

Present: M. McGinnis, M.E. Bayuk, E. Heasley, D. Hilton, J. Merkle, J. Puzycki, J. Landis, L. Verost, T. Eicker, T. Wigle, K. Miller, S. Rodgers, B. Mauro, D. Wilson, C. Strong, A. Sherman, R. Lunardini,

Absent: T. Steiner, P. Carter, and T. Baker

- I. Call to Order:** M. McGinnis called meeting to order at 9:10am.
- II. Roll Call:** In lieu of roll call, M. McGinnis asked for introductions so that new members could be introduced.
- III. Approval of Minutes:** K. Miller moved to approve, M.E. Bayuk 2nd.
- IV. Treasurer's Report:** J. Puzycki provided his Treasurer's report from May 1, 2004 – April 30, 2005. Current checking account balance \$10, 194.68. Savings account balance currently \$8,518.79. Total assets are \$8,713.47. Motion for approval by M. E. Bayuk, 2nd by B. Mauro. Discussion on membership costs from 2003-2004 year was begun. J. Puzycki pulled all costs from this year and identified any receipts that would be related to membership costs. Total came to \$1,973.17. It was determined that there were items that previously had been categorized as membership expenses that he currently lists as conference expenses (favors, banner, etc.). In addition, the individual holding the membership office had to bill PCPA for all mailings per her College's policy. R. Lunardini suggests that we have a separate category for "marketing" expenses. Board was reminded that the fiscal year runs May 1 to April 30. All in favor of accepting treasurers report.
- V. Member at Large Reports**
 - a. 4 Year public east: L. Verost reported that she e-mailed her constituents about upcoming board meeting asking for any issues/concerns. She had no feedback. In addition, she reminded constituents about the upcoming Keystone as well as the Annual Conference.
 - b. 4 Year public west: P. Carter absent. No report.
 - c. 4 Year private west: D. Wilson asked about membership reports, M. E. Bayuk to report later in meeting.
 - d. 4 Year private east: B. Clark has submitted her resignation
 - e. 2 year west: S. Rodgers present. M. McGinnis informed these constituents about the Keystone and upcoming events.
 - f. 2 Year east: J. Landis mailed her constituents and received 3 new members. She has been sending welcome e-mails to all new members in her area. J. Landis was unable to reach Dr. Arminio to schedule another visit to Shippensburg in the spring semester. Dr. Arminio asked that she schedule another meeting in the fall. J. Landis will be contacting ACPA members in her area that are not PCPA members (approx. 28 individuals).
- VI. Commission Chair Reports**
 - a. PCPA Membership report: M.E. Bayuk provided membership report and the marketing task force report. M.E. Bayuk read an e-mail from past-president George Gerhart. M.E. Bayuk asked if we should consider placing him on Emeritus status. Board decided to continue sending G. Gerhart newsletter information. His membership does not expire for a few

more years. He asked to be removed from the listserv, and that has been completed. J. Merkle suggested that one year after retirement the individual is then removed from membership status. It was expressed that it is difficult to track individuals after they are Emeritus status. Current membership is at 216, with 196 members on the list serve.

M.E. Bayuk introduced a special report from the PCPA marketing task force. PCPA has representation at 49% of 4 year institutions and 50% of community colleges. M.E. Bayuk offered the full list of schools represented should anyone be interested. M.E. Bayuk focused discussion on the following action items from the report:

*Press releases – M.E. Bayuk will design a template. When there are events or elections, she will send the individuals involved the template to complete and submit to their paper.

*Table set-up – Presenting PCPA in a more organized and professional light.

M.E. Bayuk asked the board to review the action plans. J. Puzycki suggested that some items may be handled by MALs. Discussion took place about making the Marketing Task Force a Sub-Committee under the Membership Commission, similar to the way the Communications Commission oversees the newsletter, web site, and journal. A budget for marketing the organization needs to be developed and submitted. B. Mauro suggested that some of these items be voted on so that action can be taken. R. Lunardi suggested that we might offer your 1st year of membership free of charge. We could then invite Chief Student Affairs Officers and/or new hires within the state. J. Landis suggested that if current members recruit, say, 5 members, that current member receives a free membership. It was also suggested that we focus on current ACPA member that are not PCPA members. D. Wilson asked the board to determine which demographic we are trying to recruit and focus the recruitment on that area. New professional membership is strong, but seasoned professionals are lacking. J. Merkle has suggested that for one year that everyone gets free membership. T. Eicker suggested that a board member who visits an under represented institution be able to “raffle” off a free membership. Motion made that at Keystone on April 29th and the networking night a membership be raffled. D. Wilson 2nd.

