



**CPDD Executive Board
October 12 – 13, 2020
CPD Board Fall Planning meeting - Virtual**

Attendees:

Chuck Baukal, Rita Burrell, Matt Carver, Lynda Coulson, Doug Ernie, Candace House Teixeira, Linda Krute, Kerri Poppler James, Julayne Moser, Keith Plemmons, Marty Ronning, Mark Schuver, Mitch Springer,

Call to order by Keith Plemmons –11:00 am

Welcome/Introductions

“Around the Room” – Impact of COVID/2020 and Implications

Common impacts and concerns:

1. Remote work
2. Workload and enrollment increases
3. Miss seeing co-workers
4. Working in ‘reactive’ mode – difficult to be pro-active or ability to plan
5. Changes in job responsibilities – organizational structure changes
6. Learning to be more paperless
7. Elevated stress levels
8. Continuing Educ teams – being utilized as resources – high demand on expertise

Administrative Updates and Reports

1. Review of minutes from CPD Board meeting at ASEE 2020 virtual conference meeting – Julayne Moser
 - a. **Motion to Approve Minutes: Kerri Poppler James; Seconded: Marty Ronning**
 - b. **Vote: Motion Approved with correction to Doris Smith to Dora Smith**
2. Action Items – Review from last updates in June 2020, see updated list for details (Oct 2020).
3. Treasurer’s Report – Linda Krute
 - a. CPDD balance of \$53,172.61
 - b. Total revenue only \$208.95 mostly from membership dues (\$10/member)
Univ of Maryland covered expense of shipping materials to board for this meeting
Overall, we’re doing well. ASEE scrutinizes division accounts that have high balances;
CPD maintains a reasonable balance for CIEC and a ‘cushion’ in event CIEC is not profitable.
 - c. **All agreed and were in favor of approving the Treasurer’s report as presented.**
4. Budget/Finance Committee – Linda Krute and Pat Hall are working on guidelines and a handbook.
5. CIEC Executive Board Updates – Kerri Poppler James
 - a. CIEC 2021 is cancelled face to face
Candace House Teixeira noted there has been no ‘cancel’ notice
It was decided that Keith Plemmons, as CPD chair, contact Robin Hammond that an announcement needs to be made soon; recommended CIEC attendees for the last 2 years be notified.
 - b. CIEC for 2024 is scheduled to be in Garden Grove, CA
CIEC site committee successfully moved everything without additional expense

- c. CIEC – 2025 Las Vegas
- d. What will each division that hosts CIEC plan to do in place of CIEC 2021?
Most other divisions are planning virtual events, except ETD since they require papers
- *e. CPD needs to determine programming/events in place of CIEC 2021. Candace House Teixeira and Matt Carver were collecting session ideas – consider working on these in a zoom setting?
There are some SIG ideas, many panel ideas (with contact info), no workshop topics.

Kerri Poppler James offered to be on a sub-committee to address CPD's offerings in place of CIEC 2021. Consider Industry 4.0 Workforce Summit as source for ideas/topics. Marty Ronning volunteered to support the platform; can control Zoom instance, Univ. of Maryland has a webinar license. Mark Schuver also volunteered to be involved.

Candace House Teixeira will take the lead. Sub-committee will consist of Kerri Poppler James, Marty Ronning, Mark Schuver, Matt Carver and Lynda Coulson.

Overall ideas for CPD programming

- Consider environment for 'chunks' of sessions
- Partner with other divisions (especially CIP given topic focus – Workforce Summit)
- Free to access sessions and follow up with attendees– consider a recruitment opportunity
- Six webinars over 6 weeks starting in Feb 2021?
- Consider targeted invitations to our sessions from list of attendees of the Workforce Summit sessions
- Do weekly sessions, 'lunch and learn'?
- Have "CPD" month?
- Ask the SIG groups to attend and observe Industry 4.0 Workforce sessions – how can this be brought back to CPD?

