



Executive Board Meeting - MINUTES
June 15-16, 2009
Penn State University, State College, PA

Monday, June 15, 2009

Members Present: Tracie Ellis, Linda Diaz, Kristin Hassey, Catherine Bermudez, Phil Hernandez, Catherine Kellman, Lori Austin, Jenn Thorpe, John Verdi, Jason Fredericks, Shigeo Iwamiya, Chad Henning, Sean Killion, Tracy Shadowens, Asia Smith, David Clurman, Shana Alston, Greg Moreau, Chrissie King, Sarah Beth Bailey, Bill Huff, cristoval ayala, Clarence Scott

Members Absent: C. Amesha Brown, AJ Nudo, Georgelle Bilak-Crist, Kim Abel, Becky Kjaerbye, Brandon Chandler, Joe Russo, Jen Derry, Jason Kuntz, Dan Gockley, Laura Tan, Danielle Phillips, Shondrika Merritt, Becky Sierp

12:45 p.m. Call to Order

Introductions of new board members – Welcome to cristoval ayala and Bill Huff, new DC Metro RC's, Lori Austin, RC of PA Central, and Shigeo Iwamiya, RC of NJ

Officer Reports:

Secretary – Please update roster with phone and email information. Call for Awards Nominations is online – please submit a nomination for a colleague, due September. All Presidential Summaries have been received (yay!). Secretary will be forwarding information to Laura.

Motion to approve minutes of 2/9/09: Asia Smith

2nd: Phil Hernandez

Opposed: 0

Abstain: 0

Motion Carries

Past President – Still working on insurance information for MACUHO. Should have it completed by July 1 but it is very problematic due to the status of our organization. Question of revenue, staffing, etc. Not all of the other associations have insurance either. Working with ACUHO-I to finalize this process.

Vice President – no report. Shana was able to be a faculty member for RELI this year. Very exciting working with new young professionals.

Treasurer – currently do not have a treasurer. If you need reimbursements, please turn those requests in to David to get checks before you leave. Will look up balances and share with board tomorrow. Chris was working on getting tax exempt sales tax status for all states but already denied in New Jersey due to status. Need to be 501-C-3 and we are currently designated as 501-C-6.

Current Balances:

Savings = \$19,340.61

Checking = \$26,654.60

Money Market = \$53,586.30

Total = \$99,581.51 as of 6/15/09

President – Attended NEACUHO last week at Binghamton University. Partnership with NEACUHO is still strong. NEACUHO president has been invited to attend our conference in October. Sustainability Director from ACUHO-I sharing information with David for MACUHO Conference to be more sustainable. ACUHO-I conference in two weeks – bring your MACUHO pride with you. NEACUHO/MACUHO reception on Monday night of conference – please attend. Review of agenda and plans for the remainder of the day. Strategic Plan discussion tomorrow morning. Please review Strategic Plan document before tomorrow morning. Term limits expire in October for roughly half of the board. Please speak with co-chair/co-coordinator and your officer liaison about replacements.

Host Committee 2009:

Handouts on budget and schedule provided. Entertainment updates also provided. Budget is still within limits and meals are being finalized. Discussion regarding golf outing because we always struggle with getting attendance at golf outing. This year Host is working with major league baseball organization also to collaborate on golf tournament. This organization gives back to the local community so tying in the basket raffle and golf outing for the charity might boost attendance because of the major league baseball players also attending. Other entertainment is also listed in attachment but members will also be able to take advantage of local activities and entertainment. Common Ground room can only have food if done in gift bags. Host is trying to connect with Verizon or AT&T to sponsor internet café in Common Ground room. Website updated by July 1st. Survey being sent to CHO's to anticipate travel needs. Questions about the schedule or budget can be sent to Brandon or Chrissie.

Executive Board meeting will be held after the conference. Board members will be notified early so that they can plan carpooling in advance since they will be staying beyond the conference.