A. Sherman suggested that when an individual publishes in newsletter, receives an award, is elected to board, the Board would send a letter to the University president, etc.

J. Steel asked that a style guide be developed.

- b. Constituencies report: D. Hilton has no updates.
- c. Communications: C. Strong reported that the newsletter cycle for the year has been completed. She asked that we be mindful of themes and authors for next year. C. Strong reminded everyone that conference presenters will be asked to submit summaries for the newsletter. C. Strong asked for an update from the board on the progress of the Journal. B. Mauro advised that J. Crissman-Ishler of PSU has accepted the opportunity to serve as journal editor. C. Strong will forward information about the journal to J. Crissman-Ishler. J. Crissman-Ishler requested via L. Verost about the possibility to see if we can collect submissions online and begin ASAP. B. Mauro reminded us that the editor is not currently a board position.

C. Strong reported that M. Bauman has faded from involvement in PCPA though he has not officially resigned. B. Valentine has been assisting in the web development and is willing to serve as web master. It was stated that the web site content needs to be updated and utilized more. The question was posed if marketing task force items that relate to communications would be completed by the communications chair or the task force.

- d. Development: J. Steel reported that the scheduled April Keystones will be occurring. Thanks to J. Merkle for aiding in recruiting panel speakers. Currently 10 registrations on east side. J. Puzycki stated that he had received feedback from panelists stating that they feel they have not received information about details related to the day. J. Merkle asked that the board consider revising how Keystone is handled and/or assigned; we might want to consider having this board position be 2 people. Board recommended that at the host school we should offer free attendance at the sessions (not lunch). The board discussed providing a \$100 honorarium plus travel expenses. M.E. Bayuk made a motion to pay this to Keystone presenters, B. Mauro 2nd.

VII. Appointed Committee Reports

- a. Conference – Please see Old Business
- b. Faculty Liaison – R. Lunardini reported that SRU is hosting a student affairs grad program fair for undergrads. The date is Saturday, October 1, 2005. Schools represented will be regional. PCPA has been invited to co-sponsor. R. Lunardini suggested that we inform SRU that we would like them to host for a few years to establish the event and then as a state-wide organization we would ask that the event move from school to school. M. McGinnis reported that Michael Ignelsi from SRU spoke to her and spoke about co-sponsorship as well as financial support.

The Grady Roberts award information is now on the web and available to graduate students. R. Lunardini asked that the board encourage graduate students to submit.

- c. NBCC – T. Steiner absent – no report.
- d. POAC – J. Merkle spoke about the chief student affairs officer roundtable held at the annual conference. He asked if there was another angle POAC should take with this event. J. Merkle has been promoting PCPA membership and the annual conference with a consortium of Deans he belongs to. J. Puzycki suggested a mid-year lunch meeting of CSAOs. R. Lunardini suggested that after that roundtable a small panel of CSAOs present at a program time slot to let attendees know what CSAOs are thinking about/dealing with. B. Mauro suggested POAC sponsor a middle management retreat over the summer. M.E. Bayuk spoke about the staff assistants/administrative assistants having some sort of development as well.
- e. Historian – new historian will be C. Strong.
- f. Grad student liaison – T. Baker not present, but his report was read by M. McGinnis. B. Mauro asked about future grad student liaison's expenses being covered. Board decided to cover hotel and travel costs to meeting if their assistantship does not cover costs. Motion to support this was made by J. Puzycki, L. Verost 2nd.

