

**Wisconsin Academic Advising Association
WACADA Board Meeting
Minutes
Thursday, February 10, 2005
Wisconsin Dells, Wisconsin**

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

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

Absent: Mary VanHaute, Mike Martin, and Laurie Freeland.

Agenda: Tim provided an agenda for us to follow.

Approval of Minutes: The minutes from December 17th meeting was approved. Gretchen motioned. Cathy Second. Motion passed.

I. Presidents Report: (Tim)

- Tim felt that it was a great idea to send out emails to members once a month. He wondered if the email from Matt generated interest and hits regarding grants? Matt said that he did get a couple of replies after the sent out the email asking for more clarification of the grant information. Matt and Tim had talked about sending out a monthly announcement and this was one of them.

II. Treasurer's Report (Jeff)

- As of 12/17/04, our current balance is \$6,368.95. We earned an interest of \$7.24; there were a total of \$183.00 of withdrawals for expenses like Newsletter, NACADA membership, rental of meeting place, and mileage reimbursement. Right now we have \$5, 863.95 in a Savings and \$505.00 in checking. Also, we just received money for membership today, so there's about \$120.000 in transition.
- Steve commented to Jeff that he would need to keep a record of all the transactions for IRS purpose, if we are ever audited.
- Steve motioned to approve the treasurer's report. Matt Second. Motion passed.

III. 2005 WACADA Conference-UW-Sheboygan (Laurie) (Refer to addendum item for more detail.)

- None. Tim will call or email her and get an update from her. He will email the rest of the Board with the updates when hears from Laurie. (He would like to have some update regarding the conference for the meeting for NACADA's state meeting in March too.)
- The last time he spoke with Laurie, the thought that they have a keynote speaker. She also had 3 or 4 people on a committee and that the Beth is working on hotel reservations with the Blue Harbor.
- Here is the information that the board will want to know from Laurie:
 - Who is the keynote speaker and how much does he/she cost?
 - Is the hotel reserve and are they going to honor state rates? (Also check with them to see if we can get any sort of deals from them, for example, at the last conference, that particular hotel gave us a free room for every five rooms, etc....)
 - Food?
 - Space available for meeting rooms, etc.
 - Cost of AV equipments?
 - Theme?
 - Did she form a committee?

- Who is helping her with the demonstration work?
- Transportation from hotel to conference?
- Pre-conference?
- Let her know that Jeff could be involved with registration again if she needs help.
- Tim and Carla looked into hosting the conference in Wisconsin Dells at the Wintergreen hotel. They have a big room with a theater that could hold 400 people. It looks like they have the facility and can accommodate us if we need to have it other place, if UW-Sheboygan cannot host it.

IV. Membership Update (Matt)

- Matt would like to send out the membership list to all members next week. He had emailed the attachments to the board and wanting suggestions and comments.
- Some of the suggestions are:
 - When sending out the membership list, he should set it up so that the grid lines show up and to have it set up to print on one page and landscape. Since we want it to be “user friendly”, Matt will work on the format and do some testing of it with people who are not as familiar with computers to see if they are able to open it and use it before he sends it out to the members if the content doesn’t need any changes.
 - Another suggestion was to change the format of the email addresses so that it will automatically email it to the people.
- Also, when Matt sends out the membership list, he will give some general direction on how to “sort”, usage of the membership list, and advantage of it. He will also have an option that if members want a copy paper of the membership list, they can reply back to him and he will send them a copy.
- *Matt would like to send out the directory next week.* He believes that one of the ways that the membership will be use is for members to connect with each other.
- Matt and Mike have decided not to post the membership list as a PDF on the website because of security issues. We trust that our members won’t distribute this list to other non-members to use. It was recommended that Matt should go ahead and put some saying on the email and on the excel sheet in the footnote “not intended for distribution.” He will also ask people to look at their own information and if it is not correct, they should send updated information to Matt to make the corrections.
- Matt is very proud to say that he has sent out three mass emails to the members and not one of them has returned back to him saying not “unable to send.” This is great news because it means that the membership is update and correct so far. One of the things that Matt will do is- send out emails to members when a new member joins WACADA and have them add the members to their current list.
- Is there anything on the website right now that tells members that they should do if they need to update their individual information? Since we might be able to create a form so that they can just fill it and submit to Matt due to security issues, we should still have information to direct members on what they should do if they want their information updated. *Matt will check on this and ask Mike to put it on the web site if it doesn’t already exist.*
- Tim gave Matt other names of members who were previous members and Matt will work on this list to target and ask them to update their membership for \$15.00 and tell them about the benefits of being a WACADA member even if they don’t go the conference. *Cathy will put membership renewal in the summer newsletter, if you don’t want to attend a conference. Matt will follow up with an email.*
- Last time we talked about getting Faculty Involvement. Matt would like to get ideas to attract faculty. Matt will talk to Bruce and connect with Rhonda to further explore this option. Jeff

did talk to his boss and has the budget to pay memberships for 10 faculties. Though, he commented that it is hard to get faculty involve because the incentive are hard-it's difficult to get them to get away for one day to a conference and compete with other things that will give them merits towards tenure. Matt feel that even if we can't get the faculty to come to the conference, having them, as a member is still an excellent way to get them connected to the organization and other members. We can connect them to articles that are relevant to faculty advising. Cathy commented that her office pays for membership for the Deans at Marian College because she wants them to get all the information from WACADA so that they know what's going on. It might help promote interest, but most importantly, they are informed.

