

**PCPA Executive Board Minutes
January 21, 2005**

Present: M. McGinnis, M.E. Bayuk, C. Strong, T. Steiner, T. Baker, D. Hilton, L. Verost, B. Mauro, D. Wilson, J. Puzycki, K. Miller, and J. Steel.

Absent: B. Clark, P. Carter,

- I. **Call to Order:** President McGinnis called the meeting to order
- II. **Roll Call:** L. Verost took roll.
- III. **Approval of Minutes:** K. Miller moved to approve Annual Business Meeting and 10/3/04 Executive Board Minutes; B. Mauro seconded. Page one of minutes should read: a checking account balance of \$9180.50 and a savings account balance of \$8460.73, total assets of 17641.23. D. Hilton moved to approve the 10/04/04 minutes with K. Miller's second.
- IV. **Treasurer's Report:** J. Puzycki reported a checking account balance of \$10,065.06, total assets of \$18,557.48. D. Hilton moved to accept and M.E. Bayuk seconded.
- V. **Member at Large Reports**
 - a) **4 Year public east:** L. Verost reported that she has been focusing on identifying additional 4-year public institutions in her area that remain unrepresented in PCPA (i.e., Temple University, Penn State Wilkes-Barre, etc.). She indicated that she is in the process of drafting and introductory e-mail outlining membership information and benefits of involvement in PCPA to send to staff/administrators at those unrepresented institutions. She is hopeful that this will result in increased membership and representation from Eastern PA. L. Verost also requested the "Friends of PCPA" list from M. E. Bayuk to get additional ideas for potential contacts. L. Verost will send an e-mail to constituents following this board meeting to check in and offer updates based on this meeting's discussions.
 - b) **4 Year public west:** P. Carter absent. No report.
 - c) **4 year private west:** D. Wilson sent constituents a note reminding them of the annual conference in October, the PCPA table at ACPA carnival, and extended an invitation to a parenting event at St. Francis University of Loretto. D. Wilson is concerned because his constituency membership is down from 42 to 35.
 - d) **4 year private east:** B. Clark absent. Report given by M. McGinnis.
 - e) **2 year west:** R. McShane resigned from position. Position is to remain vacant until May. M. McGinnis will make contact with this constituency for the remainder of the term.
 - f) **2 Year east:** J. Landis absent. Written report submitted.
- VI. **Commission Chair Reports**
 - a) **PCPA Membership report:** M.E. Bayuk presented a report on current membership status. PCPA has 206 members. M. E. Bayuk has sent 2 membership renewal reminders and these are still coming in. Membership e-mails were delayed due to financial delays from the conference. A discussion regarding membership marketing was held. D. Hilton suggested idea of forming a marketing Sub Committee. J. Puzycki moved to accept and T. Baker seconded. Approved.
 - b) **Constituencies report:** D. Hilton suggested to add religion to the affirmative action statement. Feedback was requested on the drafted statement. Discussion followed in regard to statement wording and minor punctuation changes. D. Hilton indicated that "placement services" with the statement is an informal concept. Board suggested changing wording from "educational services" to "educational opportunities." In regard to bylaw changes D. Hilton suggests replacing Article II, Section 5 with "Affirmative Action Statement is

available from the PCPA Executive Board” rather than the current “Statement of Non-Discrimination.” Affirmative Action Statement tabled until the ACPA website can be viewed to determine if an Affirmative Action statement exists there.

- c) **Communications:** C. Strong reported on newsletter concerns and having difficulty encouraging individuals to submit articles. Discussion of possible recruitment of article writers occurred. 2004 Annual Conference presenters will be contacted to submit summaries of their presentations for March newsletter.

Test site of the PCPA website was discussed. Moving the PCPA logo from the bottom to the top of the page was suggested. Suggestion was made that R. Lunardini and T. Baker contact programs at institutions to solicit postings of graduate student resumes (currently the focus is on IUP SAHE only). The direct reference to IUP will be removed from the website. Additionally any student/new professional could post a resume to PCPA (placement service) for free. This can be seen as a recruiting tool. M.E. Bayuk will get links to web sites of PA student Affairs graduate programs. A suggestion was made that an intro to PCPA should exist on the web site index page – possibly an excerpt of the President’s message. It was also indicated that there should be an order/hierarchy of importance to items on the site. The January web site should be focused on what PCPA is, including a link to the President’s Message (will be completed by M. McGinnis). Keystone (J. Steel), Conference 2005 (L. Verost and T. Eicker), Elections (K. Miller), History (?). M.E. Bayuk indicated that people need to proactively contact M. Bauman with their pieces and take ownership over updating the site.