- 6. CIEC and CPD Rotation Charts – Marty Ronning
 - a. Most immediate, 3 vacancies – treasurer and 2 directors. Will need to vote on nominees in Spring 2021
 - b. Marty Ronning has the email message prepared for the Call for Nominations.
Change in wording, vote usually at CIEC and when new terms start – typical end of CIEC Friday, Feb 5, 2021 – new terms start Feb 5. Call for Nominations will be sent around Oct 15.
 - c. Nominations Committee – Marty Ronning, Mark Schuver, Kerri Poppler James

Conference Reports / Discussion

- 1. ASEE 2020 Virtual Conference – Keith Plemmons
 - a. Montreal was the planned location
 - b. CPD had 2 sessions – well attended
 - c. Idea of a 'green room' for presenters was excellent; offered him opportunity to meet presenters
 - d. Overall – conference went well; Keith learned selectivity on the abstracts
- 2. CIEC 2020 Conference Report – Matt Carver
 - a. CPD sessions went well – excellent attendance
 - b. CIEC Expo went well, good location in the hotel
 - c. It was agreed to make a recommendation to the CIEC Site Selection committee to consider those cities with largest attendance at CIEC (e.g. Orlando, New Orleans), and set a schedule to return to these 'high attendance' cities on a rotation.
- 3. CIEC 2021 Discussion – CPD Virtual Activities (see discussion earlier under CIEC Exec Board Updates, #5e)*

4. ASEE 2021 Discussion – Keith Plemmons

- a. Abstracts close Friday Oct 16, currently has 7 abstracts and looking for more. No workshop proposals received
- b. Reviewers – 11-12 have volunteered
- c. Once papers are identified, will schedule sessions.
- d. Recommendation to consider a workshop/session about ‘lessons learned moving F2F to online’?
This could be a good session for a panel, faculty based, focus on blend of on-campus/online
Assemble panel of Directors of Online programs – their perspectives? Considering 2 panels –
Faculty (pedagogy) based and Directors (administration) based.
(ideas of USC engineering Dean, Pres Mitch Daniels from Purdue)

Keith Plemmons will work with Candace House Teixeira and Matt Carver.

Bylaws/Marketing/Membership/Website

(no discussion on bylaws)

1. Board Nominations and Appointments Update – Marty Ronning

- a. Call for nominations (see #6 Rotation Charts under “Administrative Updates and Reports”)

2. Marketing Plan Discussion

- a. Use similar marketing plan we use when recruiting a program
- b. Benchmark
- c. Quantify benefits of ASEE/CPD membership
- d. Consider alternatives – webinars, virtual sessions
- e. Keith Plemmons will talk to Lisa Butler – develop a plan and strategy.

3. Membership Report/Discussion

- a. No membership data at this time
- b. We need a ‘pipeline’ for membership
- c. We need to take ‘better care’ and act on the CIEC attendee lists.
 - Send a personalized letter to new members from current member?
 - Survey attendees to identify ‘who makes the decision in your organization for your participation in ASEE/CIEC/CPD?’
- d. *LinkedIn* email campaigns could be successful – target those based on job titles and universities.
There is a fee, but likely reasonable
- e. *US News & World Report* – contact participating universities
- f. HR manager in organizations – decision makers for staff participation
many times in industry this is the decision of the individual (staff facing) managers
- g. Identify ‘what do they (industry/education) need’ and how do we get that info and do we have it?
- h. Consider alumni

4. Website updates/Procedures on submissions

- a. Matt Carver and Tamra Swann modified CPD description for the ASEE web site.
Updates to ASEE web site – only need to send info to ASEE (Tim Manicom)
- b. Update search terms – make sure include “Hybrid”, “Online”, “F2F”
- c. Marketing committee can use this modified wording in marketing.

5. CPD division name change (from Action Item List)

- a. Previous discussion decided to not change name;
- b. Discussion – current name confuses those we’re trying to recruit – implies non-credit,
not inclusive of all of our programs

- c. Review our mission – advertise the mission
- d. Concern – make sure ASEE doesn't create another division that encompasses online

SIGS/CMC/Awards

- 1. SIGS – Mark Schuver
 - a. Reminder of the Industry 4.0 Workforce Summit later this fall
 - b. SIGS to consider CIEC CPD topics for virtual presentation next spring
- 2. Awards
 - a. Call out for awards nominations (Certificate of Merit, Biedenbach Award) will be sent later this fall from Kerri Poppler James