

MACUHO Executive Board Meeting  
Monday, February 2-3, 2004 Groundhog Day  
Clayton Conference Center, University of Delaware

Present: Kathy Krinks, Kevin Wagner, David Campbell, Edwin Valovage, James Iwamiya, Peter Galloway, Patrick Roger-Gordon, Janett Matthews, Shannon Smigo, Chris Montville, Joanne Goldwater, Ellisa Woodbrey Mark Holfelder, Ryan Kane, Jeff Terpstra, Christine Gaydos, Craig Allen, Grace Reynolds, Kathy Kollar, Michael Imperato, David Clurman, Dave Gutoskey, Jen Thorpe, Amy Sine, Eric Poirer (PPD guest), C. Amesha Brown, Gretchen Reyes-Cspelo

**Monday, February 2<sup>nd</sup>**

10 am Committee meetings

2 pm **General Business & Reports**

Welcome to committee members in attendance!

1. Grace opened the meeting by gavel at 2:24 pm.
2. Grace passed around the roster for updates/corrections- please put birthday as well
3. Involvement, Integration, Enjoyment: Grace's challenges to the Executive Board
4. Welcome and introductions all around were shared.
5. Dave shared the PPD food for break.

**Officer Reports**

*Secretary, Kathy Kollar*

1. Approval of Post Conference meeting minutes: Past President's report stops in "the group will work on implementing"....
2. Review of 2003 Business Meeting minutes
3. Changes to the awards nominations postcard were reviewed.

*Treasurer, Kathy Krinks*

1. Kathy shared copies of the financial report for review.
2. Check requests- Please use the check-request form with 1/30/2004 on the bottom. See Kathy today if you have requests to turn in. Kathy will make the new form available electronically.
3. We are doing well financially. HOST deposited registration checks, but their outgoing expense checks haven't cleared yet.
4. The Audit. Fourth quarter of 2003 is still in the works. Jake Stiffler and Glenda Griffith from the MACUHO region have volunteered to review the books with Ms. Krinks before the information is sent in for taxes.

5. Financial Summary:

Non Profit Checking	\$16,914.51
Bus High MMI	\$51,061.96
Non Profit C 01	\$60,590.57
Business SAV	\$29,084.79
TOTAL ASSETS	\$157,651.83

6. Refund Guidelines need to be created. Pete suggested that a set policy makes sense; refunds available up to 1 week prior to the event. Partial refunds would be available for those backing out under 1-week's notice. Jen and Amesha shared that they publish a no-refund policy. Gretchen said this was to alleviate unnecessary paperwork. Joanne mentioned that weather-related travel difficulties might be a legitimate reason for western region people to call out if we continue to hold conferences in November. She also mentioned that we used to have an "administrative fee" of about \$60. Another suggestion was to let the HOST committee decide if refunds are appropriate.
7. PPD update. Eric Poirer (guest) shared that the candidate registration web form should be up soon. They expect everything to go live this Friday. Mass publicity should be coming out in the next two weeks. Please share about the Placement Conference with colleagues and students. Talk it up! Michael I. reminds up to send volunteers to help out as well.

*Past-President, Craig Allen*

1. Web page update. We're still hosted at Kutztown and Bill Eben is our contact there. A few links aren't working, which will be fixed. We're moving later in the year to have the site hosted through ACUHO-I with the Communications Coordinators being the point-people. Jeff Terpstra shared that committees need to review their descriptions to be sure everything is current. Please send changes to Jeff Terpstra, Christine Gaydos, or Grace Reynolds. Dave Clurman will check with Bill Eben to find out who our backup person is at KU when Bill goes on holiday; just in case something goes wrong with the site before our events.

Craig began discussion about sponsorship ads on the website. Christine and Jeff will be in touch with board members informally throughout the year to get your thoughts on this matter.

2. Newsletter. Its coming along. The goal is to have it out at the end of February. If you have things to submit, please get them to Craig ASAP. This is a good time to advertise March events.
3. Nominations for 2004 Elections. Please start thinking about whom to nominate for Treasurer and Vice-President/President-Elect. Send names to Craig Allen. Joanne suggested considering diverse candidates for these positions.