VIII. Old Business

- a. Conference – M. E. Bayuk asked that the timeline be reviewed and call for programs be done at an early time frame. L. Verost reports that the call for programs is in draft form and ready for the committee to review. The committee is meeting this afternoon. Logo is coming together and will be presented to the committee. T. Eicker reported on speaker possibilities. Dr. John Saddlemyer from UConn was suggested and Todd has spoken with him. Dr. Saddlemyer is checking his calendar. Dr. Tom Ceddia, president of Shippensburg is very interested and willing to speak. Dr. Ceddia asked for \$1000 flat rate or \$700 in travel costs. T. Eicker asked if the board wants to consider Pedro Cortes as a speaker? M. McGinnis asked if we should invite Greg Blimling to our conference as an attendee. T. Eicker reported that they have an individual willing to head up a case study competition for new professionals at the conference. This event would occur during the registration time on Sunday, therefore not taking away from the programs or other events. It was suggested that POAC be utilized for judges. L. Verost has suggested that the new comers meeting be re-vamped. She suggested a “carnival” set up with different tables representing different areas of PCPA as well as representing the diversity of the membership (what member's functional areas are). President of the organization would be asked to speak/address the new members about our organization. There was a discussion of a follow-up new members gathering the following evening. Committee will present a budget at the June meeting.
- b. ACPA news – There's a governance structure evaluation going on. ACPA leadership have asked for CPA's/members opinions. AAHE has disbanded membership due to financial difficulties. President's of CPA

were asked for their list of corporate sponsors. ACPA has not determined if they will require this information or not. M. McGinnis received e-mail from the new chair of the standing committee of graduate and new professionals asking for feedback. Next conference is at Indianapolis. Our booth at the 2005 carnival went well.

- c. Network nights – Over 50 people attended the first event in Pittsburgh. 17 institutions were represented. Information was handed out on the Keystones and membership. M.E. Bayuk would like Tom’s list of attendees to pursue them for membership. It was mentioned that T. Baker may be interested in assisting K. Finley with professional development. B. Mauro and H. Newell are planning a June 2nd networking event – more information will be coming. It was mentioned that the 4 year private east MAL is vacant; the board might want to consider Holly for this position. R. Lunardini suggested that we consider asking a university to be a host for the networking events.
- d. **Strategic Plan** – M. McGinnis compiled goals sent by board members and provided the list. M.E. Bayuk will develop the goals for membership. C. Strong and A. Sherman will do the same for communication. J. Puzycki suggested bringing in a consultant to work with us in creating a working document. M.E. Bayuk asked that we survey membership. B. Mauro asked that we work on this at the June meeting. M. McGinnis stated that she would pull the information from the SWAT documents and will draft a survey.

IX. New Business

- a. **Collaboration with MCPA** – D. Wilson brought information on a seminar that MCPA planned for office assistants. He contacted their organization about this program and MCPA is willing to the program for us here in PA. This information was taken to the MCPA board meeting for approval. This has been a 4 year on-going program for them. D. Wilson will follow up and provide more information at June meeting.
- b. **Election Results** – K. Miller asked that we find an easier way to validate that online voters are members. K. Miller moved that we postpone the election of a 4 year private east MAL. E. Heasley provided a written report of the feedback portion of the election ballot.
- c. **President Elect Support** – M. McGinnis has asked if we would support the president elect’s attendance at the president’s leadership meeting of ACPA. Board determined that this was done in the past and agreed to continue supporting the president-elect.

X. Good of the Order

- a. **Conference Site** – J. Puzycki presented information on a conference site in the Pocono’s. The name of the location is The Chateau resort and conference center at Camelback.
- b. **List Serve** – The executive board list serve currently replies to the entire group. R. Lunardini asked if these settings were still desirable.

- c. **Next meeting** – York College is site of June 9-10 retreat. Bring your own sheets! B. Mauro presented a gift to M. McGinnis as outgoing president.
- d. M. McGinnis presented the ACPA award to E. Heasley and had available the awards for T. Baker and M. Kennedy. M. McGinnis thanked the group for their work and passed the gavel to B. Mauro. Certificates were presented to all board members in appreciation for their service.
- e. T. Eicker offered to assist promoting and explaining PCPA to college and university campuses while he is frequently on the road and at these various campuses. Be in touch with him if you would like to discuss this further.

XI. Adjourn – Meeting adjourned at 12:52pm.