- We need to start somehow, even if it's just with one and we hope that one can grow to two and so on...we may "spark" some interest of someone and it's worth it. It's important for faculty to be informed if they are interested.
- We know that we have faculty would like to "advise", and they can talk to their colleagues about advising.
- Matt would be happy to do a flyer about WACADA and email to members or the board to give to faculty.

V. WACADA Website Update (Mike)

- None.

VI. Awards Follow-up (Steve)

- Steve has a concern regarding our WACADA awards. He wanted to know "How do our awards fit into NACADA's awards?" How can we move them forward if our awards don't fit into theirs? Do we want to change our awards to match theirs?
- Cathy strongly feels that "our" awards are unique and special to our organization only. We might want to be a "disclaimer" on our awards saying we can only move certain awards forward only and others won't be forward to NACADA.
- We reached an understanding that we will keep our awards like it now and then put the similar NACADA awards next to them and also put the disclaimers on them
- Cathy also suggests that we should talk to Becky, Mary and Karen, who started the awards and ask why they choose the names? It takes away our individuality if we change our names to match theirs. Steve will connect with Mary, Karen, Becky and Jim and bring something back to the next meeting. As for now, out of the four winners from the last conference, he feels that three can be move forward, but Mary won't qualify.
- Is their any reason why our past WACADA winners are not listed on our website? *Tim will ask Mike about it and make sure that they get on there.* This is a great benefit to have members connect with each other. If current members are interested in a particular award, they have the ability to connect with past winner to ask question.
- Matt commented that at UW-Whitewater, the provost signs off on all awards submissions, before they are sent to NACADA, so that their own staffs don't duplicate for the same awards and this also helps NACADA eliminate their time to reading about different members from the same institution.

VII. Grants (Jeff)

- Nothing. The website is updated with the correct information. The deadline is May 1st. Tim will send out another email and attach information on grants.
- The grant application is actually changed to July 1st. Jeff will make sure that it is change on the web.

- Someone thought that we might want some testimonial from past grant winners and how they used the money from the grants.
- This should be in our monthly email to our members with all information, like the membership update, grants, and other WACADA information.

VIII. Newsletter (Cathy)

- Newsletter article are due March 15th. She is planning to mail out the newsletter on April 1st. Here's the information that Cathy would like to have in the next article:
 - Tim-Conference Update
 - Matt-Membership information
 - Jeff-Grant
 - Steve-Awards
 - Matt-testimonials from grants that UW-Whitewater received and what they did with the money.
- Extra newsletter-decided not to do an extra newsletter because we don't need it. Since we will be sending monthly emails to members with updated, there is no a need for the extra newsletter. We don't want them to be overwhelmed with too much information.
- *Cathy will check with Mike to see if the last newsletter is on the website.* Before this meeting, the newsletter is not on the website yet.

IX. Bylaw (Gretchen)

- She is still working on putting policy in the bylaw on posting. She still needs to do a little more research. Carla is going to help Gretchen with finding a sample job posting. *They will work on this together and have something written down to bring to the next board meeting to have a discussion on it.*

X. WI Liaison/Regional Conference Update (Carla)

- She talked to Becky about the survey. Becky said that the survey has gone back to the beginning. They will have a tele-conference about this and she hopes to know more and will get back to us.
- She will not be attending the conference in March. Tim will go and present WACADA and head up the meeting there.

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

- Tim tried to call Mary Powers at UW Parkside, but there were two of them and didn't know which one to contact. *Steve has an email of the Mary Powers that he needs to contact and he will get the email to Tim, otherwise Becky should know who to contact.*

XII. Historian Report

- Mary doesn't want to go and buy the digital camera. Jeff will talk with Mike and with the amount of money that was granted for a digital camera, he feels confident that they can get a good one. He will email Mike with a couple of models and make a decision base on recommendations, he will go ahead and purchase one and bring it to Mary.

XIII. Old Business

- Tim talked about WACADA giving things to NACADA. We "old" things do we have left? Who has them? Tim thought we have sunglasses, but doesn't know what else we have left. He also thought that we have some folders with WACADA's name on it. Tim will contact Mary to see what's left. It was suggested that Tim should cc the email to Laurie when he ask Mary what's left from the last conference, just in case Mary has already turned all the things over to Laurie.

- Some of the board members feel that we should keep what ever is left for us to use and give it to WACADA members.
- After he talks to Mary, he will make an executive decision on what to do with the left over things.

