



AAWCC Board Meeting Chemeketa C.C. in Salem, OR



September 20, 2013

Attendance: Lynn Irvin (VP of Fall Conference), Donna Lewelling (VP of Summer Conference), Cherie Maas-Anderson (Co-President), Karin Magnuson (Past-President), Carol McKiel (VP of Membership/Registrar), Deb Nicholls (VP of Records), Donna Zmolek (VP of Communications)

Absent: Melissa Aaberg (Webmaster), Julie Kopet (President-Elect), Joanne Zahn (VP of Finance),

CALL TO ORDER

Cherie called the meeting to order at 10:30 a.m.

AGENDA CHANGES

Added: Women in Higher Education

DISCUSSION ITEMS

Women in Higher Education – Jan explained that the group sent her an e-mail regarding collaborating with OILD. They want to get connected with our group so that they can share our information in their newsletter and so others can connect with the OILD speakers, etc. However, we aren't sure if the speakers want their contact information shared. Karin added that she too had conversations with WHE representatives and they are looking for collaborative opportunities. They offered to send their members the announcement about our conference. It was noted that OILD's capacity was limited. Karin thought that they may want to share resources and forums that could professionally support one another. Jan will continue to try to reach her by phone and will answer the email explaining OILD, etc. in more detail. We don't want the community college to get lost in any collaborative effort.

Approval of Minutes – Karin Magnuson's motion to *approve the minutes dated July 18, 2013, as amended*, was seconded by Cherie Maas-Anderson. Upon call for the vote, the *motion passed unanimously*.

President-Elect's Report – No report as Julie was not in attendance

Past-President's Report - Karin reported that she sent the updated By-Laws to Melissa to post on the webpage. Julie's contact information has been added to the awards letters and planning has begun on the silent auction. Karin indicated that she was missing the Community College Excellence award recipients for one year. Cherie suggested looking on the back of the program and that she would send that to Karin. Karin added that she still needed to contact Sue Marquette about the plaque.

Financial Report

- Proposal to National AAWCC - Cherie briefed the Board on national membership. Previously, the Oregon Board negotiated a special agreement with National for the small colleges (\$550 plus \$10/member). Institutional memberships are \$450 (Chemeketa and Lane). She's concerned about the per member fee as it uses all the Board's profits, which means that we cannot offer scholarships, etc. She proposed that the Board continue to pay the \$550 for all of the small colleges and then promote National membership to our members. National membership would be optional for our members and they would pay their dues personally if they chose to join (\$10).

Currently, Cherie submits a list to National of the members that attend an event during the year accompanied by a check at \$10/person. Concern was raised about the lack of acknowledgement for membership payments and benefits to the individual members from National as no communication regarding access, research, etc. follows to its members. At the Board level, membership with National is important for tax purposes.

Oregon is the only state with an organized state chapter.

Several options were discussed:

Option A

- Pay \$550 that includes all small colleges
- Pay National membership (\$10) for all Board Members
- Promote optional National membership at conference (\$10)

Option B

- Pay \$700 that includes all small colleges
- FREE National membership for President
- Promote optional National membership at conference (\$10)

Option C

- Pay \$550 that includes all small colleges
- Pay \$10/person for the first year National membership for any "new" members not in the "big" schools
- Promote optional National membership to all current members for only \$10 (a \$15 savings!)

We have to stay with the agreement this year so Cherie will go ahead and pay the bill. However, further discussion will occur at the Fall Conference. The options will be pitched to Julie Huckestein who will take the proposal to the National Board for future years.

- Summer Conference accounting resulted in a profit of \$1,753.84, which is good! The accounting system was very efficient; resulting in only one individual not submitting payment (but since has).

- Fall Conference accounting uncovered that nine people never paid. Discussion occurred on billing these individuals. Cherie noted that because it was last year's budget she was not able to bill them. However, Deb shared that even if it was from last year she would want to know if any were from her college so that she could personally make sure the bill is paid. Donna Z agreed, she requested the names of any Lane individuals for follow-up.

