

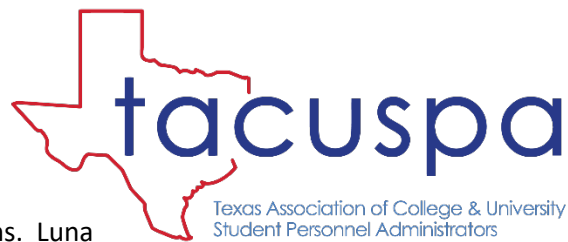
TEXAS ASSOCIATION OF COLLEGE & UNIVERSITY STUDENT PERSONNEL ADMINISTRATORS

Meeting Minutes Official | June 8, 2020

Members Present: Iliana Melendez, Lisa Perez, Jody Randall, Ashley Spicer-Runnels, Quynh-Houng Nguyen, Staphany Lopez-Coronado, Nicki McGee, Corey Benson, Keith Lamb, Ramces Luna, Caryn Hawkins; Kristy Vienne

Guests: Jordan Bryant, Karina Ogunlana

- I. **Call to Order:** Melendez called the meeting to order 12:04 pm
- II. **Approval of Minutes: May 6, 2020** Lopez-Coronado motioned to approve; Benson seconded the motion; minutes approved.
- III. **President– Iliana Melendez**
 - **Conference Update(s):** Melendez scheduled meeting for June 18/19 with AT&T Center to discuss moving date to Austin 2021, and Dallas to 2022. Conference Team is exploring a fully virtual conference at this point. All keynotes have agreed to deliver a virtual platform. Dr. Sorrell has agreed to give virtual keynote this year and give an in person keynote the following year. Nguyen is exploring platforms such as GoToWebinar which can be used for the virtual offering. GoToWebinar and Zoom seem to be the least inexpensive. Conference team wants to consider what the experience will look like.
 - i. **Conference Rates:** Luna reported that rates would be adjusted to \$75 members and \$90 for non-members (see attachment). Questions presented by Luna: Should we have early registration, student registration? Lopez-Coronado suggested that it should be included. Spicer-Runnels would like to see a half-day rate and full day rate. McGee wanted to know if different time blocks were considered since 9-5 is a long time for a virtual experience. Lune clarified that one educational session will be offered per time; Benson asked if there is an opportunity for a Case Study competition? **Action Item: Simpson will be reviewing this with the Research Committee to see if this would be beneficial.** McGee suggested that the student rate should be free. Simpson also liked the idea of not charging students. Board agreed that student rate should be waived.
 - ii. **Conference Schedule:** Spicer-Runnels suggested that we look at creative scheduling such as MWF for sessions and TR being used to further publicize and look at offering a Facebook Live as some free sessions. Benson suggested that ed session blocks be recorded and made available for membership later. Another question presented was: What is the value for paying for the conference if all content will be made available? Lopez-Coronado suggested that only conference participants should have access to



sessions. Luna

really trying to provide an engaging experience.

mentioned that committee is

iii. **Impact to Budget:** Spicer-Runnels reminded Board that operating budget comes from membership not from conference. Board thinks that we should just focus on getting memberships this year and offer the virtual sessions free. Spicer-Runnels also reminded conference team that we would need to have a registration for each session.

iv. **Platforms:** For platforms which does the Board want to go with GoToMeetings or Zoom? Hawkins indicated that Zoom did have some issues with security/access but if that is not an issue then she is fine with it. McGee also mentioned that we need to take into consideration where the cost of this comes from since the technology budget for this year is close to be expensed. Hawkins to follow up on whether GoToWebinar can be adjusted to next level. Melendez suggested perhaps using FaceBook Live; she liked the idea of spreading out the conference over days; she wants to understand what the costs of offering virtual conference through GoToWebinar Pro package and will following up on that.

v. Social media campaign: conference team will utilize virtual trailers to help publicize the conference; Spicer-Runnels asked if team had considered the cost for promotional items? July Meet Ups will be used to reveal that conference will be virtual.