*VP/President-Elect, Dave Gutoskey*

1. Budgets. Dave apologized for tech difficulties in getting the budget allocations to the board. If anyone doesn't know what their allocation is, please see Dave.
2. Goals-Budget updates will be due in April to the Secretary, Kathy Kollar. Kathy will send the form electronically, along with the revised Roster.
3. Time and Place 2005. Kevin Wagner shared that the PA Northeast region is working on a bid proposal presentation for the April Officers' meeting. Pete shared that the 1999 conference was decided upon at the April officers' meeting when no bids were received at the February executive board meeting. Dave G. asked that others not be dissuaded in pursuing bids even though PA Northeast has started one. Healthy competition is good. Those that are not chosen for 2005 may be considered for 2006, 2007, 2008. Dave mentioned that Maryland will also be pursuing a bid presentation from the Ocean City area for the April officers' meeting as well.

3:15 pm

**Annual Conference Task Force, Pete Galloway**

1. Pete shared copies of the charge to this committee. Their deadline for submitting suggestions is October 2004. Implementation can take place after the deadline. Data collection is currently in progress.
2. Pete shared copies of “MACUHO Annual Conference Task Force Executive Board Activity”. Today we brainstormed on why we hold an annual conference, its purpose, values it holds for members.
4. Pete shared our newly-adopted Mission and Vision statements. We need to keep these in mind as we review the annual conference.

*Brainstorming*

1. Purposes of the Annual Conference:

Current Trends, Networking, bringing new professionals into the field, mentoring, professional development opportunities, to hold the Business meeting (conduct the business of the association), learn about products and services, opportunity to share best practices, gather and share data (research), legacy- share traditions, provide a showcase for MACUHO, reinvigorating seasoned professionals, meet with others who share a common interest- providing a supportive environment, generate revenue for association activities.

2. What is it that you value about the Annual Conference?

(group 2)- finding challenges/growth beyond your home institution

- sense of connectedness with others
- identifying with global housing issues beyond their own experience
- challenging the home institution’s best practices to try new things
- not becoming complacent- rejuvenates professionally
- cost efficient rather than national conferences
- expertise in the housing & residence life field specifically shared
- camaraderie; creating & maintaining professional friendships
- networking and professional connections
- energy & passion the professionals bring in comparison with other regions (NEACUHO, GLACUHO)
- relaxed, low-stress environment
- experience the diversity of the mid-atlantic region—explore the travel opportunities
- escape from campus- time to focus on self rather than others

(group 4)- benchmarking and keeping up with innovation

- mentoring others
- desire to learn
- fun and stress relief; to get away from campus
- to share knowledge
- opportunities for involvement
- a sense of belonging
- opportunity to present programs
- recognition and appreciation
- meeting new people
- a good starting point for involvement in professional organizations

(group 1) – problem solving; getting ideas from others to assist with our campus issues

- reestablishing balance
- support group
- relaxed social environment

- suspend work responsibilities (getting away)
- build/maintain relationships
- supportive environment for new ideas

(group 3)- networking

- “professional family reunion” by Janett Matthews
- reassuring atmosphere
- recognition
- mentoring/ Mentee
- social activities
- learning and obtaining new ideas, products, skills,
- sharing information
- inclusive atmosphere
- involving other professionals (new to region, new to positions, new to conference) in leadership positions
- to share involvement opportunities
- to share expertise
- time away, recharging
- try new things
- volunteer opportunities

### 3. Sticky-Dot Exercise

Members placed dots next to the items of most import to them. Those with the most dots will be used to fashion (as the basis for) the Mission and Vision Statements for the Annual Conference. These included: \* = mentioned in the MACUHO Mission statement

<u># instances</u>	<u>topic</u>
- 10	visit with distant friends
- 24	professional family reunion (interaction*) (mentoring*)
- 18	fun/stress relief/escape from campus
- 5	time away recharging
- 15	networking *
-13	opportunities for involvement*
- 11	rejuvenating while combating complacency; finding new ideas
- 18	focusing on self, professionally and personally
- 10	recharging professional balance
- 17	is cost effective
-18	learning/obtaining new ideas, services, skills (professional development*)
-20	sharing knowledge/expertise

### **Officer Reports, continued**

*President, Grace Reynolds*

1. Introduction of new board members: Christine Gaydos, Communications Committee Co-Chair and Jennifer Adams, HOST 2004 Co-Chair (in absentia).
2. ACUHO-I news: congratulations to Katie and Charlie Boone on the birth of their daughter Hannah.
3. June meeting in West Virginia: June 3-4. Will be confirmed via email.

