

TEXAS ASSOCIATION OF COLLEGE & UNIVERSITY STUDENT PERSONNEL ADMINISTRATORS

Board Meeting Minutes | February 5, 2020

Location: Classroom 103, AT&T Executive Conference Center, Austin, TX

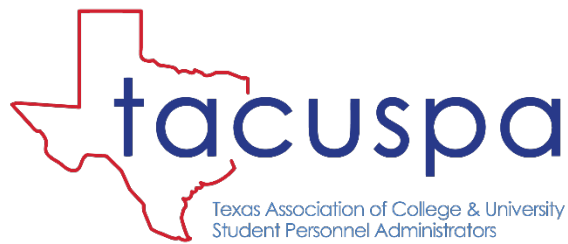
Members Present: Iliana Melendez, Kristy Vienne, Teresa Simpson, Caryn Hawkins, Lisa Perez, Molly Albart, Brandon Lee, Ashley Spicer-Runnels. Via conference call: Nicki McGee, Staphany Lopez-Coronado, Corey Benson, Jody Randall, Keith Lamb

Guests: Ramces Luna, Quynh-Houng Nguyen, Jordan Bryant (fellow), Karina Ogunlana (fellow)

- I. **Call to Order:** Melendez called the meeting to order at 2:27pm.
- II. **Approval of Minutes:** Hawkins motioned to approve the minutes from January 13, 2020, and Simpson seconded; minutes approved.
- III. **President– Iliana Melendez**
 - **Conference Update(s):** Luna reported an update on Keynotes speakers for the conference and indicated that a moderator had been identified for the panel session. Board members took a walk of the conference site. Luna will send notes from the walk through so members can review and provide comments. Conference committee is looking for an alternative space that is bigger for the Silent Auction. Brenda Rodriguez and Sheri Ben have been identified as chairs for NPI and MMI respectively.
 - **Strategic Plan:** Board will be meeting with Gage Paine as part of retreat on February 6, 2020. Melendez sent TOWS to Paine and will participate in the process tomorrow.
 - **Action Item Tracking:** Melendez updated what she could; asked Board to continue updating when items have been completed.
 - **Summer Board Meeting:** Melendez will have a conversation with Spicer-Runnels & Albart to discuss if summer in person meeting is necessary. Melendez will follow up. Spicer-Runnels suggested that perhaps Saturday before conference is used as transition. **Action Item: Continue discussion on transition day for newly elected members.**
 - **Sponsorships:** Melendez would like to have a formal process for sponsorship of other organizations (ex. TACHE, TEXAnn, NASPA, TXDOS, etc.). Lots of requests come through, but only President is the one who is making decision. She would like the decision-making process to be more inclusive and operationalized. Albart suggested that Board be more strategic and determine an annual amount during the budget process and determine whose responsibility it would fall under. Another area to note is looking at managing the benefits that are received from the sponsorship. Discussion ensued. **Action Item: Melendez will reach out to the development person of student affairs at UH to get some insight. Will work with Spicer-Runnels and then bring back to Board in March.**

The premier student affairs professional association in Texas since 1925!

www.tacuspa.net



IV. **President Elect – Ashley Spicer-Runnels**

- **NASPA-Texas:** Spicer-Runnels reported that she spoke to NASPA-Texas representative who happens to be involved with TACUSPA. She asked of the Board the following: Is anyone interested in continuing relationships with this organization? What information would be helpful to gather to help make a decision? Should we help build a bridge with Region III? Board agreed that the best approach would be to look at this from a sponsorship level.

V. **Past President – Molly Albart**

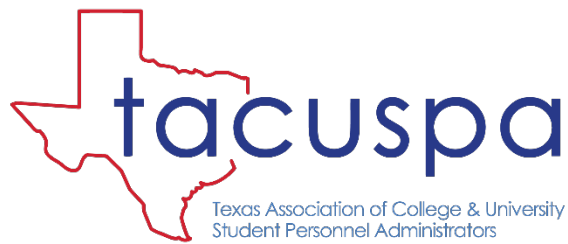
- **Board Structure Task Force:** Albart did not receive feedback initially; some feedback was provided during the meeting and at breaks and included: dividing up responsibilities among the Presidents...looking at the responsibilities of positions. **Action Item: Albart will work on a structure and send to members for review.**
- **Caswell Award:** **Action Item: Albart will work with Randall and also select committee**
- **Elections:** Albart reported that nominations typically go out in April. **Action Item: She needs to slate people for the elections committee.** She asked Board to send names of interested people to her.