It was noted that the transition of personnel contributed to unpaid registrations as things weren't tracked as well as they could have been. Even if a deadline is set, there will always be a few that need to be followed-up on to ensure payment is collected. The registrar would send an email to sign up for conferences, track payments, and send correspondence and payment acknowledgements. Membership's role kicks in after a conference to build the database. These need to be two separate positions. Discussion occurred on updating the registration form to capture addresses. Karin mentioned that classified employees at Linn-Benton got their professional development funds back this year so they will be able to apply for funding. It was noted that campus systems for paying for conferences was not fully understood.

- JoAnne to prepare a financial report for November meeting.

NEW RECRUITS/VOLUNTEERS

Discussion occurred on several positions:

- VP of Communications (Donna Z to go on the ballot)
- VP of Membership (Mt. Hood, Sydney Eustrom – Jan and Julie to vet)
- At-Large Registrar (Mt. Hood, Heather White - Jan and Julie to vet)
- Past-President (Cherie)
- At-Large, Special Projects – Photographer –a separate position is NOT needed
 - Need to follow-up with Victoria/JoAnne to get the Summer Conference photos
 - We need one at each event and a board member could be appointed
 - It's important that the Conference Organizer be in contact with the photographer to ensure that specific photos are taken and to follow-up for accessing them in a timely manner.
 - Incorporate into the Archive position
- At-Large, Special Projects – Social and Digital Media
 - Responsible to make sure things get posted in a timely manner (i.e., photos, minutes, forms, etc.)
 - Combined with old Archive position
- Campus Contact –a separate position is NOT needed
 - best incorporated with president-elect
- On-line Store –a separate position is NOT needed – Melissa absorbing
- President-Elect (Carol McKiel to go on the ballot)

It was noted that Debbie Derr should be put on a breakout session panel of new presidents/administrators at Fall Conference.

Karin mentioned that she hoped to retire, but would like to continue being involved on the Board as a President Emeritus.

Jan wants to continue with the Board as the VP of OILD.

WEBSITE

An official report was not given due to Melissa's absence.

EVENT APP PRESENTATION

An on-line presentation was conducted on a meeting APP called Crowd Compass (a company located in Portland, OR).

Such APPs reduce the amount of papers disseminated, but are usually used with larger conferences than what our Board plans. The APP is fairly expensive (\$2,900 for one time; \$2,600/yr for two years; \$2,350/yr for three years) and while although the APP may be useful in some instances and may be the way of the future, it was the Board's consensus that it was not an expense that could be justified at this time. It was noted that there may be some 'FREE' conference APPs available that would benefit our specific association.

Discussion occurred on sponsors/vendors and better utilizing social media. To raise money, revenue could be collected by charging a \$200 vendor space fee for tables at the events and/or money could be saved if meal(s) were sponsored. Different levels of sponsorships were mentioned (i.e., vendor, corporate, etc.).

A new adjunct board member could create an APP for AAWCC Chapter Oregon. A breakout session for Fall Conference on APP/Social Media Planning for the AAWCC Oregon's Future could be presented.

It was noted that hardcopies of conference materials would always be needed for non-techie people, but that APPs are the way of the future. Jan and Donna L will help develop a session and they will work to get three to four people outside of the Board to facilitate the session's presentation/conversation. This is to be different than the past APP session on what people were using – this is much more focused.

There could be two sessions – *Using Social Media to Support What's Happening at Your College* and *What APP Would Enhance Your AAWCC Experience?*

NEWSLETTER

Donna Z reported that she was still gathering information for the first newsletter. She requested the new logo; Cherie to send it to her. Discussion occurred on details of the Fall Conference, Board members, and OILD as she would like to include them. Carol to send Donna Z list of OILD attendees so she can gather statements on their experience, pictures, etc. Donna Z will visit with the photographers – Victoria and JoAnne.