4. **Financial support for NHTI, RELI, & ACUHO-I's Stars College**  
Supporting Stars College is a new request; we've financially supported both NHTI and RELI in the past. Joanne shared information about NHTI and RELI. Joanne is asking MACUHO increase its contribution to RELI to be comparable with those of NEACUHO. The aim is to keep costs constant for the participants from year to year. ACUHO-I has approached RELI about becoming a national endeavor. The coordinators prefer to keep this a regional activity. There has been no increase in our RELI donation in years. Gretchen asked questions about how the money is spent; Kevin asked if the distribution is across different school types. Location for the conference fluctuates between MACUHO and NEACUHO. Motion raised by Gretchen Reyes Cseplo to increase MACUHO's donation. The motion was seconded by James Iwamiya. Discussion about how much money was budgeted was raised. There were two abstentions. Motion passed. RELI will get an increased \$500 additional to the \$1000 we traditionally donate. NHTI will get their same donation as in the past.

Regarding the Stars College request, we discussed the merit of having our funds reserved for participants of the MACUHO region and asking the recipients to write an article for the MACUHO Newsletter about their experiences. We decided to ask for more details about the setup of the Stars College; how many participants are accepted from each region; what are the costs; what's their mission. James suggested we set aside \$1000 in our budget for this request and have the Stars College attendees apply to MACUHO itself for these funds. Michael suggested we work on linking our webpage to the NHTI, RELI and ACUHO-I websites since we're financially supporting these endeavors. Joanne noted that there isn't a RELI website at this point.

#### **Coordinator & Committee Updates**

1. *Archives Coordinator, Joanne Goldwater*  
Please send the following items: final reports created by committees, committee member lists, committee items (pins, shirts, rulers), items that should be in permanent records, pictures or CDs with pictures, committee brochures, conference brochures.
2. *Diversity Committee, Chris Montville & Shannon Smigo*  
Held their first meeting today. Discussed the Common Ground Room and new initiatives such as a Common Read and breakfast focus groups. They anticipate submitting a teaser for the newsletter. They are looking for diversity-related books to recommend.
3. *Housing Operations, Dave Campbell & Ed Valovage*  
They are resurrecting the room rate and conference rate survey. Jeff will send Dave an e-mail distribution list. They intend to publish it on the website, write an article for the newsletter, and perhaps present a program at the annual conference. The last survey was completed in 1997. They will send the survey to Mark Holfelder for his NJ in-service.
4. *PPD, Jennifer Thorpe & Ameshia Brown*  
They are looking for suggestions on volunteers for the placement conference to assist with interviewing skills/tips. Please send names to Jen or Ameshia. Their long-term goal is to have sessions at the conference on job search skills.
5. *REC, James Iwamiya*  
The student staff conference was a huge success. Over 500 attendees in November! They collected about \$2,500 toward ORB awards and the new MACUHO RA Scholarship. This revenue is a new initiative this year.

This year's live-in conference is scheduled for March 5<sup>th</sup> in DC. Due to low registrations, they are deciding during the 2<sup>nd</sup> week of February whether to hold it or not. Sarah Spencer is leaving the region; Kristin Corcoran is the new Co-Chair. Drexel University created CDs on hosting how-to's for conducting the student staff conference. James will

share this CD with Joanne for the Archives. James will investigate a list of all host sites/institutions for the Student Staff conferences. Discussion about the timing of the Live-In Conference is in the works. There is also an idea out there to combine the Live-In and Student-Staff conferences with two different educational tracks. Avoiding June for the Live-In conference was suggested because many employees are ten-month. It was also suggested to hold the conference on a Saturday, rather than Friday. Also, please consider holding it in March to take advantage of spring break time (even though they do vary). FYI: the self-survey (from the membership) recommended combining the two conferences. An August two-day model like the NJCore was also suggested.

ORB awards, graduate student essay competition and bid packets for the student staff and live-in conferences, student staff scholarship information will soon be coming out via postal mail.

6. *Exhibits & Displays, Patrick Roger-Gordon*

A vendor feedback summary sheet was shared. Two vendors were refunded due to poor location and low turnover. Patrick decided to refund them now rather than credit them for next year. Two vendors who registered onsite and got premium locations haven't yet paid. Patrick will be following-up. Strengths include: booth space, liaison, registration/check-in, move in/out, food. Weaknesses: facilities, delegate ability to find booths, # people met, # CHOs met, # mid-levels met, quality of contacts made, lunch not a good networking opportunity, MACUHO not a good value for marketing dollar as compared to previous years. Vendor issue- some don't want us to put competing vendors close to each other. Patrick doesn't feel this is a strong issue; seasoned vendors didn't seem to have this issue. Patrick will send Kathy Krinks a list of all vendors and how much they paid. Michael asked if we could include links to vendors on the MACUHO website. Gretchen cautioned that some vendors will not pay and get free advertising on our site. Patrick has created another "Vendor Resource Booklet" due out later this year. He'll be asking the board for feedback.

