

MINUTES

Case-Kentucky Board Meeting December 12, 2001 Lexington, Kentucky

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

MEMBERS ABSENT: Andy Wilson and Tim Burcham.

- I. **Welcome:** John Paul Blair welcomed CASE-Kentucky board members to the meeting and introduced Jan Duvall, chair of CASE District III. She thanked the board on behalf of the entire district and emphasized Kentucky's leadership and unique role as one of a few states with active CASE organizations. John Paul also noted that Heather Worland is assuming a voting director's position on the board, and Donna O'Donnell, assistant to the vice president for development and alumni at the University of Louisville, will be the ex officio liaison with the advancement services conference.
- II. **Minutes:** Leigh Perry moved, Shelley Rhodus seconded the approval of the minutes with no changes.
- III. **Treasurer's Report:** Rick Meyers reported that after a long, dedicated effort, CASE-Kentucky received its federal ID number from CASE. He also congratulated the conference team for securing \$4,000 in sponsorships and \$1,000 in award entry fees, the most to date. CASE-Kentucky's annual operating budget shows a balance of \$16,716.02 as of December 12, 2002, the highest amount prior to a conference since 1995 when records were first available. He has invested \$5,000 in surplus funds in a safe money market for five months, with the possibility of re-investing it in March 2002 should the economy improve. Shelley Rhodus suggested that the budget for conference speaker gifts be increased since the number of speakers has nearly doubled in recent years.
- IV. **Reports:**
 - A. **ANNUAL CONFERENCE:** Donald Smith said this year's conference is breaking the record for attendance: 175 full registrations, 189 including only lunch reservations (many paid \$20 to attend the awards lunch to receive their recognition). Six people are coming from Ohio and represent the first out-of-state attendees. There was a lack of response for the social event, perhaps because many institutions have policies that prohibit payments for social activities. This should be re-evaluated in future planning, and the registration fee amount must be decided in March. Conference logistics were discussed and dates for future conferences were announced: Dec. 12 & 13, 2002 in Louisville (contact Elizabeth Lee at the Galt House); Dec. 11 & 12, 2003 in Lexington (contact Laura at the Embassy Suites). In March, a decision is needed on whether to add in the rotation a Northern Kentucky conference in 2004.

DISTRICT/NATIONAL RELATIONS. Mike Littell announced there are lots of changes in leadership at CASE. They are exploring new ways to engage senior professionals, such as partnerships with Harvard and other institutions.

- C. **CASE CAPSULE:** Terry Schierberg reported that the newsletter distributed in the fall was the last printed issue. Future newsletters will be available on-line.
 - D. **WEB SITE:** Leigh Perry recognized Lee Coursey for his work on the Web site. The new CASE-Kentucky site, www.casekentucky.org, will be launched January 1. He is to be paid his second installment.
 - E. **ADVANCEMENT SERVICES CONFERENCE:** Heather Worland reported that this conference will be held August 2, 2002 at Spindletop Hall, and encouraged the board to serve on the planning committee.
 - F. **AWARDS:** Leigh Perry was congratulated for coordinating a record 119 award entries from 20 institutions, and awarding 71 honors. That is nearly double the participation in last year's awards program. Grand Award winners will be recognized during the conference closing luncheon.
 - G. **ASAP CONFERENCE:** Marci Hicks summarized a meeting held with students in Louisville to develop content for a one-day conference for some 50 participants (more than anything, they want a business etiquette luncheon), and proposed hosting that conference November 2, 2002 at Western. Michele Ripley moved, and Mike Littell seconded a motion for CASE-Kentucky to match a projected conference budget of \$750 to provide start-up funds. Marci suggested the board consider in March a by-law change to add an ASAP liaison to the board as an ex officio member.
 - H. **MARKETING:** John Paul Blair suggested that the marketing committee develop a strategic approach to e-mails, identifying key times to communicate with members. An example is a notification when the Web site becomes accessible.
 - I. **MEMBERSHIP:** Mike Littell turned over the database files to Donald Smith.
- V. **New and Old Business:** None.
- VI. **Next Meeting Date:** The March and June Board of Directors meetings are yet to be determined. Other meetings are Sept. 13 in Bardstown and Dec. 12 in Louisville. The meeting was adjourned.

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