SUMMER CONFERENCE RECAP

Donna L asked if we wanted to explore another location (i.e., Salishan, Hallmark Resort, etc.). She expressed concern about moving it from the Salem area and hurting attendance. Cherie shared that the evaluations indicated that some of the attendees were tired of the 'growing' theme and the location. She

added that some locations could not offer low enough room rates to make it attractive. Donna L to research alternate locations and bring proposals to the Fall Conference for further discussion.

FALL CONFERENCE

Lynn inquired about the awards. She needs more conference volunteers to assist with various duties. Cherie indicated that all of the scholarship recipients should be volunteering to help (i.e., speaker introductions, distributing tickets and surveys, etc.). Last year, they spoke with the speakers to find out if they wanted to be introduced or not. Carol to send out a notice to scholarship recipients soliciting their assistance.

A morning activity has not been set yet. Jan suggested asking Linda Riser about her group and see if the new PCC president Jessica Howard's rap performance could be incorporated. New badge ribbons were ordered and it was decided that they could be presented to the speakers with their name tags when they check-in. Cherie noted that the lodging reservation deadline is October 14 - we want to advertise a deadline to membership of October 7. Lynn and Cherie to meet with Embassy Suites to finalize the conference contract.

Discussion occurred on the Thursday night activity. Book discussion will take place simultaneously with the showing of The Logger's Daughter film, facilitated by Gwen Trice. The suggested books will be determined and sent out to membership in preparation for the book session. A possible breakout session may occur on Friday with Gwen Trice.

Cherie to visit with Dr. Allatia Harris on speaking topic(s).

Lynn requested the names of the scholarship recipients so that she can ensure the payment of their rooms. Deb to send her SWOCC's names. (There should also be one room included as part of Clatsop's scholarship recipients – need to check with JoAnne.)

Karin is working on the outgoing Board plaques. Discussion occurred on speakers' lodging and gifts (possibly Oregon made). The letters to presidents about luncheon are ready. Cherie requested an updated listing of the presidents from Donna Z.

Karin and Jan to plan the afternoon/evening reception from 4:30-6 pm.

It was decided that a Friday physical morning activity of Zumba or something could be offered for those that are interested. Cherie to ask Deanne Hardy if she's willing to offer Zumba.

Discussion occurred on a one-day rate. The Board's consensus was that a one-day rate would not be offered, but suggested that attendees find someone to share the registration with and for one to attend one day and one the other.

Breakout sessions needing facilitators or planning for this year (or next):

- Social media (Joan Campbell, Tracey Sims)
- Oregon AAWCC APP
- Presidents/Leaders Panel

- President (or two if a tag team) as keynote speaker
 - This may not work if OPC is scheduled at the same time
 - Journey from CCWD to Blue Mountain (Cam Preus)
- Any proposals that the Board may suggest/support

Cherie to meet with PCC graphic design students to design of the Fall Conference program.

Board members will 'tag' newbies with badge ribbons during the start of the conference.

A recap of the Board members' to dos occurred.

ADJOURNMENT

The meeting was adjourned at 3:30 p.m.

NEXT MEETING

November 6, noon @ Fall Conference Location (Embassy Suites in Tigard)

TO-DOs

Carol:

- Send out new Fall Conference registration e-mail including the October 7 lodging deadline
- Send out a call for proposals for breakout sessions
- Send out requests for awards
- Send requests for silent auction items to membership
- Send notices to all scholarship recipients in two weeks asking them to volunteer
- Disseminate information on optional Friday morning Zumba session to membership so people can plan accordingly
- Send membership the list of books to be discussed during the optional Thursday evening session
- Call or e-mail Donna Z for title of fiction book
- Send Donna Z the list of OILD attendees
- Meet with Jan, Julie, and Karin on introduction script and send to Lynn when finalized
- Work registration table with Deb
- Develop a final conference evaluation form that will include feedback on future Summer Conference locations and capture their college location

