

Andy  
Wilson

## MINUTES

### Case-Kentucky Board Meeting September 7, 2001 Glendale, Kentucky

MEMBERS PRESENT: John Paul Blair, John Chamberlain, Bob Edwards, Jason Embry, Marci Hicks, Mike Littell, Rick Meyers, Leigh Perry, Shelley Rhodus, Michele Ripley, Terri Schierberg, Peter Seely, Donald Smith, Andy Wilson, Heather Worland

MEMBERS ABSENT: Tim Burcham

I. **WELCOME:** John Paul Blair welcomed CASE-Kentucky board members to Donald Smith's hometown.

II. **APPROVAL OF MINUTES:** Peter Seely moved and Leigh Perry seconded to approve the minutes as amended to include the correct spelling of Lofton Stuart's name and to clarify that the ASAP conference that CASE-Kentucky supported was for District III, not just statewide.

III. **TREASURER'S REPORT:** Rick Meyers reported that the CASE-Kentucky annual operating budget shows a balance of \$20,136.28 as of September 3, 2001. That is \$4,000 more than this same time last year. Meyers also reported that CASE-Kentucky has received final approval for a federal tax ID number. Marci Hicks moved and Terri Schierberg seconded a motion to accept the financial report. Given the above and action taken at the July 20 board meeting regarding any budget surplus, Meyers recommended investing \$5,000 in a short-term CD or mutual fund. Mike Littell moved and Bob Edwards seconded a motion to empower John Paul Blair and Rick Meyers to appropriately invest \$5,000.

#### IV. **REPORTS:**

A. **ANNUAL CONFERENCE:** Donald Smith reported that Tori Murden is confirmed as the keynote speaker on Friday. UK President Lee Todd, once a keynote possibility, should be contacted to participate in the session with other university presidents. The brochures are nearing their final stages and will be ready for the printer next week. Michele Ripley raised the possibility of expanding the host sites to three locations: Louisville, Lexington and Northern Kentucky. Feedback was positive, and it was decided to pose this possibility to attendees on this year's evaluation and gauge their reaction. The issue of increasing the conference registration fee was debated. The last increase was in 1996. Some suggested raising the fee from \$90 to \$99, keeping it below the \$100 mark yet allowing enough of an increase to cover needs for the next several years. Others advocated keeping it the same, since CASE-Kentucky's budget is solid, in order to continue providing affordable development opportunities. A compromise of increasing the fee to \$95 was considered. There was agreement that if a change is made, it needs to be made next year in Louisville.

B. DISTRICT AND NATIONAL RELATIONS: John Paul Blair circulate a new survey of CASE members, and specifically noted the strategic initiatives of greatest importance to advancement as the board considers ways to enhance CASE-Kentucky's service to members. Regarding this survey, Mike Littell shared insights of the CASE Joint Commissions and what that national group recommended to the CASE leadership. Michele Ripley emphasized that the only way CASE District III will promote its conference is through the Web, and encouraged board members to spread the word about this strategic shift.

C. CASE CAPSULE: Terri Schierberg reported that the newsletter is on schedule.

D. ADVANCEMENT SERVICES CONFERENCE: Marci Hicks and Heather Worland reported that 49 people attended this year's conference, and most rated the event "excellent" or "good." There was some confusion with the name change as some professionals thought this conference was for them, so clarification will be made next year.

E. AWARDS PROGRAM: Leigh Perry circulated the Awards Program "Call for Entries" application, and noted that for convenience, the CASE-Kentucky deadline is immediately preceding the CASE District III deadline. Some have questioned the need for four copies of each entry, but for now, that policy remains in effect.

F. BOARD LIAISONS:

1. ASAP: Regarding an earlier suggestion that CASE-Kentucky organize regular state ASAP conferences, Marci Hicks and Heather Worland conducted a survey of member institutions regarding the feasibility of hosting a conference. The results were positive, and were presented to the board. A meeting to discuss the feasibility of a 2002 event will be held September 26 in Louisville. It was noted that should this conference not become self-sufficient, this might present another reason to increase registration fees for the annual CASE-Kentucky conference.
2. Marketing: John Chamberlain suggested a more aggressive use of e-mail to promote CASE-Kentucky conferences. To preserve regional and national relations, it was determined that a more personal approach from individuals was more appropriate for out-of-state markets than an "official" notice being sent from CASE-Kentucky.
3. Membership: No report.

**V. NEW & OLD BUSINESS:**

**A. UPDATES ON BUDGET SURPLUS PRIORITIES:**

1. CASE-Kentucky Signage: Jason Embry reported that he received the "pdf" file of the official CASE logo from the national office.
2. Website Development: Leigh Perry introduced a student at Murray State University who has agreed to develop the design and content for CASE-Kentucky's Website. Lee Coursey asked for input for content, which included the following: news, conferences, Capsule, job postings, people (changing positions), resource bank (for benchmarking), links to member institutions. Coursey hopes to send design options to the board by October 1. For his services, Coursey will be paid \$750: 25 percent deposit, 25 percent after the concept is approved and 50 percent at the completion of the project.
3. ASAP: See report under (IV-F) Board Liaisons.
4. Conference Enhancements: See report under (IV-A) Annual Conference.

**B. BETH K. FIELDS AWARD:** Of six nominations, retired Eastern Kentucky University alumni affairs officer Lally Jennings was chosen by written ballot as the 2001 award recipient.

**VI. APPOINTMENT OF NEW PRESIDENT-ELECT:** John Paul Blair reminded the board that the September meeting is the appropriate time to nominate next year's board officers. A motion was made, seconded and approved to accept the following slate:

President-elect: Michele Ripley  
Secretary: Marci Hicks  
Treasurer: Bob Edwards

Officers are limited to two-year terms and cannot be re-elected.

**VIII. NEXT MEETING DATE:** The next meeting of the CASE-Kentucky Board of Directors is just prior to the annual conference on Wednesday, December 12, beginning at 6:30 p.m. at the Embassy Suites.

Submitted by:  
Michele D. Ripley, Secretary  
Case-Kentucky Board of Directors