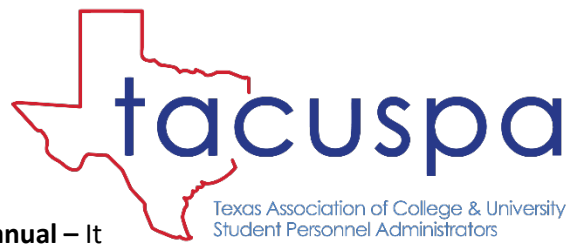
- **Strategic Plan:** no report
- **Summer Board Meeting:** no report

IV. **President Elect – Ashley Spicer-Runnels** - no report

V. **Past President – Molly Albart**

- **Board Structure Task Force** - no report
- **Caswell Award** – Albart will provide update later, she was waiting to see if conference would be offered virtually or in person.
- **Election Results – 2020-2021:** Melendez reported the newly elected winners for Albart Heather Snow will be the President Elect; Lacey Fulson from SFA will be the Director of Marketing; Shannon Moody from Tarleton will serve as the Director for Education & Professional Development; Brandon Lee will serve as Director of Assessment;
 - i. The remaining board members continuing their term for 2020-2021 are: Ashley Spicer-Runnels serving as President; Iliana Melendez serving as Past President; Jody Randall serving as Director for Administration; Staphany Lopez-Coronado as Director for Membership; Caryn Hawkins as Director for Technology; Teresa Simpson as Director for Research; Lisa Perez as Secretary; and Nicki McGee as Treasurer.
 - ii. An announcement with results of the election were sent out via social media.

VI. **Director for Administration – Jody Randall**



- **Operations Manual** – It was reported that the Strategic Plan needs to be voted on to be included in the operations manual
- **Volunteer Sign-Up List** - no report
- **Awards** - Melendez reported nominations deadline is in 2 weeks. Committee is seated and will be meeting on Wednesday.

VII. **Director for Membership – Staphany Lopez-Coronado**

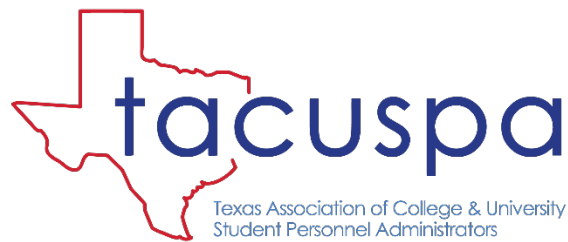
- **Membership Numbers** -
 - i. 471 total members; 15 emeritus, 443 professional members, and 13 students
 - ii. 2017 226 new members from May -Dec
 - iii. 2018 257 new members from May-Dec
 - iv. 2019 212 new members from May –Dec
- **Summer Meet Ups** – TACUSPA Café (virtual social hour) will be held over the lunch hour during the week of July 6 or 13; Program will include an update from President; update from Conference Chairs; opportunities for questions and for breakout rooms (grad, new professionals, mid-level and faculty, senior level); Board agreed that summer meet ups are open to non-members to help with possible recruitment.
- **Member Engagement** – Lopez-Coronado is working with Randall to offer after work hour socials; one in August and September.

VIII. **Director for Marketing – Corey Benson**

- Benson reported that budget available for marketing will not be used this term and offered it up to the Conference committee if needed.
- **Weekly emails** - Benson reminded Board to send items by the end of this week; emails will be sent out next week. Spicer-Runnels suggested that the change to conference format should be included. Luna will send to Benson. Lopez-Coronado will also provide information about Summer Met Ups.
- **Newsletter(s)** - no report

IX. **Director for Education & Professional Development – Kristy Vienne**

- **Fellows Update** – Vienne asked that Board please check in with mentees and mentors; make sure that projects are still occurring; Melendez is still working with Ogunlana; Vienne is wondering about parameters on still presenting at conference and how to handle with different format of conference this year.
- **Scholarship Recipients** – Vienne asked if scholarships should be deferred since conference will be virtual in format? Lamb clarified that this will be paused and will resume for next year.
- **Career Development** - Taylor Kemp has reached out to a few people about discussing COVID-19 and offering it as round table or webinar.
- **Webinars** – Webinars are being coordinated and content will be pushed out soon. Previous session will be available on website.



