

**Wisconsin Academic Advising Association
WACADA Board Meeting
Minutes
Friday, December 17, 2004
Wisconsin Dells, Wisconsin**

The meeting was called to order by President of WACADA, Tim Walls.

Members present: Steve Schneider, Cathy Mathweg, Carla Burkhardt, Mike Martin, Houa Xiong, Tim Walls, Gretchen Gall and Jeff Ritter.

Absent: Mary VanHaute and Laurie Freeland.

Agenda: Tim provided an agenda for us to follow.

Approval of Minutes: The minutes from our last meeting on October 26, 2004 was approved. Steve motioned. Cathy Second. Motion passed.

I. Presidents Report: (Tim)

- Tim welcomes Gretchen Gall from Moraine Park to the board. The board members went around and introduced themselves to her.

II. Treasurer's Report (Jeff)

- Jeff did open an account for WACADA at the Fox Community Credit Union. It's a civic account, and he thought we would get interest. He has it set up with a saving account and a checking account. We got a box of checks for free ☺
- Since the last meeting, WACADA cut two checks out to NWTC for \$1,000.00 and \$25.00 for the meeting room at Wintergreen. We received \$45.34 from Madison. Our current balance as of 12/17/04 is \$6,545.34. Nan believes that everything is cleared and the account will be closed by the end of the year.
- There is a concern about the amount of money that is being carried over. Would WACADA have to be concerned? Jeff feels that our receipts are so low, we won't have to file. Suggestions were made by the board that maybe we could look into sending money to the next conference in advance so it doesn't look like we have so much money carried over? We will need to remember to keep enough money in an account for Awards and Grants. Is Laurie planning to open up an account? At this point, we don't know because this didn't come up at the last planning meeting. Matt motioned to approve the treasurer's report. Steve and Cathy second. Motion passed.

III. Membership Update (Matt)

- We have 220 members base on the conference attendance and new members. Membership is strong and would like to involve them somehow. He believes that email is the best way to recruit. He has to go back to past members, 2 years ago and for \$15.00, could they renew their membership. He would highlight the benefits such as the newsletters and web.
- There is an excel file of our memberships and he could give it to our members. Excel can be sorted by institutions, etc. Mike and Matt would like to build membership on-line, but is concern about security. When information comes from outside, and wants it send to members, we are good with it. Everything will funnel through Matt and he will email it out to our members.
- We would like to develop a survey on-line. What kind of questions will we have? Can we get 2 or 3 question from the Regional Survey and give it to Becky? The question is, is this Regional survey only going out to NACADA members?
- Matt feels that responsive rate to a survey would at a conference is better. He is interested in gathering Marketing organization from NACADA to develop more questions to our WACADA members. Tim would like us to develop a survey, even if it's now or at the conference. Matt

could email an open ended question to current members with 2 questions and get ideas to use for a more thoroughly survey.