Karin:

- Order outgoing board plaques
- Send PDF of award letter announcements to Donna Z and Carol
- Visit with Jan to plan the afternoon/evening reception to create some sort of community activity to bring people together
- Meet with Julie, Jan and Carol on introduction script and send to Lynn when finalized
- Develop a conference announcements flyer (THE PAPER APP)
 - What's happening when
 - Upcoming events

Cherie:

- Contact Linda Riser regarding opening
- Send out president's letter after she receives an updated presidential listing from Donna Z
- Send Donna Z the new logo
- Meet with Embassy Suites with Lynn
- Visit with Dr. Harris on topic(s)
- Ask Deanne Hardy if she's willing to offer Zumba
- Meet with PCC graphic design students on the Fall Conference program
- Prepare a proposal letter the National about the dues
- Assist JoAnne (if needed) with preparation of financial report for November meeting
- Send Lynn bags and water bottles for speakers gifts
- Introduce Dr. Harris

Donna L:

- Visit with Jan on possible APP session facilitators
- Explore alternate locations for Summer Conference (Sun River, Medford, Oregon Gardens)
- Contact Cam about willingness/availability to do a presentation/session at Fall Conference
- Introduce Nancy Golden with Donna Z – send Donna Z what you plan to say
- Bring business card boxes for name tags at registration table

Lynn:

- Finalize contracts with Embassy Suites with Cherie
- Check with Deb and JoAnne on scholarship recipients
- Buy gifts for speakers
- Contact Cherie for water bottles and bags for speakers
- Follow-up with person that inquired about the 'one-day rate'
- Prepare name badges for speakers and attendees
- Determine who will introduce the rest of the speakers
- Calling Gwen to talk to her about the breakout session on Friday, the showing of The Logger's Daughter film on Thursday night, and to have her bring some videos for possible sale

Donna Z:

- Contact Tracy Sims on social media session with Tracy Sims – general - how to use it to promote your college/class/event
- Contact OILD attendees for statements on their experience, pictures, etc.
- Visit with Victoria and JoAnne regarding Summer Conference photos
- Add Call for Silent Auction items to newsletter
- Send Cherie an updated listing of the CC presidents
- Check with Mary about a fiction book for discussion and send title to Carol
- Introduce Nancy Golden with Donna L – send Donna L what you plan to say
- Complete fall newsletter

Jan:

- Contact Jessica Howard or Debbie Derr about a leader breakout session (or Julie)
- Work with Julie on new board members in preparation for ballot
- Visit with Donna L on possible APP session facilitators
- Visit with Karin to plan the afternoon/evening reception to create some sort of community activity to bring people together
- Ask Joan Campbell about facilitating a social media session with Tracy Sims – general - how to use it to promote your college/class/event
- Bring The Logger's Daughter video for Thursday evening activity
- Meet with Julie, Karin and Carol on introduction script and send to Lynn when finalized

Deb:

- Send Lynn the names of the scholarship recipients from SWOCC and other lodging reservation information
- Remind Board members of To Dos
- Work registration table with Carol

JoAnne:

- Prepare financial report for November meeting
- Contact Lynn and Cherie regarding Fall Conference scholarship recipients – Cherie will have scholarship applications for each and Lynn needs to know about lodging

Julie:

- Meet with Jan, Karin and Carol on introduction script and send to Lynn
- Order new banner
- Contact Jessica Howard or Debbie Derr about a leader breakout session (or Julie)
- Work with Jan on new board members in preparation for ballot

- Review website and Board members listed then check with the Board if there is a question about any listings
- Finalize the ballots, including By-Laws
- Prepare certificates for Excellence Awards
- Contact campuses not submitting Excellence Award nominations

Melissa

- Post award nominations on website
- Post newsletter on website
- Remove Michele Cruze from the Board Webpage
- View National AAWCC website, comparing AAWCC Oregon to it, and look for any benefit from it
- Research potential conference or social media APPs