



Board Meeting  
14 December 2007  
Wintergreen Resort, Wisconsin Dells

*Present:* Matt Jurvelin, Kaye Krueger, Jeff Ritter, Emily Dickman, Dawn Arnold, Steve Schneider, Tim Walls, Houa Xiong

*Absent:* Becky Ryan, Mike Martin

Action items will appear in *italics*.

1. Approval of Agenda

- Meeting called to order by Matt at 10:20 a.m.
- Motion to approve the agenda made by Houa, Steve seconded, motion passed.

2. Approval of minutes of 7 August meeting

- Brief discussion of numbers III, IV (bylaws), and XII, especially as related to Mikes departure from the webmaster position
  - Discussion of XII related to the need to monitor who visits the site; hope to develop a member login for selected areas and have the other areas available to the general public. Availability becomes a membership benefit
- Motion to approve minutes by Steve, Houa seconded, minutes approved.

3. Welcome and announcements (Matt)

- The next conference is in Madison, so we'll have a couple meetings there this year.
- This will be a "keep it goin' and growin'" year with a goal of improving member benefits.
- No other announcements

**Updates**

4. Newsletter (Houa)

- Newsletter went out to 150 paid members
- It will go out to unpaid members next week with a cautionary reminder: this is it unless you pay your dues.
- Only two thus far could not see the HTML, so that's good. May look at linking to NACADA more.
- Next newsletter maybe in March or April. . . about a month prior to conference. *Houa will need your contribution to that issue no later than 17 March for 24 March publication.* Advising Resource Corner is a great feature; let's spiff that and keep it a regular feature. Grant winners will be featured: *Matt will provide info on Marsha at Whitewater & Houa will do a bit on the Oshkosh folks (Melissa and Houa)*
- Discussion about disconnect with conference numbers vs. paid memberships
- *Mike needs to follow up with Houa and Emily re: Conference numbers. Matt will track that connection.*

5. Treasurer's Report (Jeff)

- Two handouts provided: annual and 90-day budget
- Cash on hand 30 November 2007 is \$4863.74
- Specifics on conference budget
  - Discussion of PayPal's usefulness to pay for conference and membership; everything from PayPal has been transferred.
  - Note that grant awards aren't really conference expenses – they're just listed there since that's when they're awarded
  - Discussion of Michael underwriting part of facilities; we need, if possible, to reimburse him.
- Motion to pass budget as presented by Jeff; seconded by Emily, motion passed.

6. Membership (Emily with Houa chiming in)

- There are 181 registered members, 150 of whom have paid – that’s down a bit from last year.
  - Ad Hoc committee has formed to increase membership. Emily is on that committee.
    - Could we get a copy of the survey & results from when Tim was President? (done)
    - How do we lend value to being a member?
    - What about something like a WACADA Wednesday?
  - Houa & Tim did some recruiting at WCPA. There’s some cross over
    - Could we co-op with them on a speaker or drive in day training?
    - Could WACADA members present at WCPA conference? Retention issues, etc?
    - Who are the members of both?
  - Goal for next conference attendance: 300
  - Do we list new members in the newsletter? Should we?
  - Note that all executive board members can access the web’s membership information
7. Webmaster (Matt in Mike’s absence)
- *Website needs to be updated*
  - *Need the Conference evaluation update*
  - Do we need to transfer the web stuff now? What would it cost to hire it out? Possibly Bee Thao (Houa’s partner)?
8. Wisconsin Liaison Updates (Steve)
- We are paid up with NACADA as an allied associate
  - Charlie Nutt is the new executive director of NACADA
  - Our Great Lakes region is the largest, membership-wise, and Nutt thinks we’re exemplary
    - Lynn Freeman, UW Oshkosh, is the new regional chair for NACADA
    - \$5000 in NACADA grants have come to our region
    - The regional conference will be in Grand Rapids 6-8 April 2008. Do we want to have a WACADA flier prepared or send someone?
9. 07-08 Goals (Matt)
- Improved membership
    - Value of the membership
    - Ease of obtaining/managing membership
    - Do what we’re doing but do it better with technology use
  - Transition of the web site
  - A lot of what we’re doing will be tied to input from the Ad Hoc groups. Pursue ad hoc committee recommendations.
- Other**
10. Grants (Jeff)
- We receive very few applicants for our \$250 professional devo grants (2 to 5)
    - *Webmaster needs to update the web with application due dates and such*
    - Are past winners and their subjects posted on our site? It’s a potential source of expertise for those who visit our site.
  - Could we have a floating program grant that’s NOT restricted to the conference dates, but uses the same criteria and expectations?
    - Not to exceed \$500 in this type of award per year; each award not to exceed \$125?]
    - This discussion deferred to the Ad Hoc membership committee
  - We should develop a reply letter saying “Thank you for applying and here’s why you didn’t receive an award?” Or at least a cordial “We receive many worthwhile requests, but. . .”
11. Awards (Becky) - tabled
12. 2008 Conference (Matt & Jeff in Becky’s absence)
- *Matt will follow up with Becky and get dates and such. He will forward to all.*
  - 2007 Conference finances are all in and accounted for
13. Webinars
- We’ve purchased the first five NACADA webinars & the quality keeps improving.
  - We need to develop an on-line tracking system for checking them out (Steve is the keeper)

- Could they be put on our web so that they could be used by any member at any time? A secure site, of courses.
- *Steve will check with Charlie Nutt on making the webinars we've purchased accessible from our site. He will also check to see if we can get a deal on the next five.*

### **Old Business**

1. 2007 Conference wrap up: Tabled until next meeting

2. Ad Hoc Committees

- Membership Committee -- Emily will keep us posted.
  - Need to increase word-of-mouth recruitment
  - Membership incentives?
  - *NACADA members – have we cross-referenced? Steve will try to get a Wisconsin list from Charlie when they talk.*
  - Faculty schedule is NOT compatible with WACADA conference schedule right now, so it will be hard to recruit there.
  - What about a membership drive to get one member from every institution in the state?
  - What about a drive with the theme: Your membership is free for one year if you bring in three new members?
  - *Push the fact that we have an \$8 student membership!*
- Other Ad Hoc Committees
  - *Online forums/Discussions – Melissa Lantta is the contact. Houa will visit with her and report back. They've met once and are moving forward.*

### **New Business**

- Next meeting
  - 5 February 2008 9:30 – 11:30 -- teleconference
  - 4 April 2008 10:00 – 1:00 p.m. – UW Stevens Point (we don't have a WACADA member from there)
  - ?? June 2008 – site visit to Madison. Details to be announced at a later date.

Motion to adjourn by Matt, seconded by Houa.

Adjourned at 12:53 p.m.

Respectfully submitted,

Dawn Downs Arnold, Secretary