

Board Meeting Minutes – Approved at CIEC 2023 CPD Board meeting

Present Monday, Sept 26.: Kerri Poppler James, Julayne Moser, Linda Krute, Octavio Heredia, Lynda Coulson, Chuck Baukal, Matt Carver, Candace Teixeira.

Monday, September 26, 2022

Administrative Updates/Reports

Review and approval of minutes from the June 2022 board meeting at ASEE Annual Conference (Minneapolis).

Motion to approve: C. Baukal, Second: K. Poppler James. Vote: Minutes approved as presented.

Review and update of action items – K. Poppler James

Archives – A date to review the materials needs to be set. L. Krute recommended week of Oct. 17, or early November, with preference for November. More details about this review will be forthcoming.

Strategic Planning – The Board had discussed addressing division membership and asking ASEE for membership lists to determine demographics, etc. The topic of merging with another division is no longer under discussion.

Newsletter – The division has not had a newsletter for at least 2 years; Eugene Rutz had been the editor. Reviving the newsletter would need a significant commitment. This will be considered during our handbook review. The newsletter can be included as part of the marketing discussion, but we also need an editor to devote the time to this effort. Discussion update on this action item on the Action Item list dated Sept. 2022.

Financial Committee – K. Poppler James, L. Krute and M. Ronning met and have reviewed this topic. This action item can be removed from the list.

Treasurer’s Report – L. Krute

L. Krute explained process that she and K. Poppler James receive reports from ASEE. ASEE is overdue in posting information. CPD receives \$1.00 per member from ASEE; the \$119.00 membership allocation reflects 119 CPD members. The ASEE report does not include details. The ASEE report did not include expenses related to the ASEE 2022 conference. L. Krute doesn’t have access to directly view that information. Also, there are no references to the ASEE’s Adm. fee (30% of revenue to the Division) on the account reports since March 31, 2022.

CPD’s current balance is \$38,172.41 (Financial Report attached). Currently, the division’s sole income is from membership dues. We have not had CIEC workshops as an additional revenue stream; those funds would be posted toward the “Special CIEC Account” instead of the Bass account. Expenses such as the Biedenbach award, should always be charged against our ASEE Bass account as it is focused on member activity. We need to continue close contact with our PIC V chair regarding ASEE updates on financial practices.

Motion to approve Financial Report by C. Baukal, seconded by M. Carver. Vote: Financial report approved as presented.

Budget/Finance Committee comments/concerns – K. Poppler James

Review of discussion and idea topics on increasing our revenue. We should continue to cover awards’ expenses from Bass account. We also need to review expenses we could decrease, e.g. board expenses. For CIEC 2023, CPD will not be scheduling a workshop.

We could consider providing virtual programming with viewers paying; an option is for one of our home institutions to host the event to cover IT expenses.

The board was asked to continue generating ideas to enhance our revenue stream.

CIEC Executive Board Updates – K. Poppler James

The CIEC Board met at ASEE in June 2022. There is continued disagreement among a few board members. As auditor for 2022 CIEC, K. Poppler James reported issues with settling the auditing report. A special session of the CIEC Board may need to be held and should be before CIEC 2023.

Based on the initial auditing review, CPD has a loss of around \$2800 from CIEC 2022.

There is to be a special sub-committee to review CIEC, i.e. format, structuring, sponsored days such as ‘industry day’. T. Swann is CPD’s representative on this sub-committee. As of this date, a meeting has not been set. Planning for CIEC 2023 is on schedule.

At the June 2022 meeting there were concerns about site selection (Round Rock, TX) for 2026. There was disagreement on approval of this site by the CIEC Exec. Board.

CPD is host division in 2025.

Updates to CIEC and CPDD Rotation Charts – K. Poppler James

The CPD board will have the following openings on the board to be voted on in February 2023:

- Treasurer
- 2 Directors

K. Plemmons is developing the nomination slate. We need to contact individuals who may be interested in these openings.

Additional CPD vacancies to fill (board members can volunteer for these roles):

- CPD Program Chair - 2024 CIEC Orange County
- CPD Program Chair – ASEE 2024
- CIEC General Conference Chair for CIEC 2025, who will work as Asst Gen Conf Chair in 2024

Conference Reports/Discussions

ASEE 2022 Report, Minneapolis – K. Poppler James

There were significant problems with the paper management system for ASEE 2022. CPD had 2 successful technical sessions and a networking lunch (attendance approx. 17). We do not have the financial report on our activities from ASEE.

