



TO: ASJA Board of Directors
FROM: W. Scott Lewis, Secretary
DATE: February 10-11, 2008
SUBJECT: Board of Directors 2008 Winter Meeting Minutes

Board of Directors (“BOD”) Members present: Gary Dickstein, Tamara King, W. Scott Lewis, Jeff Stefancic, Bill Fischer, Mike Jungers, Lorrie Miller, Timeka Rashid, Susan Baker, Katie McGee*, Jennifer Hammat, Matthew Lopez-Phillips, John Zacker, Billye Potts, Heather Turner (**Entered late and/or had to leave the meeting early or temporarily*)

Not Present: None

- I. Meeting called to order at 10:12 AM by President Gary Dickstein**
- II. Welcome and Introductions (Dickstein)**
 - a. New BOD members were given “Board Buddies” to assist in the transition.
 - i. This was done based on evaluations of past BOD members.
 - 1. Katie McGee – Lorrie Miller
 - 2. Jennifer Hammat – W. Scott Lewis
 - 3. Susan Baker – Tamara King
 - 4. Mike Junger – Jeff Stefancic
 - b. The Central Office Staff introduced themselves and their roles.
 - i. Lori Carpenter – Administrative Assistant. She will serve as the front line member contact as well.
 - ii. Heather Turner – Education Development Coordinator.
 - iii. Billye Potts – Executive Director.
 - c. BOD Introductions
- III. The new members were introduced to the different functions of the Board Members**
 - a. The BOD Listserv was explained (Potts)
 - b. Phone Board Meetings – The schedule was distributed (Dickstein)
 - c. Minutes will be distributed shortly after each meeting for review. They will be electronically approved and posted prior to the next call or meeting.
 - d. The role of BOD members as liaisons was explained. (Miller)
 - e. The protocols for travel and reimbursements were explained (Potts and Stefancic)
- IV. The Future of ASJA**
 - a. Information about a Knowledge Based Decision making approach was distributed and discussed. (Potts)
 - i. The ASAE publication was distributed and the duties of BOD members were highlighted.

- ii. Ways for the BOD to be more visible were discussed for implementation, including improved introductions at future annual meetings.
- iii. How well the BOD and ASJA are meeting the prerequisites for a Culture of Trust and Sustaining Success from ASAE and the Center for Association Leadership were examined.

b. A quarterly President's newsletter will be restarted. (Dickstein)

V. BOD Standards of Conduct and Expectations (Dickstein)

- a. BOD expectations were discussed and agreed upon.
- b. The document will be published.

VI. 7 Measures of Success (text) was discussed and questions were generated for ongoing BOD discussion and action.

- a. The Measures
 - i. Customer Service Culture – How are we relevant to our members?
 - 1. We are providing development, support, and a voice.
 - 2. We allow members to stay current and be proactive (through resources).
 - 3. Are there ways we are not communicating to our members the Association's relevance that we should be?
 - a. The lack of outreach to 2 year colleges was discussed.
 - b. The use of brochures and the website was noted.
 - 4. How do we get non-member campuses to recognize the benefit of ASJA?
 - a. By marketing ourselves more aggressively. There was discussion on the potential of the need to allot more monies to this endeavor members and/or hiring an outside consultant.
 - i. Hammat will work with Potts and the membership committee to report on the cost of a marketing plan. This will be reported back to the BOD as soon as possible.**
 - ii. Alignment of Products and Services with Mission
 - 1. The Conference and Academy can continue to improve in this area.
 - iii. Data Driven Strategies
 - 1. Who should or could be members of ASJA and are not?
 - a. There are over 4000 degree granting institutions in the US – anyone primarily responsible for student conduct *should* be a member.
 - b. Anyone who has peripheral conduct responsibilities *could* be a member.
 - c. This will be examined with the marketing report by Potts and Dickstein.**
 - 2. ASJA needs to be more data driven?
 - 3. How do we acquire data from our members?
 - a. Member Profile.
 - b. Conference and Academy evaluations (overall and per session)
 - c. Leadership training and SSAO evaluations
 - d. Webinar evaluations
 - e. Listserv surveys/polling questions
 - f. Overall membership survey (to be done this year by K. Parrott)
 - g. Circuit meeting questions (and online in Circuit 7).
 - h. BOD evaluation.
 - 4. How should we be?

- a. Track a subset of private schools that are faith based.
 - b. Focus groups from member groups that are not being served (e.g., COFHE, HBCUs, etc.)
 - iv. Dialogue and Engagement
 - 1. How do we engage in dialogue with our membership to insure that they will provide services/expertise for our membership?
 - 2. How do we engage in dialogue with our membership to let them know what services we do provide?
 - a. We may be underutilizing our state and circuit representatives.
 - b. Items of consideration included:
 - i. That the BOD be introduced at the Conference Opening and/or Newcomer's session.
 - ii. That the BOD be more engaged with the membership
- VII. The Board recessed at 6:30pm**
- VIII. The BOD reconvened at 8:35am on February 11, 2008.**
- IX. 2009 Conference Budget (Lopez-Phillips)**
- a. A \$20 increase in the professional registration fee and a \$35 in the SSAO track was proposed to cover costs. There was discussion about various ways to reduce costs and/or increase the fees at a higher rate to avoid repeated fee increases. This will be revisited in a future BOD meeting.
 - b. MOTION by Jeff Stefancic: To accept the budget as proposed with the recommendation that the increase be reevaluated in April. Motion Seconded by Bill Fischer.**
 - i. DISCUSSION - None**
 - ii. VOTE**
 - iii. MOTION CARRIES.**
- X. 2010 Conference Chair Appointment (King)**
- a. MOTION by Bill Fischer to nominate Brent Ericson. Motion Seconded by Timeka Rashid.**
 - i. DISCUSSION - None**
 - ii. VOTE**
 - iii. MOTION CARRIES.**
- XI. 2008 Academy Budget (Zacker)**
- a. Track Coordinators
 - i. Nancy Geist-Giacomini – Mediation/Conflict Resolution
 - ii. Howard Bailey – Mid-level track
 - iii. Daisy Waryold – Training Institute
 - iv. Jim Lancaster – Senior Level Track
 - b. Senior Track will move to the Marriott.
 - c. There will be one reception for all participants.
 - d. The examination of the time and location of future Academies will be examined.
 - e. Leadership Plan
 - i. Zacker and King will bring the proposal for the next Academy director by March 2008.**
- XII. LPR (Dickstein)**
- a. The BOD will examine the future of these materials.
- XIII. BOD Issues**
- a. Dues Structure (Dickstein and Stefancic)