X. Director for Technology – Caryn Hawkins

- **Technology Updates** - no report

XI. Director for Research – Teresa Simpson (report sent via email)

- **Journal** – no report
- **Faculty Engagement:**
 - From the Research/Faculty/Scholars Survey (see attached) – 16 responses: 9 yes: serve in some faculty capacity; 7 no: do not serve in a faculty role.
 - 13 from Lopez-Coronado's membership report are faculty; a follow up with the 400 professional members will be conducted to better identify faculty role.
 - Simpson working with Hawkins as Co-Chair for research committee. Exploring 2 chairs, 4 GAs and 6 Full time faculty members
 - Simpson working with Benson to highlight 2020 publications and those members who have released them through the newsletter or how he best sees fit.
 - Benson and Bryant (fellow) are working together to best promote the faculty and/or professional scholars and their most recent publications on the new website.
 - Simpson thanked Benson, Lopez-Coronado and Hawkins for helping to accomplish goals.

XII. Director for Assessment – Brandon Lee

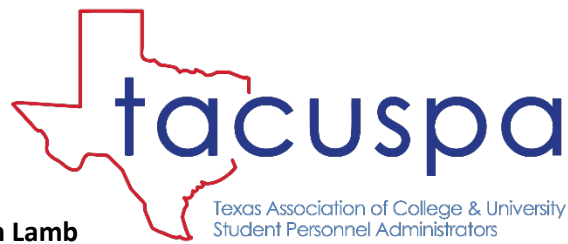
- **Conference Assessment** - no report
- **Quarterly Reports** - no report

XIII. Secretary – Lisa Perez

- **Agenda Items** – deadline for agenda topics is the Friday before our next meeting.
- Perez asked Melendez if next meeting will still be held due to the holiday? Melendez verified that meeting will be held on July 6.

XIV. Treasurer – Nicki McGee

- **Account Balance Updates:** McGee reported the following balances for the
 - Checking Account: \$117,891.97
 - Savings: \$62,783.66
 - Cash Rewards: \$444.43
 - CDs: \$23,276.54 & \$24,225.15
- Quarterly reports have been sent to Benson to include in newsletter
- McGee will be meeting this week with Bank of America to discuss the maturity of the CDs
- McGee needs to complete the payment for Strategic Planning Meeting held in February 2020 in Austin, TX.



XV. Foundation – Keith Lamb

- **Foundation Updates:** Lamb reported that the Foundation will be meeting next week; should be able to decide how silent auction will be delivered.
- **Foundation Account Total:** \$62,029.34

XVI. Good of Order: Melendez will be inviting the newly elected Board members to the next meeting in July.

XVII. Strategic Plan Document Review: Melendez provided a link to google document at https://drive.google.com/file/d/1glR0QCVTIJWdc_GIRGfNitFMVdyBiep5/view?usp=sharing to review. Board reviewed each section and provided comments/edits.

- Mission Section: Benson suggested edits in this section. Edits were captured on shared document.
- Vision: Discussion ensued; need stronger language; better description of the work we do. Consider ending sentence or enhancing sentence with more context (...regarding student development)
- Purpose: potential rearranging of bullets; remove reference to terms Student personnel
- Core Values: work on rearranging the 3; development, advocacy and networking as the 3 points. Still needs to be wordsmith.
- Diversity Statement: Use of other words for “fostering an environment”; remove “throughout the state of Texas” inferred with the name of the association. More direct statement and possibly include some of the language that is listed as goals.
- Due to time, Spicer-Runnels as Board to continue to edit/comment on google drive.

XVIII. Approval of Reports: Lopez-Coronado motion to approve the reports and Spicer-Runnels seconded the motion. The reports were approved.

XIX. Adjournment: Melendez adjourned the meeting at 2:01pm.