***Tuesday, February 3, 2004***

Present: Kevin Wagner, Christine Gaydos, Jeff Terpstra, Ed Valovage, Pete Galloway, James Iwamiya, Jennifer Thorpe, Michael Imperato, Dave Clurman, Janett Matthews, Shannon Smigo, Chris Montville, Gretchen Reyes-Cspelo, Amy Sine, Mark Holfelder, Craig Allen, Kathy Krinks, Dave Gutoskey, Grace Reynolds, Kathy Kollar.

**Conference 2003 Review**

Tabled to our next board meeting due to inclement weather.

**HOST 2004 Update** *Pete Galloway*

1. June meeting: please make reservations at the resort early. Dates will be coming via computer (either email or listserv). Group's preference is for Thursday/Friday during the first week of the month.
2. Our website has been updated to show the upcoming WV conference information, including links to the resort and the two co-chairs. Please check out this site at your convenience.
3. Registration mailing: Pete reviewed the 2002/2003 materials and shared a draft for the 2004 information packet. Any questions? Contact Pete Galloway.
4. A proposed schedule was distributed and reviewed. Jen Thorpe requested dedicated time in the schedule for the Mentor/Mentee program. Craig Allen suggested that one of the Mentor/Mentee tasks could be to go through the vendor area together. Jen Thorpe suggested using the

1:30 – 2:00 pm Thursday time slot for Mentor/Mentees and gather in the vendor area. Janett Matthews suggested using Patrick’s idea of grouping. It was suggested to change the Business Meeting time from 9:30am to 9:45 a.m. so people wouldn’t have to skip out of the end of Program Session I. A “Vendor Orientation” for new delegates was recommended. Kathy Kollar suggested including “and Elections” to the Business Meeting line of the schedule to further explain, especially to new people, purposes for attending the Business Meeting. Pete recommended designating the voting delegate from each school at registration and giving them supportive materials at registration so they had time to prepare for their role at the Business Meeting. Janett, Amy and Ed suggested changing the name of Thursday’s banquet to “Awards Dinner” so people get the impression it’s not a formal event and they don’t need to dress up. This may also help with attendance at the activities between the vendor reception and the dinner. Michael suggested moving the Regional Coordinator training meeting from Thursday 6 pm to Tuesday evening (like Program, Host and PPD) so they have more time to prepare; especially since there may be transition between RC positions. Kevin, Janett and Ed suggested changing the format of the vendor’s schedule. A survey asking vendors when they’d like the vendor reception to be held was suggested- so they know we’re taking their concerns into consideration. Craig noted that ACUHO-I’s vendor reception is held the night before the vendor area opens. Jen suggested swapping the Committee Expo on Wednesday with the Vendor Reception on Thursday. Then on Thursday after the Committee Expo from 5-6 the Committee meetings would directly follow. Also for Thursday, change the Common Ground Room open from 10am instead of 9:30 am. James asked about moving Program Session V so it doesn’t conflict with hotel checkout. Gretchen will address this in her report. Grace asked for new initiatives that we’d like to add to the schedule since it seems there’s additional time to work with this year. Chris and Shannon will contact Pete about including their new “Diversity Reading” into the schedule. Amy and Janett suggested including campus tours/local tours into the schedule.

5. One vendor has asked if they can sponsor a bus from the NJ/eastern PA area to go to the conference in West Virginia. Are we interested in pursuing this? Regional Coordinators will contact their people to see about interest.

### **Coordinator & Committee Updates**

1. *Program Committee, Gretchen Reyes Cseplo*  
 Larry Davis sends his regards and wishes he could be with us today. The committee will meet toward the end of March. They did meet December 5<sup>th</sup> but only ten of twenty-four members attended due to the snow. Gretchen will be sending a program committee survey to the membership, board and officers requesting suggestions on keynote speakers, CIRs and program topics. She will also send around last year’s programming template for review. Two new things added last year included: introducing graduate and mid-management roundtables (organized networking), which were very well received. Regarding the learning communities, attendance has been low. The committee is considering exchanging learning communities for other programs such as a CHO track or other programs. The Professional Case Study is being discontinued. This is the third year this committee has used technology to aid in cost reduction; thanks to TCNJ for their assistance.

