

Association for Student Conduct Administration
Board of Directors Meeting
January 31-February 7, 2010

Board of Directors present: Tamara King, Dwayne Scott, Brent Ericson, Katie McGee-Barras, Karen Boyd Lorrie Miller, W. Scott Lewis, Susan Baker, Daniel Swinton, Gary Dickstein, Jeff Stefancic , Jennifer Hammat, John Jones, Marlin Nabors, Chris Loschiavo, Marc Shook, Ryan Holmes, Kellie Brennan and Jane Tuttle

Executive Director: Billye Potts

Key: Red = Motions; Blue = Sense of the Board; Green = Action Items; Purple = Recess/Adjournment

I. Call to Order

King called meeting to order Sunday, January 31, 2010, at 3:19 p.m. EST

II. Welcome and Introductions - King

The BOD meeting starting with introductions of old and new boards and an icebreaker

III. Approval of January 14, 2010 Meeting Minutes - Scott

IV. Motion by Dickstein: Approve January 14, 2010, meeting minutes with the necessary corrections.

Corrections: Jane Tuttle was present for the January 14, 2010, board call.

Second: Lewis

Discussion: none

Motion carried

V. Review of Conference Schedule & Expectations -King/Lewis

BOD reviewed conference schedule in particular events BOD must attend. King emphasized that the BOD needs to be visible and helpful during registration on Wednesday and soliciting feedback good or bad.

King announced that during the business meeting a three year budget will be presented in terms of actual and projected expenses.

VI. Conference update - Ericson

Ericson reported that everything was on target with the conference and that there are 620 conference registrants. Ericson reported that the opening session will be video recorded. Ericson reminded BOD to report any programmatic problems to him. Ericson reported conference binders will be here on Monday, February 1, 2010. Ericson also reported that he was very pleased with the performance of the core committee. Ericson also reported that the conference budget will come in under the projected amount, thus saving the association money.

Potts reported that TradeWinds will have personnel posted to assist with directions and encouraged BOD to become familiar with the hotel and accommodations. Potts reported that the new BOD will have an opportunity to tour the property in an effort to become better acquainted with hotel meeting spaces and amenities shortly after the meeting recesses today.

VII. Leadership Training Expectations - Miller & Hammat

Hammat reported that leadership training with circuit and state representatives, committee chairs and MICs will consist of the following: history and governance structure of ASCA, strategic plan and direction, ASCA Webpage overview, communication protocol with BOD, ASCA finances, central office operations and Q & A. Hammat reported that the Leadership Handbook is updated on an ongoing basis, so report any changes to her. Amend: Send all changes to T. King.

VIII. Approval of Director at Large 3 & 6 -Lewis

- IX. Motion by Swinton: Accept the recommendation of Scott Lewis to appoint Kellie Brennan as Director- at-large for circuits 3 & 6.**
Second: King
Discussion: The BOD discussed the qualifications of the nominee, why Brennan was nominated, and reviewed the process of her appointment.
Motion carried

X. Conflict Resolution Update -King

King reported that during a telephone conversation with her Lewis, and Olshak, Olshak stated that he wanted to purchase the copyright to the ADR materials from ASCA.

- XI. Motion by Stefancic: Allow Rick Olshak to purchase ADR materials from ASCA.**

Second: McGee-Barras

Discussion: The BOD discussed vigorously the pros and cons of selling ADR materials back to Olshak.
Motion denied

- XII. Motion by Scott: With the necessary addendums and corrections via the attorney. Per the spirit of the original donation agreement and at no cost to him, the ASCA board conveys to Mr. Rick Olshak the right to unlimited access to use, amend, promote, consult, train others, and present the conflict resolution materials he developed and gifted to the Association in 2000 or any iteration that he may create from these materials. The ASCA board acknowledges that, although Mr. Rick Olshak gave his ADR materials to the association, it was never his intent to cease all utilization and development of those materials for personal gain or ongoing contribution to the field. This right to access is not transferrable and does not confer to Mr. Olshak intellectual property rights to the original materials. The Association retains those rights; therefore Mr. Olshak is the only person granted this level access without the express permission of the ASCA Board. Therefore, in the spirit of fairness and recognition of Mr. Olshak's contribution to the Association; it is the sense of the board to provide Mr. Olshak unlimited access to the ADR materials for his personal use and development per the above guidelines.**
Second: Swinton
Discussion: Loschiavo recused himself
Motion carried

XIII. Review of Board Reports/Questions - Everyone

BOD reviewed the Board book. Jones raised concern about a letter to membership from Scott that was supposed to be sent in June. Specifically, Jones wanted to know why the letter was sent from King instead of Lewis and the board was not informed. King in consultation with Potts and Lewis determined that the letter pertaining to Lewis's eligibility would be more appropriate coming from her. However, both King and Lewis acknowledged that better communication in terms of informing the BOD about the change in plans could have been better communicated, but also encouraged Jones to voice his concerns earlier than later.

