

MINUTES

CASE-Kentucky Board Meeting July 20, 2001 Bowling Green, Kentucky

MEMBERS PRESENT: John Paul Blair, Tim Burcham, Jason Embry, Marci Hicks, Mike Littell, Rick Meyers, Leigh Perry, Shelley Rhodus, Michele Ripley, Terri Schierberg, Donald Smith, Andy Wilson

MEMBERS ABSENT: John Chamberlain, Bob Edwards, Peter Seely, Heather Worland

I. **WELCOME:** John Paul Blair welcomed CASE-Kentucky board members to the meeting.

II. **APPROVAL OF MINUTES:** Rick Meyers moved to approve the minutes. The motion was seconded and passed.

III. **TREASURER'S REPORT:** Two reports were presented by Rick Meyers. The Board of Directors report reflects an ending balance on July 20 of \$18,606.32. An estimated 2001 conference budget with proposed revenue and expenditures showed an ending deficit of \$-360. Mike Littell moved and Jason Embry seconded a motion to accept the financial reports.

IV. **REPORTS:**

A. **ANNUAL CONFERENCE:** Donald Smith reported that an "Advancement Services" track will be added to the December 13-14 conference program. Roger Bingham has declined to speak at the conference, so Jason Embry will first ask Tori Murden then Michele Ripley will ask Lee Todd to serve as the keynote speaker. Mike Littell is still seeking campus cooperation to help update the CASE-Kentucky mailing list and e-mail addresses; Tim Burcham will send contact information to Mike for KCTCS. Jason Embry is preparing new signage for conference sessions and more.

B. **DISTRICT AND NATIONAL RELATIONS:** John Paul Blair announced that Jan Duvall, CASE District III chair, and Lofton Stewart, a CASE District III board member from the University of Tennessee, will both attend the December conference. Stewart is exploring the possibility of creating a state program in Tennessee that is similar to CASE-Kentucky.

C. **CASE CAPSULE/WEBSITE DEVELOPMENT:** Terri Schierberg reported that the next Capsule will be mailed in August. She is working closely with an intern to complete this issue.

D. **ADVANCEMENT SERVICES CONFERENCE:** John Paul Blair reported for Heather Worland that 45 are registered for this year's conference. Last year's attendance of 53 was a record high. The board recommended that the conference be marketed to both support staff and to advancement officers who can encourage staff to attend.

E. AWARDS PROGRAM: Leigh Perry has scheduled the first mailing of the CASE-Kentucky Awards "Call for Entries" for August 20. Instructions will require that four copies of all award entries be submitted: three will be mailed to judges and one will be displayed at the conference. She asked board members to suggest out-of-state judges in both the Audio/Visual and News/Feature Writing categories. Grand award winners will be presented at the closing lunch at the conference. Letters will be sent to the award winners' CEOs congratulating their campus achievement.

V. NEW AND OLD BUSINESS:

A. BUDGET SURPLUS PRIORITIES: Given board action at the last meeting, a surplus of \$3,600 can be spent or invested in CASE activity this year. The following recommendations for expenditures were approved:

1. CASE-Kentucky Signage: \$500. Jason Embry received this cost estimate on 10 24x36" signs, a banner and a podium sign, all bearing the CASE-Kentucky brand logo.
2. Website Development: \$1,000+. Terri Schierberg estimates a one-time \$750 expense for a professional to design the Website, plus \$200 this year to establish the domain. She cautioned that the domain will cost another \$200 next year, and \$30 each subsequent year. The board also suggested paying an intern to create and maintain site content: conference, award winners, Capsule, links to institutions, position postings, etc. Leigh Perry volunteered to find an intern who could create the content in a code that anyone could update, and will suggest at the board's next meeting an appropriate fee for this intern's service.
3. ASAP Conference: Marci Hicks proposed for discussion that CASE-Kentucky begin coordinating a statewide ASAP conference to provide affordable development opportunities for students. CASE helped underwrite the last statewide ASAP conference, but was not responsible for its coordination. It was suggested that this conference would not be a break-even proposition and that it would be difficult to attract sponsors. Further discussion was tabled until the September meeting.
4. Scholarships. John Paul Blair asked to table this item for discussion at the September meeting.
5. Conference Enhancements: \$1,000. Donald Smith requested that CASE-Kentucky continue underwriting a major social event at each conference. The goal is to keep the registration cost for the social event at \$25 per person. If the event costs more, CASE-Kentucky would contribute the difference. Last year, CASE contributed \$12 toward the \$37 event price for 70 attendees.

B. BOARD LIAISONS/COMMITTEES: John Paul Blair charged the committees established at the last board meeting to have discussions and to bring at least one idea to the September meeting. Board committees are:

Annual Conference: Donald Smith, Jason Embry, Michele Ripley

Membership: Mike Littell, Shelley Rhodus, Tim Burcham

Marketing: John Chamberlain, Bob Edwards, Terri Schierberg

ASAP: Marci Hicks, Peter Seely

Budget: Rick Meyers, Andy Wilson

Support Staff: Heather Davidson

Awards: Leigh Perry

C. **BETH FIELDS SERVICE AWARD:** John Paul Blair reminded the board that the selection of the award winner must occur at the September board meeting. The award will be promoted in the upcoming CASE Capsule and "A Call for Nominations" will be sent via e-mail. Nominations are due September 1.

VII. NEXT MEETING DATE: The next Board of Directors meeting will be on Friday, September 7, at the Whistle Stop Restaurant in Glendale. Lunch will begin at noon ET, the meeting at 1:00. The meeting was adjourned.

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