ASEE 2023 Updates – C. Baukal

The SLAYTE paper system that was used in 2022 will not be used for 2023. ASEE is offering a \$50 rebate toward membership or conference registration next summer due to the significant malfunction of SLAYTE in 2022. D. Ernie formulated a panel for 2022 ASEE but it could not be scheduled. We should consider a panel for ASEE 2023; D. Ernie should have all the information to share to pursue this for 2023.

The call for papers is open, and abstracts are due October 31, with a due date of January 31 for paper drafts. C. Baukal will send an announcement for reviewers.

CIEC 2022 Report, Phoenix – M. Carver

We do not have final financial information on CPD income or loss for CIEC*. The final registration report indicated a total of 184 attending. There were 63 new attendees, 32 for CPD. We had a few new presenters, and CPD sessions were well attended.

**Note – see earlier report of anticipated loss of \$2800.*

CIEC 2023 Report, N. Charleston – K. Poppler James

K. Poppler James shared the CPD/CIEC sessions planned for CIEC. There are 4 sessions and a SIG breakfast. We need an industry panelist for the Industry Day panel by November 1. T. Swann plans to contact our members on the east coast as potential panelists.

The CPD Hospitality room will be at the hotel on Thursday evening of the conference. T. Swann is planning for more engagement activities for the hospitality room, and she will moderate the SIG breakfast on Friday morning of the conference.

The hotel is the Embassy Suites in N. Charleston, and registration is now open.

Nominations/Awards/CDEI/Website

Board Nominations and Appointments Update -no report

CDEI Updates – M. Springer

M. Springer sent the CDEI report on strategic framework; the report is attached.
M. Springer will continue to serve as CPD rep on this board until 2024.

Website updates – C. Teixeira

The registration link for CIEC 2023 has been updated to our web site. She encouraged everyone to send her information on CIEC, and if there are other items that should be on the web site.

Update on SIG Leaders and upcoming activities – T. Swann – no updates

CMC updates – L. Coulson/ J. Moser

L. Coulson will be taking on the role M. Schuver held as the CPD rep to CMC. L. Coulson and J. Moser will be co-reps for CPD to CMC. CMC meeting minutes will continue to be forwarded to the CPD board.

Awards Report/Discussion – O. Heredia

During the Oct/Nov timeframe, O. Heredia, chair-elect, will send a message to the membership requesting nominations for the Biedenbach award and Certificate(s) of Merit. A 3 person awards committee will be created to select awardees. Members of the awards committee must be a CPD member. Both J. Moser and K. Poppler James volunteered to serve on the committee.

In the past year, the board had decided that only the Biedenbach would receive a plaque and the other awards would be a printed certificate in a frame. The Biedenbach is presented at the CIEC awards luncheon and the other awards are presented at the division breakfast at CIEC.

All agreed to continue with the printed certificates and a plaque would be provided only for the Biedenbach Award.

CPDD Handbook, Review and Planning - K. Poppler James

The handbook has not been updated since 2017, and several internal sections have not been updated since 2015. We reviewed the handbook and sections were assigned to board members to update with a projected due date of Feb 2023 (at CIEC).**

***Follow up email from K. Poppler James with final ‘assignments’ for board members.*

The school specific image on the title page (Univ of Maryland currently) will be revised. K. Poppler James will check if we can post the word version in Box so group edits can be made.

Tentative Assignments.

- 1.0 CPDD Strategic Plan – Vision, Mission, Rotation Chart K. Poppler James
- 3.0 CPD Division Background – no need for change, but may need minor edits K. Poppler James
- 4.0 CPD Exec Board Positions – will remain the same, review list of roles that are supportive of the board.
- 5.0 CPD Position Descriptions & Leadership Those holding these positions, handle edits
 - Finance Committee L. Krute
 - Director C. Teixeira
 - Archivist ?
 - Membership/Marketing Communications Chair – L. Butler (Sect. 5.9)
 - Newsletter Editor C. Teixeira
 - Nominating Committee – The past chair handles this role and creates the committee. - O. Heredia

Honors & Awards Committee Chair - Has been the chair-elect’s role. This should match chair-elect’s responsibilities in this area. J. Moser

Publications, research, & special projects committee chair. Do we want to continue this role?
We can keep this in the handbook since it has no term and appointed by the CPD Chair.
All were in agreement. L. Krute

Special Interest Groups (SIG)

T. Swann/M. Schuver

L. Coulson has revised the SIG Industry section

6.0 CIEC and supportive sections – maintain detail so volunteers are aware of responsibilities

L. Krute

6.6 CIEC Publicity and Marketing – this is a suggested timeline and we could remove this from the CPD handbook. This is being covered in the CIEC Handbook.

