

MINUTES

CASE Kentucky Board of Directors Meeting April 16, 2004 University of Louisville Alumni Club

MEMBERS

Present

John Chamberlain
Bob Edwards
Dan Hans
Marci Hicks
Leigh Perry
Michele Ripley
Andy Wilson
Heather Worland

Absent

Carol Beirne
Tim Burcham
Rick Meyers
Shelley Rhodus
Terri L. Schierberg
Jeanine Triplett

- I. **Welcome:** President Marci Hicks called to order the April Meeting at 12:51 PM.
- II. **Minutes:** Motion to approve minutes of the 12/10/03 Board Meeting as printed Board Meeting was made by Andy Wilson, 2nd by Heather Worland. Motion carried.
- III. **Treasurer's Report:** Bob Edwards, former Treasurer, submitted the current report for CASE Kentucky as the transfer of records to Andy Wilson was still in process, showing a checking account balance of \$14,330.45 and an investment balance of \$5,063.88, for a total cash-on-hand balance of \$19,394.33. Bob said that the check book would be turned over to Andy and the report was approved and filed. The board will reduce meeting costs as possible and Rae Goldsmith, associate vice president for communications and marketing at the University of Louisville, was saluted for hosting the April meeting, saving CASE Kentucky \$454.80.
- IV. **Committee Reports:**
 - A. **Conferences:**
 1. **Review of 2003 Annual Conference**
 - a. The conference evaluation received a good score overall from the analysis completed by Jason Embry, former board member. Handling each session's evaluation separately worked well.
 - b. A record 226 attendees in Lexington helped generate a \$2140 surplus in the conference budget although the awards program may have some expenses still due.
 2. **2004 Annual Conference**
 - a. Bob Edwards, conference chair, reported a proposed budget of \$26,000 for the 2004 conference to be held at the Cincinnati Marriott in Northern Kentucky. Printing of the program will be underwritten again by Kanet Pol & Bridges Printing saving this cost.
 - b. The conference committee combines a positive mix of old and new advancement professionals. Efforts will be made to improve the advancement services track which received low ratings at the 2003 conference. This area also requires more targeted marketing.
 - c. ASAP – no report.

B. Membership:

1. **Diversity:** John Chamberlain reported that the committee had been inactive and needs regrouping due to lost members. No applications were received for the 2003 minority scholarship. Board members might consider approaching student leaders to apply for 2004.
2. **Other:** Marci will email the Excel membership list to John Chamberlain for updating. It was suggested that Mike Littel might help to identify individuals with independent schools.

C. Marketing:

1. **Website**

- a. Andy Wilson continues to do a great job with postings and content. He plans to add a map and link to the conference hotel. It was noted that the awards and ASAP information has not been updated.
 - b. The server costs from Via Internet Studios increased from \$30 to \$35 monthly in January which was approved.
2. **Conference:** Directors were encouraged to share conference information with Ohio and Indiana colleagues to increase attendance for N. KY conference.

V. **Old Business:** The attendance of Michele Ripley, our most recent past president, was noted and recognized.

VI. New Business:

A. **Goals for 2004:**

1. Improve web site to become more useful as a source of information and reference for advancement professionals in Kentucky.
2. Step up efforts to involve more minorities in the field of advancement and CASE Kentucky.
3. Increase participation as possible with schools currently inactive with CASE Kentucky

B. **New Directors:** A number of current directors are completing second terms. Members are encouraged to email nominations to Marci for discussion at the June meeting.

VII. Announcements:

A. **Meetings scheduled:**

1. June 25, 2004: Cincinnati Marriott, Conference Cte./Board
2. September 10, 2004: WKU, Conference Cte./Board
3. December 8, 2004: Cincinnati Marriott, Board
4. December 9-10: Cincinnati Marriott, 2004 Annual Conference