Dickstein emphasized the need to communicate to the Association the report submitted to the BOD pertaining to the recommendations of the Membership Restructuring Committee along with the process utilized.

Sense of the board is to bring the restructuring of the Association to closure and to remain with the current structure.

Dickstein will communicate to the Restructuring Committee the board's decision and copy the board.

Sense of the board was that member interest forms received at the central office will be forwarded to the appropriate DAL.

BOD vigorously discussed strategies to help train and develop circuit representative. Nabors recommended providing more description as it pertains DAL duties.

VII. Meeting recessed Sunday, January 31, 2010, at 8:47 p.m. EST.

XIV. Meeting reconvened Monday, February 1, 2010, at 9:19 a.m. EST.

XV. **Introduction of Presidential Graduate Assistants** – King
Presidential interns Dana Parcher and Jasmine Pope introduced themselves.

XVI. **Strategic Plan Final Document** - King
The BOD discussed the final draft of the strategic plan. Lewis stated in theory the plan will be something that drives the conversations that the BOD engages in. King stated in the past the BOD routinely reviewed the strategic plan during board meetings. King reiterated that every board member should be familiar with the strategic plan and effectively communicate the plan to others while in their leadership roles. King reported that she, Lewis and Swinton developed Goal 6 of the plan.

XVII. **Review of budget (December 2009)** - King/Stefancic
Stefancic reported that the current budget does not reflect revenue from January and February. According to Stefancic, the budget reflects a \$14,000 deficit, but he anticipates revenue generated from the conference will eliminate the deficit. Stefancic also reported that the central office line item is significantly under the projected amount, but this is due to salary savings from a position. Stefancic provided the BOD with a 3-year review from 2006 to 2010 actual and projected costs. Stefancic reported that the budget will be available on the website for review along with other pertinent information related to the association's finances
[Sense of the board is to provide desk copies of the budget at each check in station for members to review and to provide two copies per table during the Business Meeting.](#)

Ericson will announce during featured speaker sessions that desk copies of the budget and strategic plan are available at the registration table.

King reported to the BOD that under Dickstein's tenure as President approximately \$5,000 in conference checks were never cashed and as a result Potts has contacted each institution requesting reissuing of checks for the 2009 conference.

XVIII. **NIRSA Presentation** - King/Potts
King reported that NIRSA's Executive Director and President will be attending and conducting a presentation during the conference. King reported that she, Lewis, Swinton, and Potts will be meeting with various organizational leaders concerning partnerships, webinars and how to make relationships more beneficial for ASCA.

XIX. **NACA/ASCA Presentation** - King/Potts
King reported that NACA and ASCA's Student Advising Institute will happen in July on the campus of the University of Louisville. The Institute will focus on Student conduct, risk management, student group advising, 1st Amendment, etc. King reported that she anticipates 75 people will attend at a cost of \$450. per participant and will likely provide a multiple staff discount. King reported that NACA has developed the first draft of the marketing piece for the Institute and depending on the level of success; the Institute may be offered bi annually.

Boyd stated that in talking up the Institute BOD members should not present it as an alternative to the Academy.

- XX. Goldstone Foundation Update** - Dickstein
King reported that there was no clear idea of how both boards would interact prior to Gehring resignation. King reported that there were some issues on the way some donation activities were managed. Specifically, the decision to remove ribbons from the conference caused some issue with the Foundation Board. King reported that the ASCA BOD and Foundation Board are in the process of developing an MOU that will address communication and interaction between the two boards. King reiterated that both boards will determine what the relationship should be between ASCA BOD and Foundation Board. Dickstein recommended training for both boards as a mechanism for members to better understand their roles. Lewis reported that he requested from the Foundation Board four names of potential chairs, but reiterated to the BOD that it's the Foundation's responsibility to replace and/or appoint their board members.
- XXI. Executive Session** – King
- XXII. Motion by Swinton: BOD go into Executive Session**
Second: Hammat
Discussion: None
Motion Carried
- XXIII.** The BOD went into executive session
- XXIV.** Meeting reconvened Monday, February 1, 2010, at 1:50 pm EST
- XXV. Transition to new leadership** – King
King verbally thanked outgoing and current board members for their work and contributions while she was President of ASCA and informed them that she will be giving them a parting gift of thanks. King invited outgoing board members to say a few words about their service to the organization and provide any advice to new board members. McGee-Barras, Stefancic, Ericson, Hammat, Dickstein, and Baker provided thanks for the opportunity to serve and words of encouragement.

