing.

-In-state travel opportunities for professionals to talk with students about student affairs topics; a consultant group?

-Figuring out who serves as campus liaison to these groups.

-February workshop for students? A PDI type experience?

11) Future Meetings

a. Meet on April 15th, 2009 before the PDI on April 16th, 2009 – UW-Milwaukee

-Will meet the afternoon prior to PDI

b. Summer Meeting: Week of June 7th

i. Proposed: June 10-11th & WI Dells Wilderness

12) Other items? Questions?

-ACPA – the board decided that we would not pay for a table.