

**Association for Student Conduct Administration
Board of Directors Meeting
October 5-8, 2009**

Board members present: Tamara King, W. Scott Lewis, Susan Baker, Dwayne Scott, Daniel Swinton, Brent Ericson, John Jones, Gary Dickstein, Lorrie Miller, Jeff Stefancic, Jennifer Hammat, and Katie McGee-Barras.

Absent: Karen Boyd

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 Monday, October 5, at 7:00 pm Eastern.

II. Approval of September 17, 2009, meeting minutes – Scott

- III. Motion by Dickstein: Approve BOD minutes for September 17, meeting. Motion seconded by Baker**
Discussion: None
Motion carried.

IV. Circuit Reports – questions re: D-A-L Reports

DAL's discussed issues related to their various circuits. Specifically, several of the DAL's stated they needed more direction from the BOD. McGee-Barras stated that training for DAL's could be strengthened and provided an agenda from the BOD with more directions related to projects and/or activities for circuit reps. Miller stated that more training would allow for better opportunities for DALs and circuit reps to connect. King emphasized that she did not want to formulate a top down approach to conducting the business of the association, but her preference would be that the circuits develop and conduct professional opportunities and/or programs germane to the individual circuits. BOD continued to discuss the pros and cons of the BOD providing more direction to circuits.

V. Update for D-A-L on feedback from Re-Structuring Report - Dickstein

Dickstein informed BOD that there was no new information pertaining to the committee's work on restructuring of ASCA.

VI. Future Academy Sites RFP – Potts/King

Potts reported to BOD that the RFP for the Gehring Academy was advertised beginning October 2, 2009 as a result of the University Utah contract ending. Potts reported that the deadline for proposals is November 2, 2009. Potts stated the goal is to make a recommendation for the new Academy site in late December. Potts also stated that she has received numerous inquiries from colleges and university concerning the application process.

VII. Partnerships with NACA & NIRSA – Potts/King

King reported that NIRSA is interested in having the Executive Director and/or President attend their board meeting during their annual conference in April 2010 in Anaheim, California to discuss a potential partnership and/or collaborative opportunities. King reported that NIRSA will be conducting either a

preconference workshop or a concurrent session during our Annual Conference. There will also be a meeting of the presidents and executive directors from each Association during our conference. They have invited King (as President) and Potts (as Executive Director) to their annual conference.

Potts reported that ASCA is on target to do a summer 2010 institute with NACA which will focus on student advising and student group conduct. Potts stated that both she and NACA's Educational Coordinator are working on costs for staff and student groups. Potts stated that the date for the conference is July 22-25, on the University of Louisville campus. King stated that NACA was really interested in tapping the association's expertise in conduct administration. King also reported that NACA is taking the lead role in developing the budget for this training institute. The curriculum is being finalized.

VIII. Elections Update – Scott

Scott stated that the 2009 Elections Chair, Bill Fisher reported that he received a minimum of 2 nominations for every open position in the 2009 election and that all nominees had been informed of their nomination. The Elections Chair also reported that all candidates had until October 26, to accept or deny the nomination and to submit all required materials for their candidacy.

IX. Meeting recessed Monday, October 5, at 8:33 pm Eastern

X. Meeting reconvened Tuesday, October 6, at 8:40 am Eastern

XI. Strategic Plan Development

BOD worked on strategic plan. Specifically, BOD worked in pairs by reviewing and editing at five stations which represented 5 different areas of the strategic plan. Each pair of BODs rotated to the 5 stations for 20 minutes each as a strategy to develop the association's strategic plan for the next five years. The final draft should be finalized in early December 2009.

XII. Financial Update - Stefancic/Potts

Potts stated that compared to last year at this time the association's membership is down 171. Potts stated that from September 2008 to September 2009 membership is down 223. Potts stated that currently ASCA has 1504 members as compared to last year's membership of 1727. Potts stated that based upon her experience ASCA's membership should increase some in January 2010 as it normally does because of conference registrations.

Potts reported that circuits 1 and 7 have exhausted their \$300 budget allotment.

Stefancic emphasized in his report that the Academy numbers were not included, but appears the association is schedule to meet revenue projections.

Stefancic informed the BOD that potentially the association could see an increase in revenue because of the newly contracted reduced rate for credit card usage.

Dickstein stated that he believed the Treasurer should be more involved in the budgetary matters of the annual conference and academy.

Potts informed BOD that the webinar with ACUOI should earn approximately \$5,500.

