

**PCPA “INFORMAL” EXECUTIVE BOARD MEETING**  
**29 July 2013**  
**Teleconference**

Present: Kate Curley, Todd Eicker, Anna Elias, David Greene, Jenna Konyak, Cameo Pritchett, Amber Racchini, Amanda Ries, Morgan Rizzardi, Allison Shumar, Matthew Shupp, Charmaine Strong, David Zlockie

Amber Racchini called the meeting to order at 1:05 p.m.

Membership Involvement and Outreach

Allison Shumar

A. Shumar presented an update on efforts to date: working with D. Kennedy to create a survey to generate involvement and plans to attend a meeting C. Wood is organizing with the MALS. Would also like to boost graduate student involvement. Contact A. Shumar if you have suggestions. Additional discussion generated several suggestions: Admissions staff (T. Eicker and M. Rizzardi) offered to assist with outreach during admissions recruitment visits; Graduate Student Liaisons offered to do face-to-face meetings with graduate students. Suggested to reach out to the Faculty Liaison, Kelley Kenney. Noted that membership materials are available. A. Racchini added that she and the Graduate Student Liaisons had a teleconference prior to this meeting and the plan is to identify a contact person from each graduate program. Also, if board members travel on behalf of PCPA, mileage will be reimbursed; pre-approval of plans is necessary. Furthermore, it was suggested that we make a personal goal to outreach to our colleagues. A. Ries to spearhead an email distribution for those who volunteered to do face to face outreach. A. Shumar will work with D. Kennedy to develop survey.

D. Greene prepared spreadsheet – constituencies chairs can use.

Welcome Packets: A. Racchini reported that an IUP graduate student employed at SHU created a postcard for conference “save the date;” 300 will be printed for the graduate students enrolled at PA schools; additional cards to be used when folks do face to face contacts; Todd will mail to the VPs at schools; A. Racchini will email Executive Board asking if they need postcards. More will be printed, if needed.

Discussion of Welcome Packet Contents: “save the date” postcard, newsletter, membership application, welcome letter from Dr. Kenney, welcome letter from graduate student liaisons, PCPA brochure, Executive Board contact list.

Dual Membership

Dual membership: report received from ACPA; 7 members have been added to PCPA. Welcome letter to be sent. Follow up from the MAL. Will do this with all new members. If a graduate student joins, a graduate student liaison and a MAL will make a contact. Suggested that the various contact points be staggered to keep PCPA on the radar of new members. Communications plan to be developed – T. Eicker will work with A. Shumar to create communications plan; A. Racchini, M. Rizzardi, and A. Elias also offered to assist.

Outreach to previous members who are no longer a member – MALs to make contact/outreach.

### Professional Development

David Zlockie

Reported that the 22 July Keystone at BCCC was successful although disappointed in the number of participants (18). Non-PCPA members also attended. Evaluations were positive. Will connect with B. Koval to settle finances – checks to be deposited as well as compensating Dr. Lowery for his mileage and paying the food service bill. M. Rizzardi will contact the non-PCPA attendees. Discussion of January Keystone. D. Zlockie will put a feeler out for suggestions and will follow up with the July Keystone attendees for suggestions for future programs and to promote the fall conference. D. Zlockie plans to have a date, location and topic by the October meeting. D. Zlockie plans to do an electronic evaluation in the future and will touch base with D. Kennedy to do wufoo form; electronic evaluation to be sent no later than the next day after a Keystone. Will implement for the January Keystone. Will be more diligent with the availability of NBCC credits.

### Annual Conference

David Greene and Amber Racchini

Reported that things are on target: B. Root created logo; good highlight of the conference in the newsletter; 9 official proposals received to date; 15 total programs not including keynoters. Meal selection completed. New conference registration form will be loaded. A. Racchini extended invite to participate to Delaware and WV CPAs. Paypal is up and running; in the process of testing. With the ACPA dual membership, able to use tax exempt number, which is a cost savings. Currently, a push for program proposals. Would like to see more Admissions and Financial Aid in PCPA; looking for presenters to address some of their needs. Chief Student Affairs breakfast roundtable will be organized – confirming that they keynoter will be able to attend (Jan Arminio). Timeline for awards – historical info requested by A. Ries; need to begin ASAP. Conference registration should be up and running within the next two weeks.

A. Racchini thanked all for making the time to do some catch up. Will plan another teleconference in near future.

Respectfully submitted,  
Charmaine Strong  
Recorder