

**PCPA Executive Board Meeting
Annual Retreat
June 10, 2005**

Present: M.E. Bayuk, E. Heasley, D. Hilton, J. Merkle, J. Puzycki, J. Landis, L. Verost, T. Eicker, S. Rodgers, B. Mauro, D. Wilson, H. Newell.

Absent: T. Wigle, A. Sherman, R. Lunardini, T. Steiner, M. Zielinski, C. Strong, M. McGinnis.

- I. Call to Order:** B. Mauro called meeting to order at 9:03am.
- II. Roll Call:** E. Heasley documented all in attendance.
- III. Approval of Minutes:** April 2005 minutes approved by board.
- IV. Treasurer's Report:** J. Puzycki provided his Treasurer's report from May 1, 2004 – April 30, 2005. Current checking account balance \$10,434.68 Savings account balance currently \$8,537.76. Total assets are \$17,480.49. Motion for approval by D. Hilton, 2nd by L. Verost. Discussion on membership costs from 2003-2004 year was begun. J. Puzycki identified all costs from the fiscal year 2003-2004 and identified any receipts that would be related to membership costs. The organization had a loss of 2,428.48 in the most recent fiscal year. J. Puzycki noted that the board may want to consider raising costs or preparing for the fact that we will be publishing a journal next year (incurring a minimum of \$3,000 in costs). B. Mauro asked about shifting monies from savings to checking. D. Hilton made a motion to retain approximately \$6,500 in checking and move all other assets into savings, at the discession of the treasurer. S. Rodgers 2nd. All in favor.
- V. Member at Large Reports**
 - a.** 4 Year public east: L. Verost reported that she e-mailed her constituents concerning the spring Keystone, including the registration information. She has individually recruited people for Keystones, outside of membership, within her area. It was noted that there were 12 attendees at the East spring Keystone. L. Verost intends to contact her constituents in regard to the conference as well as contacting un-represented institutions over the summer.
 - b.** 4 Year public west: T. Wigle absent. No report.
 - c.** 4 Year private west: D. Wilson developed a baseline of the schools in his area noting that PCPA has representation 15 out of 23 schools. D. Wilson e-mailed his constituents. He also sent a letter to each school that was not represented, specifically contacting the chief student affairs officers. Included in this letter was an application for membership. D. Wilson communicated in this letter how he feels PCPA is a benefit to him. D. Wilson also produced a timeline of what he has done each month as a MAL; this document can be used for all MALs as a guideline.

- d. 4 Year private east: H. Newell has no formal report as she just began her appointment.
- e. 2 year west: S. Rodgers noted that she has contacted all chief student affairs officers in her area and introduced herself and invited them to the spring Keystone. She intends to collect e-mails from individuals at the institutions in her area and begin contacting them. Her goal is to increase membership in her area.
- f. 2 Year east: J. Landis e-mailed constituents in regard to spring Keystone. J. Landis attended the spring Keystone. J. Landis e-mailed 19 people who were members of ACPA in PA, but not PCPA members, and informed them of our organization and included a membership for application and conference information. J. Landis will contact Dr. Arminio in August to schedule a time to meet with Shippensburg students in the fall. J. Landis has been sharing membership information at HACC regularly. Asked that we discuss a possible membership drive.

VI. Commission Chair Reports

- a. PCPA Membership report: M.E. Bayuk provided the membership report and marketing task force report. It was noted that we have an increase in Associate Members as graduate students take jobs outside of PA. Free memberships were given at the Networking Nights. These memberships ended up being given to existing members as a free renewal. A press release template was sent to all new executive board members. Give-aways will be ordered to compliment letters to chief student affairs officers in regard to our organization. Current membership is at 221. It was noted that a membership drive would be difficult to track (who joined at whose invitation). It was also raised that membership is not about numbers and the organization itself needs to offer solid services to attract and maintain members. M. E. Bayuk noted that a membership drive should be done, it is the logistics that need to be worked out. It was suggested that this idea be presented to the Task Force and/or listserv for feedback. M. E. Bayuk asked that we complete the survey first and then move onto the membership drive. K. Finley noted that we need to include quotes from existing membership into our marketing tools that help explain why they are a part of PCPA. J. Landis noted that it is also about educating people that our organization exists. J. Puzycki noted that we need to also inform them of what services we have to offer, as this is essential to individuals making a decision on what to join and/or attend. August 1st is a target date to complete a draft of the survey. Soon thereafter the survey will be administered to the membership and the results of the survey will be given at the October 16 board meeting.
- b. Constituencies report: D. Hilton reported that he was successful in booking Pedro Cortes for the conference. Mr. Cortes is the secretary of education for our state. D. Hilton noted that he would like to speak with the conference chairs in regard to having a sideline focus on diversity. D.