- XIII. Trade Winds VP for Hotel Operation - Keith Overton**
Overton updated BOD on construction project underway at the resort. Overton informed the BOD that refurbishing of 80 rooms were under construction, but no construction would occur during the conference and that all construction projects should be completed by summer 2010. BOD also viewed the new color scheme that will be in place for guest rooms during the 2010 conference.
- XIV. Economic Impact Survey Review - Potts**
Potts conducted a survey as a result of other professional organizations conducting similar surveys. Potts stated that the information will be helpful in planning for future organizational conferences. King encouraged Ericson to conduct a heavier marketing campaign on hotel amenities in an attempt to provide members with feasibility and affordability of the conference and new location.
- XV. Membership Update/Suggestions - Potts**
Potts informed BOD that the central office from June 15 to August 15 provided members with their membership expiration notices. Potts stated that the website now has the capability to identify who referred a new member which could potentially allow for incentives. King suggested that the home office send a thank you to the person who did the referral. Potts informed the BOD that ASCA has a facebook page and a twitter account which will be utilized for major programs and/or activities. Stefancic recommended finding someone like a graduate student to be responsible for facebook/twitter.
- BOD discussed several ways the association could recruit and retain members. Specifically, BOD discussed the possibility of providing membership with options regarding dues such as: a two or three year membership fee at a reduction or locked in rate. Stefancic reiterated that during the 2007 Business Meeting it was decided that dues would not be raised for three years.
- XVI. Motion by Swinton: Create for the 2010 conference a non member registration fee in the amount \$475 and create three member registration/membership options for \$374, a professional member onsite registration fee \$360, graduate student plus registration fee of \$219, and a non member registration fee for \$475.**
Motion seconded by Hammat.
Discussion: BOD debated the time frame of implementation and if this change would impact the Gehring Academy
Motion carried
- XVII. Motion by McGee-Barras: ASCA offer continued membership status for members who lose their full time employment at an institution to renew their membership for one year at the current professional membership rate. Motion seconded by Miller.**
Discussion: None
Motion carried
- XVIII. Motion by Dickstein: The association allows members to renew membership for two years at \$95 each year, effective immediately until June 30, 2010. Motion seconded by McGee-Barras.**
Discussion: None
Motion carried
- XIX. ADR Task Force Recommendation (David Karp's letter) – Dickstein (See attachment)**
Dickstein worked with Karp on a survey of 245 institutions which yielded a 30% response rate. Karp in his letter inquired about the direction of the ADR summit. King suggested that they should give the BOD a comprehensive program for conflict resolution, ADR, restorative justice.
Dickstein stated that he will communicate that they need to be on a committee charged with creating a POA to educate ASCA members on all conflict resolution options including ways to infuse conflict

resolution into existing processes, implementation on campuses, and well as create POA for existing action items.

XX. Review forms to be completed of circuit events and notification of sponsorships for programs - King
King provided information about co sponsorship with two vendors. King asked DALs to talk to circuit reps about sponsorships and conflict of interest issues ASAP. King stressed the importance of circuit reps utilizing ASCA's event registration form as a second check to avoid potential conflicts of interests. It was also expressed that Circuit Representatives should be communicating more with DAL about events they are planning, so that DAL can also ensure no conflicts of interest exist or sponsorship issues arise.

XXI. Meeting recessed Tuesday, October 6, at 5:20 pm Eastern

XXII. Meeting reconvened Wednesday, October 7, at 8:40 am Eastern

XXIII. Strategic Plan Development Continuation - King
BOD continued working on the strategic plan, in particular editing and revising the draft from the previous day.

XXIV. Conference 2010 Update - Ericson
Ericson informed the BOD that all conference attendees who were registered with Tradewinds will receive a 20% discount on food and beverage for the entire conference at all onsite properties. Ericson stated that the discount will occur at check out time. Ericson reported that Tradewinds will sponsor a \$100 gift certificate and two nights stay (not during conference) at the resort.

Ericson reported that volunteers are in the process of reviewing program proposals. King stated that based on the Economic Survey, she recommends one hour sessions as opposed to an hour and a half because respondents indicated attendance at the annual conference was contingent upon their ability to present. Dickstein recommended adding more concurrent sessions to the conference. McGee-Barras suggested that we keep in mind that some conference evaluations indicated there were too many choices during last year's conference. Ericson reported that the exhibitor and sponsor packets will be mailed this month. Ericson reported that exhibitors and sponsors would be conducted in following phases: new sponsors, past sponsors and follow up with each business or organization. Ericson reported that more information on the hotel, including pictures will be a part of the marketing strategy. Potts and Ryan Holmes (conference co chair) will be conducting a site visit in December and meeting with hotel staff shortly before the conference begins.

