

Minutes

CASE Kentucky Board of Directors Meeting June 17, 2005 Spindletop, Lexington Kentucky

Members present: Jeanine Triplett, Carol Beirne, Andy Wilson. Joan McKinney, Terri L. Schierberg, Cara Meade, Marci Hicks, Timothy A. Jordon, Michelle Ripley, Bob Edwards and Dan Hans.

Members Absent: Donna O'Donnell, Mimi Ward, Heather Worland and Kay Yates.

- I. **Welcome:** President Bob Edwards called to order the June meeting at 1:20 p.m. Bob opened the meetings with introductions.
- II. **Minutes:** The board reviewed the minutes from the April 15th, 2005 meeting. Marci Hicks moved to approve the minutes with no changes. Andy Wilson second the motion and the motion was approved by the board.
- III. **Treasurer's Report:** Treasurer Dan Hans distributed the following financial statements: Balance Sheet, Portfolio Value with Gain/Loss and the CASE KY Cash Flow Statement. He reported that our checking account balance is \$9608.84 and our investment balance is \$5,210.80 for total assets of \$14,819.64. He reported that recent expenses include web site hosting fee of \$420.00, luncheon expense of \$364.75 and \$1,226.36 in conference expenses. A \$250.00 scholarship expense was also included.

Committee Reports:

A. Conferences:

2005 CASE Kentucky Conference: Chairman Andy Wilson reported that the committee met this morning and so far the reports from the meeting show that the committee members are working on their tracks and should be confirming the speakers soon. One area that we need to take a look at is the senior professionals track; Andy reported that we may need to recruit someone to help with this area.

Andy also reported on the following:

- * Opening speaker; Former Congressman Ron Mazzoli is being considered.
- * Opening luncheon speaker; King Alexander has been confirmed.
- * Friday luncheon speaker. We have confirmed Rhonda Rich as the closing speaker; author of "What Southern Women Know (That Every Woman Should."

Bob Edwards asked about the photography workshop and thanked Joan McKinney for working on this. He believes that a photography workshop will encourage a new group of people (who normally don't attend the conference) to attend. Joan McKinney suggested that we add Murphy's Camera to the list of possible sponsors for the Conference.

Parking at the Marriott is a concern for the conference. They have been experiencing parking issues when the hotel is sold out. However, they don't anticipate that the hotel will be sold out in December. It was recommended that we communicate any parking issues with the conference attendees in advance.

Carol Beirne reported that after touring the hotel, she has decided where she wants to have registration, etc. She will follow-up with the hotel to confirm the rooms we need.

Andy Wilson reported that he is somewhat concerned about the budget as a result of the increased cost of food and other items associated with the location. Hopefully the increased registration fee will cover the additional costs. The room rate for the conference attendees is \$96.00 per person.

The conference event will be held at the Lucky Strike and cost for the event is covered with the registration fee. We have eight lanes reserved. Marci Hicks recommended that we advertise that Lucky Strike is part of at 4th Street Live and not mention that it is a "bowling alley."

ASAP Conference (Association of Student Advancement Professionals):
Carol Beirne asked the board for permission to book the Embassy Suites for fall 2006 conference. Carol also reported that we have two new district reps and they are currently reviewing the football schedules to try to figure out the best time to schedule the conference. Bob Edwards asked if we could tie the ASAP conference in with the CASE Kentucky Conference in December. Carol responded that they have discussed the possibility of hosting the two conferences together; however finals present a major conflict.

Marci Hicks suggested that we encourage schools to pay for students who work in the development offices to attend the CASE Kentucky Conference. Carol stated that district III offers student scholarships, so maybe we should consider also providing scholarships to current students to attend the CASE Kentucky Conference. Bob stated that he likes Marci's idea as it wouldn't be too difficult to add one student to the group a school is already bringing to CASE Kentucky Conference. Bob suggested we have board members attend the ASAP conference and talk about CASE Kentucky.

Marci Hicks states that they have student ambassadors in each of their colleges at U of K. They are not called ASAP however, they are student

ambassadors. Carol stated that in addition to U of K, U of L and other schools with multiple schools probably have the same type of student groups that we might want to consider inviting to the ASAP conference.

B. Membership & Diversity. Bob Edwards reported that he would like to form a committee to take a look at the issue of membership diversity within our organization. Bob believes that we (the board) have a responsibility to keep this committee as a focus and to work to try and increase the diversity of our organization. Michelle Ripley stated that this committee has been in place for several years, but hasn't been able to move forward. Marci Hicks stated that one of the reasons the committee has stayed stagnate is that we haven't been able to agree in terms of the direction and goals for the committee.

In terms of forming a new committee, Bob has talked to John Chamberlain who has been involved with this issue over the past several years and John has agreed to continue to serve on the committee. He will be recruiting new committee members and welcomes recommendations from the board. He would like a committee to come back with some recommendations and strategies of how to tackle this issue.

Discussion was held in terms of the fact that there are now more women in advancement and how this has changed over the past ten years. Discussion was also held in terms of the perception of why more African Americans don't pursue development as a career. Bob Edwards believes that we need to work with the student groups at the college level (such as ASAP) to encourage them to consider the Development Profession. Hopefully this will help increase the number of minorities in the Development Profession. Carol Beirne suggested that they were considering doing a workshop on Career Opportunities for the ASAP conference and invite students from Kentucky State University.

C. Web Site

Andy Wilson reported that in April we posted 11 jobs, May we posted two jobs and in June we posted one job. The "About Us" page has been updated with board list and a letter from BOB. Conference info is updated except for registration form and a detailed conference schedule. In terms of the conference information, Andy plans on adding the link to Lucky Strike to help promote the conference social event. He will be adding the CASE Kentucky award and scholarship information/applications soon. Andy reported that we need recent news from institutions for the "news" page off of our web site. He is recommended that we delete this page or try to make a better effort to provide news and information. Teri Schierberg volunteered to remind everyone to send information to Andy for the "news" page. Andy also reported that he needs information from ASAP and asked Carol Beirne for her assistance.

Andy asked the board to share their thoughts regarding the possibility of adding the CASE membership to our web site. The board recommended that we not add a list of members on the Kentucky Case web page.

IV. **Old Business:** none reported.

V. **New Business**

Bob Edwards would recommend the following goals for board for the 2005 year:

- 1) Consistently reach and break the 200 attendees mark for the conference.
- 2) Develop ways to incorporate ASAP in CASE KY.
- 3) Continue to work to increase the number of independent schools and parochial schools involve in CASE KY.
- 4) Expand the workshop program at the conference to include more programming with photography and designers.

Andy Wilson recommended that we forward our e-mail blasts to our colleagues, (even though they have received it) as a way to promote CASE KY.

Joan McKinney is recommending that we invite the 2004 winners of the Grand award for web sites to make a presentation at year's conference.

Meeting adjourned at 2:30 p.m.

Upcoming Dates

Conference Committee/Board Meeting

September 16th Berea College

Board Meeting

December 7th

Louisville Marriott

Conference Committee/Board Meeting

2005 Conference

December 8-9