King passed the gavel to W. Scott Lewis and officially dismissed all outgoing board members.
- XXVI. Motion by McGee-Barras: recess meeting**
Second: Hammat
Discussion: none
Motion carried
- XXVII.** Meeting reconvened Monday, February 1, 2010, at 3:00 pm EST
- XXVIII. Introductions and Board Orientation** – Lewis/Potts Lewis asked BOD to be cognizant of time regarding topics of discussion during our meetings. Lewis stated that he will utilize the same protocol as King by including the President-Elect on all of ASCA's business. BOD engaged in introductions as a result of Kellie Brennan newly appointed DAL for circuits 3 and 6 joining the meeting.
- XXIX. BOD Expectations** – Lewis
Lewis reviewed Intra BOD Expectations document line-by-line with BOD. The items covered related to attendance, preparedness, participation, professional interaction, decision making, conflict management and fiscal responsibility. Lewis reiterated the expectation that each board member should contribute financially and/or in-kind to the Goldstone Foundation annually. BOD also discussed the possibility of each board member contributing a specific dollar amount. **Sense of the board is to make Goldstone Foundation a priority in individual giving among BOD.**

XXX. Motion by Nabors: Adopt Intra Board Expectations with the necessary changes
Second: Miller
Discussion: none
Motion carried

XXXI. Motion by Brennan: recess meeting
Second: King
Discussion: none
Motion carried

XXXII. Meeting recessed Monday, February 1, 2010, at 4:57 p.m. EST

XXXIII. Meeting reconvened Tuesday, February 2, 2010, at 8:40 a.m. EST

XXXIV. BOD Expectations (continued)

Lewis reiterated the lack of memberships from institutions by stating that ASCA had representation from approximately 800 colleges with an approximate membership of 1600 out of 12,000. Lewis stated that he expected each BOD to grow the association by one member this time next year. Lewis encouraged the BOD to reach out to individuals who are in close proximity to their home institutions, but are not members of the association. Lewis encouraged BOD to focus their conversation on the benefits of membership in ASCA. Lewis stated that overall as an association we have poor representation from community colleges, HBCU's, predominantly Hispanic and Tribal institutions. Lewis asked board members to ask themselves, who are not our members, who should be and why, and what process can we put in place to attract them.

Lewis discussed information he and Potts received while participating in training sponsored by the American Society of Association Executives (ASAE). Lewis shared the descriptive information of an Association (a group of people who voluntarily come together to solve common problems, meet common needs and accomplish common goals) and an Association's DNA (what makes associations unique is that the same populations are: the owners, customers, and workforce of the organization), as defined by ASAE.

Lewis shared with the BOD descriptors of non-profit organizations as defined by ASAE. After reviewing and discussing the following types of board members: Novice, Advanced Beginner, Competent, Proficient, and Expert. Lewis requested each BOD to take some time to self reflect on what phase he or she was located as a board member and how they could move to the next level.

Lewis reviewed Four Knowledge Bases (ASAE) that will frame all of ASCA's decision making efforts during his administration. The Knowledge Bases are: (1) What do we know about our stakeholders – needs, wants, and preferences, that is relevant to this decision?; (2) What do we know about the current realities and evolving dynamics of our environment that is relevant to the decision?; (3) What do we know about the "capacity" and "strategic position" of our organization that is relevant to the decision?; and (4) What are the ethical implications?

Lewis shared with the BOD three questions that he and Potts developed as a result of brainstorming during training at the ASAE Symposium. The questions developed were based upon the history of ASCA and Lewis and Potts current roles with the association. The questions developed and shared with the BOD were:

1. How can we restructure, rebrand, etc. to better identify who and what we are as an organization?

Lewis stated question one is an ongoing process. Lewis stated the BOD has been involved with this through the association's name change, new website, Membership Restructuring Committee, etc. and expects for the BOD to continue to make changes when deemed appropriate.

2. **What can we do to grow our membership to include any and all campus partners with any responsibility for student conduct?**

Lewis stated the BOD will create a taskforce that will review how the association classifies its members. Lewis stated that membership classification should encompass a more inclusive strategy that will grow ASCA's membership. Specifically, Lewis stated that we lose people because of our niche, and that we should reach out differently to those "peripheral" groups, where conduct is a portion of their job (e.g., Hall directors, staff/faculty J-board members, etc.) and those who oversee multiple areas (e.g., AVPs.), as well as community colleges.