XIV. New Business.

- Tim has some ideas that he would like to share and hopes that it will bring more “benefit” to our members. What about:
 - Doing an interview with an Advising Director at an Advising Center
 - News around the state?
 - Faculty lounge-address academic issues from faculty for faculty advisors?
 - We don’t have to produce all the articles, we could provide “resources”, where they can go and get information.
 - We should start a “Resource Center”-we want to do something to attract faculty. This is information we can put in the next newsletter. We could have advising resources for professional advisor and faculty advisor. Cathy will come out with something for the newsletter that address “Advising is teaching?” and other topics that might be interesting.
- Question regarding NACADA “resources” right now, it’s available to everyone, but it may not stay that way. Charlie did mention this at one of his workshop.
- WACADA Board positions: There are a couple of boards members’ terms are up. State Liaison, Secretary, VP of programs and President-elect. Steve would like to run for Carla’s position.

XV. Future Meetings

- Next meeting will be at the conference on Thursday, April 14th. Tim will contact Laurie and Beth to see if this dates works for them. We would like to meet in Sheboygan and see the conference site. Though, Tim thought that Jeff should go ahead a book Wintergreen for the next meeting also, just in case we need it. Jeff said that he will do that, they are pretty flexible here. We can cancel as late as 24 hours. Cathy motioned to adjourn the meeting. Steve second. Motioned passed.

XVI. Addendum (Conference update from Laurie per email)

- The April 14th date for the next board meeting works for Laurie, but not for Beth. Beth will have someone else on her staff there to give us a tour and to explain the rooms and such. Beth did give me some other dates in April if any of these will work, the faster we make a decision the better we will have at getting a date she will be able to join us, if we choose. The other dates are: Tuesday, April 5th or Wednesday April 7th or Tuesday, April 12th or Tuesday, April 19th or Wednesday, April 20th. *Tim will check with Beth to see if she would like to be at the meeting, if yes, then everyone, please check your schedule and get back to Tim to see if the alternative date works for you.*
- Here’s where conference committee is at after their last meeting:
 - The sub-committees set up with people attached to them. Beth Raffaelli will be getting in touch with the people on her staff that will be on these committees. Beth is very good and very organized and knows just what she wants done and when.
 - The theme of our conference will be: “Life in Balance: Blending work and Education” The main focus is on the many different styles of students who have lots of other “Life” things on their plate and still find time to get there education.
 - They looked at the post card and the call for proposal and the conference brochure from previous conferences and are making changes for our conference specifics. The committee is aware of the post card that needs to be mailed the first week of March.

Laurie talked with Beth's person, Carrie who will be doing the printing and she will email her a PDF file of what she has put together so she can get it to the board for approval.

- Beth will be checking on food prices, she said they would have to have it catered from outside the school so she is looking for the best possible prices.
- There is someone from Beth's staff that will be checking on the hotel situation; they are planning to have an all staff retreat at the Blue Harbor and will combine our interest and see what kind of deal they can make. Since the rooms are fairly pricy (over \$100 a night) what do you think would be a good price if we go with Blue Harbor? I guess the state rate is \$62; Beth wasn't so sure we could get it that low.
- Door prizes, Laurie has given Beth the folder with the company WACADA usually uses. She will have that conference committee make a couple of choices and give them to her so Laurie can run them past the Board for approval.
- Beth will have the rooms officially reserved by the end of this week.
- Some questions we came up with:
 - They need to get the WACADA logo so it can be used on the post card and the brochures. Beth's person for this sub-committee would like the WACADA logo in either TIF or EPS, apparently that is what works best with their system.
 - What about postage for the flyers and the post card? Does the schools use their own postage and get reimbursed from WACADA? How does reimbursement work? They will be doing the printing of the material and the question came up. Do they need to turn in a form of some sort?
 - Does everything the conference committee do (post card, flyers, novelties, etc) have to be presented to the board before we proceed?
 - When does "Tim" need the one-page handout for the NACADA Regional meeting? Isn't it on March 17-19 this year?
 - The conference committee will be ready for the Call for Proposals brochure by mid-march as my schedule says, we are setting a due date of May 13th since May 15th (which looks like most people are using) is on a Sunday.
 - Is there a specific letter that has been drafted in the past regarding the guest speaker? Does it come from the board or the conference committee? What would be appropriate for the speaker fee? Carol Ann Bailey said she usually gets between 500 and 1000 for speaking it all depends on the organization and the funds available. I will have to make travel arrangements for her; do I just make the plane reservations myself? What is typical for a stay for the speaker? Bring them in on Thursday or Wednesday? Do we typically put them up for the weekend or just the one or two nights; if brought in on Thursday or Wednesday?
 - What is the budget the conference committee will be working with? Membership is still \$15 correct? Is the conference fee still \$30? Do we calculate a budget using \$30 or \$45 per person? Should we be using a rough estimate of about 200 attendees?