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

- **Operations Manual:** Action steps are being taken by Spicer-Runnels.
- **Award Renaming Process:** Randall found very little information from looking at other organizations. Sent email to NASPA & ACPA contacts and asked for copies of their process for naming programs. Will report updates later.
- **Volunteer Sign-Up List:** Randall reported the list was circulated; still uncertain on how to proceed. Board members gave Randall various ideas. **Action Item: Randall will take information and come up with recommendation for next board meeting. Action Item: Randall will also follow up with Board/chairs and learn a little more about the respective volunteer positions. Action Item: Luna will also send information to Randall if there are conference opportunities.**

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

- **Membership Numbers:** 15 emeritus; 207 professional; 53 students; students did not clear off during the new cycle of membership; Lopez-Coronado will have to go in the system review manually to correct issue.
- **Institutional memberships:** 25 schools have submitted form/payment
- **Membership Registration:** Old forms are being worked on and reaching out to schools who have not submitted renewals.
- **Archiving procedure:** Wild Apricot has met the 2000 threshold; She is proposing that we automatically archive those members whose emails are disabled (163). This will open up spots. Also suggesting that anyone who has not been active in last 3 years be archived (532).



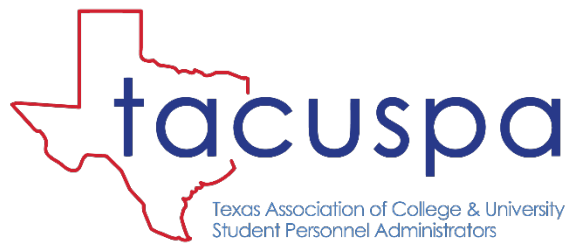
- Melendez ask that she move forward with archiving those that have been inactive for the last 3 years. Spicer-Runnels suggested creating a recorded video on how to deal with membership.
- Simpson requested the list of student members so that she can follow up with students prior to them being purged. Simpson asked if there was a way to know how many faculty memberships there are? This is something that needs to be addressed. **Action Item: Simpson would like to work on this with Lopez-Coronado and propose membership levels. Hawkins to share information of communication templates.**

VIII. Director for Marketing – Corey Benson

- **Weekly emails:** received very little content; Benson is going to hold off on sending out until there is content; for now will only send out monthly emails until we get much more information. **Action Item: Benson will follow up with Vienne to get a better timeline of professional development programs;**
- **Newsletter(s):** **Action Item: Benson will send Board information/template to utilize Spark for content to be included in the newsletter.** He proposed that Quarterly Financial reports be posted on the website. **Action Item: Spicer-Runnels will follow up with auditor and then share information with Benson before changes are made to how financial quarterly reports are distributed.**
- Website Redesign: lots of limitations on Wild Apricot; would like the Board to re-visit Web Platform options. Board agreed that this is something that needs to be revisited. Board will need to put a strategic plan in place on how to accomplish which platform will best fit our needs. **Action Item: Hawkins will begin to take the lead once again. Simpson, McGee, Vienne, Benson will assist with this Task Force and this process.**

IX. Director for Education & Professional Development – Kristy Vienne

- **Thomas Moorman Fellows** – Vienne welcomed and thanked fellows Jordan Bryant and Karina Ogunlana for attending and participating.
- **TACUSPA Scholarship Recipients – no report**
- **Professional Development –**
 - i. Sub Committee Reports
 1. Diana Lee: Have awarded the TACHE scholarship to Monica Flores from University of Houston.
 2. UNT Law Scholarship application is now open. **Action Item: Benson will follow up with D. Lee to get information out to membership (total of 6 awarded)**
 3. **Action Item: Lamb still needs to get Vienne information on how many scholarships the Foundation will be giving for the UNT Conference**
 4. Taylor Kemp: Finished interview with colleagues about skills needed to move on into another role: interview was recorded; **Action Item: Kemp will get it to Benson to put on website.**