- He also would like to send out an email from WACADA once a month to members to get them to connect with WACADA. He feels that if we sent something out on a regular basis will make our members will make better connections and build more activities for members to participate.
- Mike mentioned that there were 126 hits from last 2 months and he traced to see where it's coming from; 50% was coming from the Board members. This is more reason to find ways to encourage members to visit the site.
- Mike would like to put power points out on website. Carla will get a power point presentation to Mike. Posting it is not going to be too bad (1-7 days) depending on how busy the NACADA person is.
- Matt will continue to do membership update, announcements, and make link to WACADA website and membership forms.
- Matt recently sent out emails to members to let them know that we are a resource. All emails are up to date since none of the emails bounced back.
- Focus group idea is a great one. He will sit down with Becky and come up with something.
- Matt would like to think of more ways that we can connect with our members; Golf outing-offerring members to come out and do some fund raising? If you have other ideas, please send it Matt's way.
- Matt would also like to know what's the break down of the membership. Faculty vs. Advisors? Did Faculty know about the WACADA opportunities? Matt will talk with Jeff and Ronda at UWEC to get faculty involvement. (Faculty round table?) Advising is teaching, look at doing a topic on Advising syllabus? Can we get a syllabus for Advising posted on our website? UW-Whitewater (Deb~Letters & Science and Mike~Education) might have something for us.
- We want our current members to forward "interesting" articles to colleagues, they might want to join WACADA. This is an easy way to increase membership.
- Faculties input and get the word out to have them come to both of the day conference. We might want to promote sessions "related" to them, for example; "How merit works with Advising?" This will give faculty incentives for them to present at the conferences. We could provide them with a discounted membership or since we have the money, pay for their fee to the conference. We could encourage our current members to sent faculty emails. Matt will email or contact with Laurie on regarding involvement and heading conference. Cathy suggested on a budget consideration, recommendation to have first five faculties to do proposal to present, they could get a free conference membership. Maybe in the future, the free membership door prizes, should be used to give it up to someone else, though it would be hard to track? We could also offer that for very 5 or 10 membership, 1 free membership. Also, another way to draw faculty to the WACADA conference, we should throw in a room as part of the packet?
- We need to make a decision and share this with Laurie. We will throw out this suggestion and let the conference committee decide.
- Matt will float the idea with faculty and share it with Laurie. More decisions will need to be made at the next board meeting. Think about it and we can talk about it more next time.
- Matt also wants to talk about memberships and why are we not getting them from conference to conference?
- There is also a concern about the "quality" of the proposals. Maybe want we need to do is have top 5 get a free membership or move forward to NACADA or get money to present at Regional. Need to have something soon before all marketing information is being sent out for the conference.

IV. WACADA Website Update (Mike)

- Website is updated. Check it out and send Mike changes if you see any that needed to be made.

- Would like to post positions on our website, but maintenance will be an issue. Should we just send email to all memberships regarding job posting? Which job postings should we or not post? Overall, it was agreed that if it's an advising position and it benefits our members, then post it. Job postings-send it to Mike and "we" will post on our website.
- Mike would like to create a form on the web for members to come and update if they change address, job, etc...to keep the membership information updated. They will submit the change of information to the membership person.
- Mike will also check to make sure that the forms for grants and awards are updated.
- Right now WACADA doesn't have the capability to do secure documentations??
- *Mike will email Matt for more information on members and what kind of information he would like to have on the form.*
- He would like to send the list out before Christmas. If membership gets directory in excel file through email, there is no need to have the directory mail to them as a paper copy. Members should email Matt for questions.
- Mike is always looking for new ideas to draw members to come to website. He is thinking about building a photo directory. Do we think people would be okay with this? If they have a problem, email Mike and he will take out the picture. Mike is thinking about having about a dozen of pictures up on the photo gallery at time and then rotating them.
- The layout of the website has improved, it's more attractive, and user friendly. We need to change it every so often to that people will want to go out and use our website. Send emails to members that something is "new". Mike is interested to know and would like to track how many hits we get when a new article is put up to see if members are visiting the site.

V. **Bylaw (Cathy/Gretchen)**

- Since the last meeting with Karen and Gretchen, Cathy sent Mike the revisions to put up on the website.
- Discussion came up regarding if we needed a written policy in the bylaw on posting. We could just put a note about it under Section 10. This will need to write it then bring it back to vote. Is this something that we could do through email? We need to have some criteria. How can we distribute this to the memberships?
- Anyone with information, please send it to Gretchen and she will do notes and then we can vote on it.
- *Carla research will do a job posting information by looking at sample from NACADA for wording and sent it to Gretchen.*

VI. **Newsletter Update (Cathy)**

- Great newsletter 😊 Cathy needs to email word document to Mike so that he can put it on the web. Cathy had someone else at her school designed it, so she will contact that person, Angie to send email newsletter to Mike, then he can put it up on the web.
- Next newsletter is due in the spring. We might want to do an "interim" in between newsletter...WACADA update? The extra newsletter can include information on grants and awards. We want to get articles from past winners and encourage others to apply for it.
- We want people who received professional development grants and ask them to give us an update and share with the WACADA members. In the past, people were supposed to present at the conference, but now we can also ask them to write up something to share.
- *Tim and Cathy through email will decide when the "interim newsletter" should go out and focus the newsletter on awards and grants.*
- *Matt will write up a two summaries on what UW-Whitwaters did with the professional grants that they received from WACADA for the newsletter.*

VII. Awards Follow-up (Steve)

- Awards are due July 1st. Need to get the four winner list from Jim yet.