Hilton noted that he would be willing to remain the contact person with Mr. Cortes. D. Hilton asked that we provide some guidance on what Mr. Cortes should focus his remarks on.

- c. Communications: C. Strong absent. End-of-year report provided and submitted. A. Sherman absent. No report from the new chair. A. Sherman provided the information on the themes for the newsletter. July – Fall conference topic. November – Fall Keystone topic. March – Spring Keystone. This year the topics, in order, are “climbing to new heights,” drugs, and critical issues. D. Wilson asked that B. Mauro write a note on the listserv encouraging individuals to write for the newsletter. B. Mauro reminded the board that producing a good newsletter takes work and that we could encourage more individuals to submit work. Please note that the information in the newsletter can be articles, “entertaining” pieces, etc. D. Hilton commended C. Strong for her excellent service and work as communications commission chair. D. Hilton noted that something should be placed in the July newsletter thanking C. Strong for her work.
- d. Professional Development: K. Finley reported that as a result of the brainstorming sessions on Thursday with the board, the topics for the Keystones are determined: Fall – Drugs, Spring – Critical Issues.
*D. Hilton moved that the board moved to executive session. B. Mauro
2nd

VII. Appointed Committee Reports

- a. Faculty Liaison – R. Lunardini is absent; no report.
- b. NBCC – T. Steiner absent. B. Mauro reported that T. Steiner asked that all speaker information (resumes) be gathered 4 weeks in advance in order for this to count as NBCC credit.
- c. POAC – J. Merkle has submitted the program proposal for the conference committee in order to have the Chief Student Affairs Officer Roundtable program at the annual conference. This is sponsored by POAC. J. Merkle will be sending a letter to chief student affairs officers in the late summer; this includes a conference registration packet. J. Merkle is trying to put together a past officers mailing list (president, pres-elect, treasurer, & recorder). J. Merkle is working with his committee on a mid-year chief student affairs officers lunch.
- d. Historian – C. Strong absent. No report.
- e. Grad student liaison – M. Zielinski absent. No report.
- f. Conference – L. Verost informed the board that the conference committee is following the following style guide: Arial font, no smaller than 8pt. Pedro Cortes has accepted the invitation to be our keynote speaker. Dr. Anthony Ceddia has accepted the invitation to be our opening speaker. T. Eicker asked that the board provide him with guidance on what to tell our speakers to focus their remarks on. It was noted that we would ask Dr. Ceddia to reflect on his tenure as a President in the Commonwealth and

the changes he's seen in his tenure as well as what he feels our focus needs to be in the future as student affairs professionals. In regard to Pedro Cortes, it was noted that we should ask Cortes to share his demographic information and then focus on how we should prepare, as professionals, to service these populations. T. Eicker reported that the call for programs has been extended from June 1 to June 30. There are 9 program submissions thus far. T. Eicker and L. Verost are sending a letter to chief student affairs officers encouraging their participation in presenting a program. T. Eicker asked for the list of chief student affairs officers. T. Eicker presented the budget to the board.

VIII. Old Business

- a. Network nights – Leigh Valley hosted one with 20 attendees; 5 of those were non-members. B. Mauro asked that the MALs consider this for their area.
- b. **Collaboration** – PCPA will collaborate with ASJA – circuit 3 on a program.

IX. New Business

ACAP – B. Mauro presented the agenda for the presidents retreat and asked if we had input on topics for him to bring up, we should contact him.

X. Good of the Order

- a. **Press Releases** – B. Mauro noted that his press release hit the papers and he received phone calls, including one inquiring about membership information.
- b. **Graduate programs** – B. Mauro asked that we continue our contacts with the graduate programs. M.E. Bayuk mentioned that she is going to attend student affairs staff meetings at schools.
- b. **Executive Board** – B. Mauro noted that we may want to consider appointing the Webmaster and Journal Editor as members of the executive board serving under the communications commission. Consensus was that B. Mauro will proceed with moving this by-law change.

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