B. Mauro will connect with J. Crissman Ishler re: journal editor position. They will discuss the next steps and re-assess if she is still interested. It was suggested that a meeting be held with D. Hilton to speak with J. Crissman Ishler regarding journal goals and history. Beth Graham from Slippery Rock, and Dr. Reigilnig from St. Francis are also interested in assisting with the journal.

If anyone has problems with the listserv, please contact R. Lunardini directly.

- d) **Development:** J. Steel reported that the Nov 12th Keystone held at Pitt-Greensburg was attended by 24 individuals. Positive evaluations resulted. The spring Keystone speakers are K. Miller and J. Merkle for the respective East and West side events. More suggestions are still welcome. D. Wilson suggested contacting graduate school chairs. M. McGinnis suggested that Keystone details (directions, contact persons, etc.) be available as early as possible to eliminate last minute confusion and hurried communication. Discussed feasibility and effectiveness of panels for the Keystone as well as the possibility of paying speakers in the East to draw more attendees.

VII. Appointed Committee Reports

- a) **Conference:** L. Verost provided the report reminding all that the conference will be October 16-18, 2005 at the Radisson of Monroeville, PA. All facilities are reserved and the room is reserved for the April 22 executive board meeting. T. Eicker and L. Verost are in the process of identifying committee members roles and getting everything started. T. Eicker suggested “Climbing to New Heights: Improvements in Student Affairs” as a title, but more input is requested. L. Verost is interested in discussing speaker ideas. Current discussion is going with a recognizable name for a higher cost or lower level recognition for a lower cost. Soledad O’Brien of CNN ‘American Morning’ is being investigated as a possibility for the keynote. Having a local individual as the opening speaker is being

suggested by T. Eicker and L. Verost. Possible speaker names were : Soledad O'Brien, George Kuh, President of UN for the keynote. Pitt VP of student services, Dr. Mueller, Lynn Swann, Jerome Bettis, Pedro Cortez (secretary of state for PA, D. Hilton has contact) for the opening speakers. Contacting Jeanne Steffes for speaker ideas was suggested.

- b) **Faculty Liaison:** No report. R. Lunardini absent.
- c) **NBCC:** T. Steiner had no updates.
- d) **POAC:** D. Wilson reported in absentia for J. Merkle.
- e) **Historian:** Position vacant. D. Wilson interested in position possibly in one year from now. D. Wilson's appointment to this position was discussed.
- f) **Grad student liaison:** T. Baker reported that 9 students submitted essays for G. Roberts Writing Award. T. Baker will update grads with updates from the executive board meeting. Reported that only 5 of 30 SAHE graduates stayed in PA. T. Baker would like to do a networking event where student affairs professionals can network with grads in Western PA. It was also suggested to have a Legislative Day to discuss issues important to Campus Administrators. T. Baker asked the board for feedback on the Networking night. A pilot night will be held this semester. If successful, other events might occur. This night is to be marketed as networking and connectedness verses a focus on getting a job.

VIII. Old Business:

- a) J. Puzycki reported there have been 2 co-sponsored efforts between PCPA and ASJA Circuit 3. The first event had 43 overall and few PCPA attendants. The second event had 105 overall and 20-30 PCPA attendants. So far, PCPA has spent \$400-500 on co-sponsored program costs. Discussion regarding continuation of collaboration with ASJA and other groups. Overall the board sees collaboration as beneficial. Limit/caps were discussed on travel costs for presenters outside the PCPA organization. Support type would be determined on a case by case basis. Contact point persons for functional associations to discuss co-sponsorship of events/programming. Suggested that we send someone to DVSAC to being recruiting.
- b) M. McGinnis reported on the ACPA 2005 Conference Carnival. Discussed ordering a collection of giveaways for the carnival as well as the missing PCPA banner.
- c) M. McGinnis reported on the strategic plan. A meeting was held January 20 with six board members attending. The group began by looking at the purpose and mission under the by-laws and conducted a Strengths/Weaknesses and Opportunities/Threats (SWOT) analysis. A 3-5 year plan will be developed. All board members should review the SWOT analysis and submit goals (specific to their executive board position or to the overall organization) to Mary for distribution on the listserv for discussion. Board members should include objectives under each goal to list specific, realistic strategies for achieving each goal. Accountability to the strategic plan should be checked at each board meeting.
- d) K. Miller presented the slate of candidates for 2005. We are ahead of schedule and it was suggested to move the elections to April. Add professional experience, education, leadership experience, PCPA involvement. We have positive signs as nominations are up and there is a contested presidential election for the first time in years.

IX. New Business:

- a) None.

X. Good of the Order

- a) Longer meeting with Strategic Plan Committee to overlap with Conference Committee.
- b) June retreat at York College (bring your own bedding). June 9-10, 2005.

XI. Adjourn: Motion to adjourn by C. Strong. Seconded by J. Puzycki.