6.8 CIEC Site Selection and Process

7.0 ASEE National Annual Conference, CPD Program Chair

K. Poppler James/C. Baukal/K. Plemmons

8.0 PIC V Representative Roles and Responsibilities

J. Moser

9.0 CPD Web

C. Teixeira

10.0 IACEE, do we still need this section in the handbook? This should remain as part of our history.

L. Krute will contact the President of IACEE to ask if they have current information, and if they're planning to meet at CIEC 2023.

11. Faculty Professional Development. Should we keep this in our handbook? It was agreed to remove this section from our handbook.

12. CPD Board Fall Planning Meeting

K. Poppler James

Appendices

A. CPD CIEC Program Chair Timelines

L. Krute

A.1 CIEC CPD Evaluation Envelope Covers – could this be a separate handbook as a CPD program chairs (CIEC and ASEE)?

There was agreement this should be a separate handbook. We all agreed this is valuable information to maintain in a dedicated handbook for program chairs.

C. Guidelines for ASEE Annual Conference Program Chair

K. Poppler James

E. Guidelines for CIEC – remove this and direct the reader to the overall “CIEC Handbook”

G. CPD History – It was agreed to remove the history section from the CPD Handbook, and it could be posted on our web site with a reference to it in the Handbook.

The current documented history of the division is 1965 to 2003. L. Krute can contact H. Demont (retired from Univ of Wisconsin) about this section. We can re-visit this later after the sub-committee reviewing the historical documents with L. Krute have completed their task.

It was recommended, and all agreed, to remove urls from the handbook.

Initial revisions will be due January 31, 2023, the week before CIEC 2023. This will allow the board to discuss the revisions during the board meeting at CIEC.

Tuesday, September 27, 2022:

Present Tuesday, Sept. 27: K. Poppler James, J. Moser, T. Swann, M. Carver, K. Plemmons, M. Schuver, O. Heredia, L. Coulson, C. Teixeira, C. Baukal. Guests: L. Butler (Auburn)

Marketing plans and Membership Discussion – T. Swann/L. Butler

T. Swann reported on her meeting with L. Butler at Auburn to outline and initiate a membership survey. The group at Auburn created a set of questions to be sent to the CPD board for review. The plan is to create a dashboard of the survey responses.

K. Poppler James offered to launch through Qualtrics.

The recommendation was to conduct a multi-tiered marketing campaign. We need to identify who we are, who we are reaching out to and method for outreach. We will need to make individual contacts, web outreach, and identify best social media platform to use.

We should add a 'face' to our division by creating video clips (move to CIEC in February). The video clips would be 1-2 minutes of testimonials (reason to participate in CPD and personal and professional gains). T. Swann requested support in setting up the testimonials. M. Carver and M. Ronning could potentially provide support. The Thursday evening hospitality event at CIEC may provide a good venue to record the testimonials.

Discussion on actions prior to CIEC to promote registrations for the conference and attendance at CPD sessions.

We need to set a timeline and plan to complete the survey and distribute it in Oct. or Nov. This would provide results and analysis by February 1, 2023. **The board should review the survey questions and respond to T. Swann with recommendations by Oct. 14.** T. Swann will compile the results and return to the board for a final review by Oct. 21 with plans to launch the survey by Nov 1. The expectation is to double CPD division membership within 2-3 years. T. Swann will draft a letter (email) after identifying individuals for contacts. We should create virtual flyers. C. Teixeira may have students who can work on the flyers.

How does the survey relate to the web site? We do not have analytics on the web site Request for Information (RFI). How can we improve the web site and drive more to it?

Open Marketing Discussion

- Does ASEE market their values and awareness that we can connect in our outreach? We will likely receive questions about ASEE as the overall organization and we should provide the ASEE background.
- Our LinkedIn page should be distinguishable from other similar organizations, and LinkedIn page information should be included in the newsletter. The CIP and CEED divisions have LinkedIn pages. C. Teixeira will create the LinkedIn group page and outline a basic budget outline. The LinkedIn page can be used for targeted campaigns; however this service incurs a fee to purchase leads. Do we have funds for that effort? We could modify our LinkedIn outreach to align with our available marketing funds.
- We should place a focus on experiences that will engage our younger colleagues. We could consider 'pop up' meetings throughout the year, lunch and learn events, etc.
- Create follow up virtual sessions from CIEC to maintain engagement for those who attended; others who weren't at the conference may join at the virtual sessions.
- Initiate regional 'meet ups' for CPD members, e.g. Baltimore/Washington DC area? Then post pictures and the event on LinkedIn. We could encourage our CPD colleagues to schedule and host similar regional events. We could tap into the ASEE regions.

T. Swann will send a message of topics we've discussed on this marketing effort, and we will have a virtual meeting for the entire board on this topic around Nov 1.

Meeting Adjourned at 12:00 pm