

MINUTES

CASE Kentucky Board of Directors Meeting September 10, 2004 Western Kentucky University, Bowling Green

MEMBERS

Present

Carol Beirne
John Chamberlain
Bob Edwards
Marci Hicks
Rick Meyers
Terri L. Schierberg

Absent

Tim Burcham
Dan Hans
Leigh Perry
Michele Ripley
Jeanine Triplett
Andy Wilson
Heather Worland

- I. **Welcome:** President Marci Hicks called to order the September Meeting at 1:02 PM.
- II. **Minutes:** Minutes from the June meeting were approved as submitted by John Chamberlain, secretary.
- III. **Treasurer's Report:** Andy Wilson, treasurer, although absent submitted a virtual report in prior e-mail. The current report for CASE Kentucky, shows a checking account balance of \$16,656.39 and investments of \$4,885.45 for total assets of \$21,541.84.
- IV. **Committee Reports:**
 - A. **Conferences:**
 1. **2004 Annual Conference:** Bob Edwards, conference chair, reported that planning for the conference was well underway with good expectations for program and turnout. Marketing will include print as well as e-mail. Costs for the social event will be combined with the conference registration fee as an incentive. The Northern Kentucky venue should be attractive and marketing efforts will tap into the Cincinnati area for potential attendees. Marci suggested a post-conference meeting right after closing to start transitions more quickly for 2005 planning and change of officers
 2. **ASAP:** The group may schedule a gathering on a Sunday afternoon in Lexington.
 - B. **Membership:**
 1. **Diversity:** John Chamberlain, Heather Worland and Marci Hicks will try to meet sometime after Oct. 2 to explore ideas to involve more minorities in the advancement field at Kentucky schools
 2. **Awards/Deadline October 1:** Jeanine Triplett was unable to attend the meeting, but Marci reported that she was doing an excellent job in taking over this role for the 2004 conference.
 3. **Scholarships:** All are encouraged to nominate candidates for conference and minority scholarships.
 - C. **Communications/Marketing:** Andy Wilson continues to improve the web site. After discussion, it was decided to allow ads for institutions and organizations affiliated with CASE Kentucky or national.

V. **Old Business:** The goal of making CASE Kentucky more meaningful to members that was addressed in June was brought up for a brief discussion. The effort to "step up a notch" as a board and organization will be discussed at the conference as possible for input on ideas how the organization can aid networking, improve the web site, and add value beyond the conference.

VI. **New Business:**

- A. **Board of Directors/Officers Slate:** Marci plans to talk to directors and communicate slate in a follow-up e-mail. Kaye Yates will replace Tim Burcham as an ex-official director representing KCTCS.

- B. **Kentucky Challenge:** Marci described the Kentucky Challenge, a new effort to increase young alums and donors for annual giving to public schools. A discussion followed regarding how CASE Kentucky could engage in the program, recognize it at the conference, and explore involving private schools and an award in 2005.

- C. **Beth K Fields Awards:** Nominations are to be e-mailed to Marci by Nov. 10, 2004.

VII. **Announcements:**

- A. **Meetings scheduled:**
 - 1. December 8, 2004: Cincinnati Marriott, Board
 - 2. December 9-10: Cincinnati Marriott, 2004 Annual Conference