5. Kemp would like to get information from membership about what they would want to hear about their professional development. Would then use that to develop a webinar. Melendez asked that Kemp follow up with Lee to get help with developing a survey.
 6. Vienne and Kemp are also working on podcasts on specific topics...something quick impactful; words of wisdom. Simpson shared Our stories...Student Affairs on Campus...our stories is already featured, although they are focusing on Past Presidents. Board liked the ideas and want Kemp/Vienne to move forward with this. Could also use YouTube. Kemp to send email to Board members to see who might be interested in participating.
- **TACUSPA Webinar Series:** Have five webinars that are being looked at to offer and schedule. Vienne asked for ideas and other topics. She is also willing to supplement costs for webinars offered by other associations.

X. Director for Technology – Caryn Hawkins

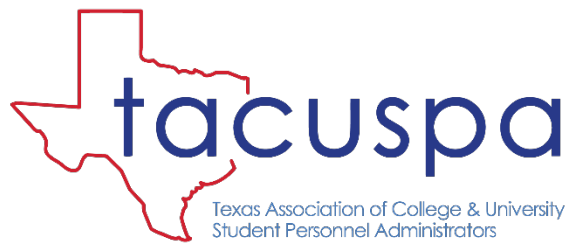
- **Technology Updates** – Hawkins asked for suggestions on other platforms be sent to her.
- **Technology Programs/Platforms** – Hawkins will work with Task Force to provide a strategy.

XI. Director for Research – Teresa Simpson

- **Research Journal:** Simpson looking at new possible platform for journal. She has also looked at redoing logins and password
- Simpson provided stats on visits to the Journal which are as follows:

Current activity for the TACUSPA Journal:

- i. 348 Unique Visitors – ever
 - ii. 384 – views for Home Page - ever
 - iii. 20 – V2 views - ever
 - iv. 37 – V3 views - ever
 - v. 25 – V4 views - ever
 - vi. 25 – About – ever
- Simpson would like to propose changing the platform since it is not user friendly. Moving forward would like to create a new resource page that would be more valuable/usable for grad students and faculty. Create a database for research resources; accessibility/innovation/diversity; goal is to create a bigger research network within TACUSPA;
 - Simpson gathered feedback from board and will take the information and come back with overall recommendation for new direction.
 - **Call for Research Grants. Action Item: Simpson will follow up with Melendez**
 - **Faculty Engagement:** no report.



XII. Director for Assessment – Brandon Lee –

- **Assessment Update:** Lee sent results to board. The big thing that stood out was on variety of sessions offered
- **Quarterly Reports:** **Action Item: Lee will be emailing out the quarterly reports.** First one will be due April 1, 2020

XIII. Secretary – Lisa Perez

- **Agenda Items:** Deadline to submit agenda items for March phone conference call is 2/28/2020 by COB

XIV. Treasurer – Nicki McGee

- **Account Balance Updates:** Checking: \$145,698.52 Savings: \$62,777.43 CDs (2): \$47,449.81
- **Financial Advisory Board:** I am slowly finding out where some recurring charges for services need to be allocated for Board budgets, so I appreciate your patience as I work through that. The upcoming quarterly report should provide a more accurate reflection of balances remaining, but at this point, there has been little spending. **Action Item: Board to follow up with McGee if aware of a recurring payment for your position.**
- Board members are to complete an RFP for the reoccurring charge/payment and submit to McGee.
- A new RFP form was sent to Board members via email. Please use that for all payment requests. Please also provide enough advanced notice for payment. McGee works from 7a-4p as a reference..
- Membership payments are coming in!

XV. Foundation – Keith Lamb

- **Foundation Updates:** Goal is \$14,000 for foundation to fundraise this year.
- Committee met and would like to do a “\$95 for 95 Campaign” at conference this year since this is the 95th Anniversary for TACUSPA.
- Committee is working on ideas on how to cultivate relationships with younger membership
- **Foundation Account balance:** \$60,311.57

XVI. Good of Order: none

XVII. Approval of Reports: Albart motioned to approved the reports and Lee seconded. Reports were approved.

XVIII. Adjournment: Melendez adjourned meeting at 5:36pm