

## MINUTES

CASE Kentucky Board of Directors meeting  
September 13, 2002  
Patti's, Grand Rivers, Kentucky

**MEMBERS PRESENT** – Michele Ripley, Leigh Perry, John Chamberlain, John Paul Blair, Jason Scott Embry, Donna O'Donnell, Donald Smith, Bob Edwards

**MEMBERS ABSENT** – Tim Burcham, Marci Hicks, Rick Meyers, Terri Schierberg, Shelley Rhodus, Peter Seely, Andy Wilson, Heather Worland

- I. **Welcome:** President Donald Smith called to order the September Board Meeting at 9:30 p.m. CDT. Smith welcomed all board members to the meeting.
- II. **Minutes:** Minutes from the June 7, 2002 Board meeting were approved as written.
- III. **Treasurer's Report** – Bob Edwards submitted the treasurer's report for CASE Kentucky showing a checking account balance of \$12,143.85 and an investment balance of \$5,026.96. Total assets reported as \$17,927.34. Report was approved as written and filed.
- IV. **Committee Reports**
  - A. **CASE Kentucky Annual Conference** – Planning committee is about six weeks ahead of schedule. The program has been sent to the printer and will be printed at no cost. Bob Edwards secured the arrangement through KPP. Bill Samuels has agreed to be the keynote speaker and will discuss effective marketing. Makers Mark will sponsor the welcome reception. Makers Mark glasses, filled with candy and Bar-B-Q sauce, will be given to the speakers. Each professional track planning committee has a budget of \$1,000 and encouraged to look outside Kentucky for guest speakers. The savings from scheduling the conference in Louisville at the Executive West will result in higher quality programs. Leigh Perry requested assistance with the Awards Committee, Judges and a co-chair are needed. John Paul Blair will receive nominations and process checks. Donald Smith will recruit judges. John Chamberlain will work with Bluegrass to get email notification out as quickly as possible. Leigh Perry will recruit someone to process the awards and letters. Due to budget constraints across the commonwealth, there is concern about the numbers of conference attendees. Silent auction items are still needed.
  - B. **CASE Kentucky Advancement Services Conference** – Final expense report and a conference evaluation was shared. Committee is looking at alternate sites for 2003 and looking to recruit new committee members. Jason Scott Embry expressed need to keep the conference as centrally located as possible for travel/budget reasons.

## MINUTES

ky Board of Directors meeting  
September 13, 2002  
s, Grand Rivers, Kentucky

le Ripley, Leigh Perry, John Chamberlain, John Paul  
O'Donnell, Donald Smith, Bob Edwards

Burcham, Marci Hicks, Rick Meyers, Terri Schierberg,  
Andy Wilson, Heather Worland

Donald Smith called to order the September Board Meeting  
with welcomed all board members to the meeting.

from the June 7, 2002 Board meeting were approved as

ort - Bob Edwards submitted the treasurer's report for CASE  
g a checking account balance of \$12,143.85 and an investment  
6.96. Total assets reported as \$17,927.34. Report was approved  
led.

ports  
**Kentucky Annual Conference** - Planning committee is about six  
of schedule. The program has been sent to the printer and will be  
cost. Bob Edwards secured the arrangement through KPP. Bill  
s agreed to be the keynote speaker and will discuss effective  
Makers Mark will sponsor the welcome reception. Makers Mark  
led with candy and Bar-B-Q sauce, will be given to the speakers. Each  
al track planning committee has a budget of \$1,000 and encouraged to  
ide Kentucky for guest speakers. The savings from scheduling the  
ce in Louisville at the Executive West will result in higher quality  
s. Leigh Perry requested assistance with the Awards Committee, Judges  
o-chair are needed. John Paul Blair will receive nominations and process  
Donald Smith will recruit judges. John Chamberlain will work with  
ass to get email notification out as quickly as possible. Leigh Perry will  
process the awards and letters. Due to budget constraints  
is concern about the numbers of conference  
expense

C. **ASAP Conference** is scheduled for November 16, 2002 at Western Kentucky University. Conference is limited to one day session so overnight costs are not incurred. Board agreed to utilize \$750 to offset costs.

D. **CASE Capsule** - No updated information at this time. Board decided to wait until annual meeting for next capsule.

E. **Website** - The website has experienced some communication difficulties between Lee Coursey and Northern Kentucky University. The board needs to investigate the possibility of another institution to serve as host. The board discussed waiting until 2003 so the website can be maintained and updated on a regular basis. The website needs a content manager. The board needs to meet with Lee Coursey to determine his commitment and to see if the host or ISP is the source of the present problems. The annual conference brochure will be placed on the website.

F. **Broadcast emails/Bluegrass** - John Chamberlain reported Bluegrass will continue to sponsor CASE Kentucky through 2003. Annual conference announcement, call for awards, advancement services conference announcement, and a "last call" for the annual conference are to be included.

G. **Membership Committee** - Donald Smith will request updates to go along with our current ex-officio members for bylaw amendments for the annual meeting will include adding a liaison for KCTCS, Advancement Services, and CASE Capsule to the board and also amending the length of terms for officers.

V. **Election of New Board Members** - By a unanimous decision, Jeanine Triplett was elected to the Board. Donald Smith will contact. If Ms. Triplett is not available to serve, Jessica Coleman of Centre College will be asked to participate.

VI. **Announcements** - Next meeting is scheduled for December 11, 2002 at 7:00 p.m. at Lilly's (1147 Bardstown Road) in Louisville, Kentucky.

Meeting adjourned at 11:00 p.m. (CDT).

## **DRAFT**

### **CASE Kentucky Resolution**

Multicultural trends are reflected throughout Kentucky and on the campuses of its educational institutions. As a society we are challenged to become more aware and accepting of the different racial and cultural backgrounds that surround us. Advancement efforts in education need to establish and strengthen relationships with diverse populations in a way that welcomes and respects them. To help do so, CASE Kentucky encourages Kentucky institutions to enrich advancement staffs with a more diverse talent pool.

#### Proposal

CASE Kentucky seeks to increase diversity among advancement staffs in Kentucky with a long-term strategy that identifies promising students and gives them experience in the communications, marketing and development efforts of educational institutions. The strategy should increase awareness among Kentucky's minority students of careers in educational advancement.

Toward this goal, CASE Kentucky will appoint a CASE Kentucky work group to develop an action plan to address the following objectives:

- Develop opportunities (internships or other strategies) on our campuses to involve promising students in multicultural relations efforts within educational advancement programs,
- Target Black/African American, Hispanic American, and Asian American students for networking and professional development,
- Explore sources of corporate or foundation support to fund matching grants from CASE Kentucky as an incentive for such programs,
- Develop other networking strategies as appropriate to increase awareness among minority populations of advancement opportunities in Kentucky.

If approved, the CASE Kentucky board should appoint a work group, perhaps comprised of representatives from public and private institutions as well as student (ASAP) and alumni constituents, to develop a strategy that could be implemented in January 2004.