i. Stefancic will study and make a recommendation on amounts to the BOD by April 2008.

b. Liaison Roles (Dickstein)

- i. There was discussion about these appointments being made on a variety of bases. There was discussion about the structure of the MICs and the potential of a meeting of the MIC leadership as a Council.
- ii. Publications Board – Fischer and Brent Paterson will identify a new chair for 2009-2010.**
- iii. Goldstone Foundation – Fischer
- iv. Elections – Lewis
- v. Finance – Stefancic and Lopez-Phillips
- vi. MICs – Rashid and Hammat. This should continue the evaluation that was begun this year.
- vii. Diversity Committee – Rashid
- viii. FEA and AFA – Miller
- ix. URMIA – Jungers. There is a potential project (a webinar on threat assessment and connecting risk managers with student conduct officers) in the works.
- x. Awards – Lopez-Phillips and Stefancic. Brian Farber will continue as chair. There was discussion about developing ways to increase the number of nominations.
- xi. Legislative Issues – Potts and Jungers
- xii. Membership – Lewis & McGee & Baker
- xiii. Research – Fischer
- xiv. Leadership Training – Stefancic and Turner

XIV. Strategic Plan (Dickstein)

a. This will be an agenda item on the next BOD call. The most recent iteration was distributed.

b. King and Rashid will work with Dickstein to get the recommendations from the summer inserted into the document.

XV. Operating Policies and Procedures (King)

a. This was updated from the February 4-5 BOD meeting and will be electronically distributed.

b. This will be discussed in the next BOD meeting.

XVI. Memorandums of Understanding (“MOUs”) (Attached)

a. Texas A&M University (TAMU) – the MOU was distributed to the BOD. Some recommendations were discussed and agreed upon. These included:

- i. Question relating to TAMU determining the location of the Central Office.)
- ii. Adding Academy Chair to the evaluation team for the Executive Director.

iii. MOTION by W. Scott Lewis: To accept the MOU with the proposed changes. Motion Seconded by Mike Jungers.

1. DISCUSSION

2. VOTE

3. MOTION CARRIES.

b. IACLEA – Dickstein and Potts will continue to pursue a formal MOU with IACLEA.

c. ACUHO-I – Dickstein and Potts will pursue interest in this relationship.

d. LICC - There was discussion about cultivating the relationship with the League for Innovation in the Community Colleges (LICC). This will be developed by Baker.

e. NASAP – King and Rashid will pursue interest in this relationship. (National Association of Student Affairs Professionals)

f. NACA – Potts and King will pursue interest in this relationship.

- g. ACPA – King will pursue interest in this relationship.
- XVII. The Annual Budget was distributed to new BOD members.**
- XVIII. Future Meetings (Dickstein)**
 - a. The schedule was distributed.
 - b. The Summer BOD meeting will be at a location to be determined by the fiscal responsibility of the location.
- XIX. Educational Development (Turner)**
 - a. The topics discussed were:
 - i. Academic Integrity – Collaboration with CAI will be explored. The information gathered by the MIC will be utilized.
 - ii. Classroom Disruption – especially with community colleges.
 - iii. FERPA and Student Records
 - iv. Searches in Residence Halls – discerning between public and private institutions.
 - v. Criminal Courts and Student Discipline
 - vi. Online Free Speech Issues
 - vii. Assessment – Zacker and Baker will work with Turner on development in this area.
 - b. There was discussion regarding “large scale” topics versus sessions geared to specific populations.
 - c. Conference Session evaluations can be utilized for potential sessions.
 - d. The members will be surveyed to determine what topics are wanted.**
 - e. There was discussion as to the manner of involvement for delivery of these products. (e.g., Podcasts as sessions, promotional pieces, etc.)
 - f. MOTION by Mike Jungers: To allocate \$4,500.00 for Professional Development Opportunity seed money. Motion Seconded by Timeka Rashid.**
 - i. DISCUSSION - None**
 - ii. VOTE**
 - iii. MOTION CARRIES.**
- XX. Circuit Membership Representation Model Reexamination**
 - a. Anne Newman & Shawn McGuirk, will lead this group. Potential Committee Members were discussed and other names should be submitted to Dickstein.
- XXI. Budget Items**
 - a. Stefancic and Potts will work with the financial advisor to reevaluate the long term investment plan. This should occur biannually.
 - b. Stefancic will present a timeline at the March BOD call.**
- XXII. The BOD was updated on the desire of the Vermont Legal Issues Conference to partner more intentionally with ASJA in the future.**
- XXIII. Conference Dates 2010. February 3-6.**
- XXIV. MOTION by W. Scott Lewis: To adjourn. Motion Seconded by Tamara King.**
 - a. DISCUSSION**
 - b. VOTE**
 - c. MOTION CARRIES.**
- XXV. Meeting adjourned at 11:53am.**

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

Approved April 3, 2008