BOD vigorously debated the costs vs. benefits of bringing in a high profile keynote speaker as opposed to doing something different. Ericson stated that he would discuss alternative ideas to a high profile keynote speaker(s) with the conference committee.

XXV. LRP Discussion - King
King reported after ASCA acquired the rights or the ADR program from LPR, Olshak requested that the association give ownership back to him, but he would allow ASCA to utilize the training manual in some capacity. Potts asked if Olshak was given the option to purchase the copyright prior to the association acquiring ADR. Lewis informed the BOD that Olshak was presented with an opportunity to purchase the copyright by Bill Fischer, but declined due to the cost. BOD continued to vigorously debated Olshak's request for ownership of the copyright. BOD continued to discuss what should the association do regarding the ownership of the copyright and/or usage of the ADR document.

- XXVI. Motion by Dickstein: ASCA retain copyrights to original materials. However, the association will allow Olshak to use the materials and edit as long as he provides proper attribution to the association
Second: Stefancic
Discussion: BOD continued to discuss this matter.
Motion failed
- XXVII. Motion by Scott: Moved to deny Olshak's request to purchase copyrights or be the exclusive purveyor of the ADR materials.
Seconded by Hammat
Discussion: None

Sense of the board is that the association will move forward to appoint a team/consultants in the next year to revise the ADR materials. Olshak would be included on the team.

King stated that she would inform Olshak of the BOD's decision.

XXVIII. Membership categories

John Zacker submitted a proposal asking the board to reconsider institutional memberships because of the economic situation. Potts provided information about the past decisions regarding institutional memberships. Potts stated that since there are limited numbers of members per campus, it would not be advantageous for the institution to participate. Dickstein suggested institution conference or Gehring Academy memberships. Dickstein provided as an example: for an institution that has 5 people attending the conference there could be a reduction in costs per attendee (1-3, 4-9).

XXIX. Sponsorship categories – Dickstein

Dickstein conducted research on other professional organizations pertaining to their costs for membership, conferences, amenities offered during conferences, sponsorship packages, etc. Hammat recommended doing a price sheet that the association would give to potential sponsors.

XXX. Email from Directors at Large

BOD discussed mechanisms that would enhance communication at all levels of the association to make sure tasks are being accomplished as outlined. Hammat informed BOD that she creates checklists for each project and checks them off as they are completed and/or provide appropriate follow up as necessitated. Jones commented that setting deadlines and checklist will help DALs prioritize. Swinton suggested reporting to someone like the President-Elect as a measure to keep DALs on task and in the loop. As a result of the discussion DALs will conduct monthly calls as a means of facilitating better communication and accomplishing tasks.

XXXI. Executive Session

The BOD went into executive session.

XXXII. Meeting recessed on October 7, at 6:00 pm Eastern

XXXIII. Meeting reconvened on October 8, at 8:35 am Eastern

XXXIV. Strategic plan developed – King/Lewis

The BOD continued work on ASCA's strategic plan

XXXV. BOD Foundation Donation – Potts

Potts reported only three BOD members had not donated to the foundation and that she would follow up with those individuals. It is a BOD expectation that the BOD have 100% participation in donations to the Foundation.

XXXVI. Central Office Update – Potts

Potts reported that Becky McNair was hired on September 28, 2009 and that a press release will be sent to the membership. Potts reported that she will be meeting with Becky face-to-face on Monday, October 26, 2009.

Potts reported that the website updates should be completed approximately within 60 days. Potts reported she anticipates the updated version of the association's website going live shortly before the Thanksgiving holiday. **Potts will send information to BOD for their review and feedback before going live with the website.**

Potts reported that Becky and Lori will be attending a conference sponsored by Schipul, our website host.

XXXVII. CLHE Request Publishing Partnership – Potts

Potts reported that CLHE is interested in partnering with ASCA in some publications pertaining to student rights and responsibilities. Potts stated that CLHE would provide all the monetary cost, and will be responsible for editing, etc. ASCA membership would receive discounts and 15% of the profits.

Sense of the board is to explore the possibility of being a part of the process. Potts is going to follow up by obtaining a template of an agreement.

King passed on to Lewis the Presidents Book of Letters and read her letter to president –Elect Lewis.

XXVIII. Leadership training questions and board expectations for the 2010 Conference – King/Lewis/Potts

BOD meeting will start on Sunday, January 31, and end with a post conference board meeting on Sunday, February 6.

XXXVIII. Motion by Lewis: adjourn meeting. Motion seconded by Swinton

Discussion: None

Motion carried.

Meeting adjourned 10:30 am, Eastern

Submitted by: *Drayne J. Scott, Ed.D.*

Approved November 5, 2009