They are considering reduction of sessions (from 5 to 4) to accommodate other conference needs and travel time. The Friday sessions (#s 4 and 5) are the ones being considered. Grace asked if there is a reduction in number of sessions offered, if more program session options would be offered during the remaining sessions. Gretchen will take this back to the committee for consideration. Dave G. suggested dropping session # 4 so people could check out. Kathy Krinks asked the committee to consider what the effect would be on attendance in the remaining sessions if more slots were added to them.

Last years’ sessions were: (6) PDPs, (35) 75-minute slots, (10) 30-minute slots. Of which 13 slots were “legacy” traditional programs. James suggested using the last program session for repeat programs of those best attended. Gretchen said this idea was also in

discussion. Gretchen challenged the group to consider not having Learning Communities and opening these spaces up to other programming needs. She will bring this to the committee as well. Grace suggested deleting the Friday breakfast, moving the final program session earlier in the morning, and then holding a closing Brunch. Jeff suggested moving hot topic programs to Friday to increase attendance. Please send additional comments and suggestions to Gretchen and Larry Davis.

2. *Communications Committee, Jeff Terpstra & Christine Gaydos*  
Christine will work with the Newsletter and Directory, Jeff will work with technology: the website and listserv. They will work on policies to post things on the website, advertising (touching base with Exhibits/Displays). Please request extra directories from Jeff.
3. *Research & Information, Dave Clurman*  
Two committees are independently working on surveys: Housing Operations and Program. Dave is working on a history of what's been done. Please send copies of event registration tallies for all student staff and live in conferences/MACUPS/Mid-Atlantic Placement Conferences to Dave.
4. *Recruitment & Retention, Amy Sine*  
She and the committee are working on definitions for their work. The VIP program also falls under this area. One thing they're considering is to use the website for job search functions: ex) assistantships in the MACUHO region.

#### **Regional Coordinator Updates**

*New Jersey, Mark Holfelder*

On February 27<sup>th</sup> Ramapo College is hosting a spring inservice. Topics include: interview prep workshop, spring directors' meeting, FERPA and diversity roundtable. The host site for NJCore 6 is NJIT and Rutgers-Newark.

*PA West, Janett Matthews*

Sent mailings and is following up with non-responders with individual phone calls. She is considering a meeting for late-March, early April.

*PA Southeast, Michael Imperato*

Is updating his listserv. If anyone knows a contact at Harcum College, tell Michael. Their social in December was well received. Two non-participating schools did attend. They are looking to strengthen their CAACURH connection. Hopefully they'll host another social in June and a workshop in August.

*PA Northeast, Kevin Wagner*

Starting monthly lunch meetings. 30 rsvps, but snow tampered attendance. RA selection and lottery materials were shared. February 19<sup>th</sup> meeting is scheduled for DeSales University. Kevin keeps in contact via email. They're also looking forward to the possibility of hosting the 2005 conference.

*West Virginia, via Craig Allen*

They are promoting the 2004 conference and continuing Kim's work.

#### **Strategic Plan Update, Craig Allen**

Craig shared information about the strategic plan's operational plan, including reference letters toward the three critical issues. Homework: each board member should look at your own area and update the chart Craig passed around: accomplished, ongoing or discontinued and share comments about how/why. Send this to Craig Allen for a master progress report. DUE DATE: before the spring/summer newsletter so it can be published

for all to see. Craig will contact you prior to the April officers' meeting (around the placement conference time period). Craig will also send this to all electronically.

**Executive Board Communication Idea**

James is interested in incorporating instant messaging (IM) as a way of communicating amongst the group. For those who use IM and wish to try this, please send your screen name to James. James will update us about this in June. Michael suggested that listserv communication be clear if you want replies to the individual or if there is an urgent time need for replies. Grace asks that the executive board please use the Yahoo Groups MACUHOEXEC group.

**Other Business**

1. Kathy Krinks is investigating the possibility of a permanent PayPal account for MACUHO.
2. Craig stressed that Communication is a key critical issue; please pay attention to this in your strategic plan progress report.

Meeting adjourned by a motion from James Iwamiya and seconded by Dave Clurman at 11:25 a.m.  
Safe travels home. ☺

**Upcoming Events**

February 6 – 8 CAACURH No Frills Conference  
March 5 Live-In Conference at Catholic University in DC  
March 18 -19 Mid-Atlantic Placement Conference  
March 27 – 31 NASPA in Denver, Colorado  
April 1 – 5 ACPA in Philadelphia, Pennsylvania  
June 4 – 6 RELI at Catholic University in DC  
June 8 -12 NHTI at University of Maryland, College Park, MD  
June 20 – 22 ACUHO-I in Montreal, Canada