3. **How can we develop revenue streams that are appropriate given our mission to serve the membership and how do we develop the streams well?**

Lewis stated how do we develop revenue sources, how do we develop revenue sources well, and do we measure them. Lewis went on to state that revenue can be classified as hard and soft. Specifically, Lewis identified hard revenue as money that comes into the association like: membership dues, conference, webinars, individual who give the association money, profit sharing –reslif.net, etc. Lewis identified soft revenue as benefits to members that does not realized income to the association – example our members get a discount with another conference or organization because the person is a member of ASCA.

Shook stated that the Association should clearly differentiate between soft and hard revenue.

XXXV.

Appointments - Lewis

The BOD discussed and nominated 2010-2011 Presidential appointments. Lewis reiterated that he wanted input from BOD and was open to removing and/or adding recommendations to the list.

Nabors requested clarity on selecting circuit reps and suggested that the association develop a protocol for replacing circuit reps, MICs, committee chairs, etc. The BOD discussed developing a process for replacing circuit and state representatives, and MIC's.

Nabors and Scott will develop a process and/or protocol for replacing to replace circuit and state representatives, and MIC's.

Nabors will send document out to BOD for review and vote on during one of the April board calls.

Sense of the Board is that circuit representatives will be responsible for getting state representative information on circuit websites along with updating all information germane to their respective circuit website.

Miller and King will make sure the information above will be communicated to circuit representatives during training leadership training. DALs will be responsible for communicating the information to circuit representatives who don't attend leadership training.

Shook recommended having both circuit representatives and circuit website links on the same page within the ASCA website. Shook and Potts will work together on redesigning how members can find their circuit information and representatives.

Lewis informed the BOD that he and Holmes (2011 conference chair) met and agreed that the conference committee will report concerns, seek input, and ask for BOD approval regarding 2011 conference.

Miller and Scott will talk with Jason about his role and if he will continue to serve on the diversity task force.

Shook and Swinton will define description and role of chair for the Research Committee.

Shook suggested designing a survey for volunteers through survey monkey. Potts stated that ASCA has a survey module within the website that can be used to do the same thing. Brennan, Lewis, and Potts will look at this process.

- XXXVI. Liaisons with other organization** - Everyone
BOD reviewed liaisons to other organizations. Lewis stated BOD explore potential relationships with other organization and reevaluate and determine expectations during June board meeting.
- XXXVII. Motion by Shook: Approve presidential appointees and liaisons with the necessary changes.**
Second: Swinton
Discussion: none
Motion carried
- XXXVIII. Motion by Brennan: recess meeting**
Second: King
Discussion: none
Motion carried
- XXXIX. Membership reclassification taskforce** - Lewis
Lewis stated that a Membership Taskforce will be established and will meet a full day prior to the June BOD meeting. Lewis invited members of BOD to serve on the committee and to notify him prior to the next board call.
- XL. Motion by Jones: recess meeting**
Second: Brennan
Discussion: none
Motion carried
- XLI. Meeting recessed Tuesday, February 2, 2010, at 3:53 p.m. EST**
- XLII. Meeting reconvened Sunday, February 7 at 10:00 a.m. EST**
- XLIII. Strategic Plan Review** – King/Lewis
Lewis informed the BOD that John Jones resigned his position as DAL (7&8), effective immediately. Lewis reported that the BOD will have a special board call on February 18, 2010, to appoint a nominee (TBA) for the DAL vacated by Jones. Lewis informed BOD that nominations for Jones’s replacement should be submitted to him by February 9, 2010.
- Lewis informed BOD that any changes and/or recommendations pertaining to the strategic plan need to be submitted within 30 days after the 2010 conference to Potts.
- NOTE: Jeremy Inabinet was confirmed on February 19, 2010 as the new Director at Large for Circuits 7&8.
- XLIV. Monthly Conference Call Meetings** – Lewis
Monthly board conference calls will occur 3:30-5:00 EST every other Thursday. Board call dates are: March 4 and 18, April 8 and 22, May 13 and 27, July 8 and 22, August 12 and 26, September 9 and 23, November 4 and 18, December 16, January 6 and 20.
- Lewis requested that BOD who can’t be present for the monthly board calls to notify Scott, Potts, Lewis or Jeremy Inabinet in that order.

XLV.

Summer, Fall and Winter Board Meeting – Lewis

Lewis reported that the Membership Taskforce Committee will meet one day prior to the June board meeting. In person board meetings are scheduled for: June 10-12, October 3-5, and February 2-6, 2011. Sense of the board is to move leadership training from 2-5 on Wednesday, February 2, 2011.

XLVI.

Motion by Tuttle : Adjourn meeting

Second: Shook

Discussion: none

Motion carried

XLVII.

Meeting adjourned Sunday, February 7, 2010, at 10:40 a.m. EST

Submitted by: *Drayne J. Scott*

Approved March 4, 2010