VIII. Grants (Jeff)

- Nothing right now. Forms are being updated and expected to be done on the 17th or 18th.

IX. 2005 WACADA Conference Update (Tim~email from Laurie)

- Laurie met with her committee at her school and discovered that there are no rooms available particularly on Friday break out sessions due to the expected increase enrollment for this year or next year. The staff made some suggestions, one was to have the conference on a Friday/Saturday and go with a theme of “family.” Another suggestion was to move it to a time when there are no classes going on, but since the board had looked at other times and it wouldn’t work due to everyone’s schedule. She has email Beth at UW-Sheboygan to see if she could handle the conference. Beth was thrilled to hold the conference at UW-Sheboygan, but she would need to check with her campus staff to see about the availability. If this doesn’t work, she will contact Don at LTC to see if they could possibly host it. When Laurie gets a place of the conference, she will update the board members.
- Right now there is no secure of the hotel, theme, sub-committee, and facility. Mary had turned over the conference material to Laurie, the planning committee looked at the timeline, but Laurie needs sub-committee before it can move forward.
- Can UW-Sheboygan handle hosting WACADA? Do we need to have a plan B? We need to give Laurie’s group a deadline and if they can’t hold the conference at the campus, maybe they could look at having the conference at a hotel? We need to know about the hotel and facility by January 10th. *Cathy will contact Laurie and get an update.* In the mean time, think of possible plan B.
- She has contacted Blue Harbor to see if they had a group rate, but because it too expensive, she will contact the Chamber of Commerce and get more information.
- The committee has heard back from Dr. Carol Ann Bailey, Director, Adult Student Services at Middle Tennessee State University (MTSU), who belongs to the Association for Non-Traditional Students in Higher Education.) Dr. Bailey had some questions: Will “we” make the travel arrangements agents through here? What honorarium can she expect? What are other expectations of her during the conference? She also said that she gets \$500-\$1000 depending on the conference and the budget of the organization?

X. WI Liaison/Regional Conference Update (Carla)

- Nothing new. Remember that the NACADA conference is coming up in March. Deadline for proposals are due Monday, January 20th.
- The board came up with questions for the Regional Survey...
 - Do you belong to an allied organization?
 - We need to come up with 2-3 questions.
 - What do we want to know?
 - Listing of things that you value?
 - Which organization were you a member first? WACADA? NACADA and when?
 - What would you like to see?
 - How satisfied are you with your allied organization?
- *Carla will email us the survey and take these questions back to Becky.*

XI. WACADA future sites: 2006 UW Parkside and 2007 UW River Falls?

- *Tim will email Mary Powers and ask if she can go ahead and book the facilities?*

XII. Historian Report

- Mary would like to see pictures in electronic files. We don’t have a digital camera. There was a discussion on looking to purchase a digital camera. Tim will contact Mary and see if she wants to look into it. If Mary does not want to look into purchasing a digital camera, then Jeff is also

interested in looking into it. Jeff would like to board to approve an amount of money that they can spend. The board discussed on getting a digital camera that has about 565 memories with 3.2 pixels and the maximum money to spend on this camera is at \$300.00. Cathy motioned that the board purchase a digital camera with a memory card up to \$300.00. Gretchen second. Motion passed.

- As for old pictures, asked Mary for feedback on scanning them. Have Mary bring the all pictures to next meeting.

XIII. Old Business

- None

XIV. New Business.

- None

XV. Future Meetings

Next meeting will be at the conference on Thursday, February 10 and 24th as a backup. Location right now is TBA. Typically, this next meeting is a site meeting, but since we don't know where the conference will be, Tim will talk with Laurie and let the members know. Jeff motioned to adjourn the meeting. Matt and Carla second. Motion passed.