MACUHO 2009 Updates

June 15th & 16th, 2009

▪ **MACUHO Sponsored Events**

--Wednesday, October 21, 2009

1. MLB Golf Tournament
-Blue Heron Pines
[-http://mlbpaa.mlb.com/mlbpaa/](http://mlbpaa.mlb.com/mlbpaa/)
2. Smarty Pants Trivia/Quizzo
-Theater

--Thursday, October 22, 2009

1. Fun Run/Walk—has to be an informal event because
Anything else requires special permits
2. Pool Party & Karaoke

▪ **Entertainment In AC**

--See Attachment (listed below)

▪ **Basket Raffle Charity**

--Major League Baseball Players Alumni Association
(educate youth through positive sports images)

--Atlantic County Women's Center (empowering women)

Things to Do in Atlantic City

1. Night Clubs/Bars

- Casbah in Taj Majal
- Liquid Bar, Jezebel's in Trump Plaza
- Blue Martini in Ballys
- Gypsy Bar, MIXX, & MurMur in Borgata
- The Pool, Edens Lounge in Harrahs
- The Wave in Trump Marina
- Boogie Nights in Resorts
- The Quarter in Tropicana

2. Absecon Lighthouse

Hours Thurs.-Mon. 11am-4pm. Call 449-1360 or visit www.abseconlighthouse.org.

3. African American Heritage Museum of Southern NJ

Changing exhibits. Call 704-7262 or visit www.aahmsnj.org. Dr. MLK Center, 661 Jackson Rd., Newtonville.

4. Atlantic City Aquarium

Super Saturday and weekends with live diver feeding show 11am and exotic animal show 2pm. Noon-3pm Touch Tank feeding time. Gardner's Basin, 800 N. New Hampshire Ave., AC. 348-2880. www.atlanticcityaquarium.com.

5. Atlantic Heritage Center

Local historical museum. Call 927-5218 or visit www.atlanticheritagecenternj.org. Atlantic Heritage Center, 907 Shore Rd., Somers Point.

6. Brownstone Puppet Theatre & Museum Exhibit & Performance

Performances weekends. Shows at noon, 2 & 4pm. Museum open noon-4pm. Free. Call 652-5750 or or visit www.brownstonepuppettheatre.com. Brownstone Puppet Theatre & Museum, Village Greene, Smithville.

7. Cape May County Zoo

Cape May Court House. 80-acre zoological park with nearly 550 animals representing more than 200 species on exhibit. Free. Winter hours 10am to 3:45pm. Call 465-5271 or visit www.capemaycountyzoology.org. Cape May County Park & Zoo, Crest Haven Rd. and Route 9, Cape May Courthouse

8. Edwin B. Forsythe National Wildlife Refuge, Brigantine Division

43,000-acre coastal habitat reserve. Trails, birdwatching. Headquarters open to public 10am to 3pm weekdays. Trails open daily, sunrise to sunset. Entrance fee. Call 652-1665. Headquarters, Great Creek Road, Oceanville

9. Lucy the Elephant

\$6 adults, \$3 children under 12, free children under 2. Call 823-6473 or visit www.lucytheelephant.org. Atlantic Ave, Margate

10. Ripley's Believe It or Not! Museum
Featuring new exhibits. Call 347-2001 or visit www.ripleys.com. Ripley's Believe It or Not! Museum, New York Ave. & Boardwalk, AC.
11. Steel Pier Amusements
More than 20 different rides and attractions, games, food. Weekends to October 25th. 345-4893. Visit www.steelpier.com. Steel Pier, Boardwalk at Virginia Avenue, Atlantic City
12. Renault Winery Tours and Tasting
Mon-Thursday, 11am-3pm; Free w/internet coupon, <http://www.renaultwinery.com/winery.asp>
13. Yesterday — A Tribute to the Beatles
Yesterday – A Tribute to the Beatles, Liverpool Club Theater. Showtimes: Wed.–Sun., 8:30pm. 1-800-736-1420; www.ticketmaster.com
14. Atlantic City Historical Museum & Art Center
Houses the Al Gold Photography Gallery and Mr. Peanut exhibit. Call 347-5839 or visit www.acmuseum.org. Garden Pier, N.J. Ave. & The Boardwalk, AC.
15. Halloween Happenings In Historic Cape May
www.capemaymac.org/content/subpage_main.aspx?id=202
16. Special Dates
 - October 16th to 18th, Down Beach Film Festival, www.downbeachfilmfestival.org
 - October 16th, Badfish: A Tribute to Sublime at The House of Blues
 - October 17th, Ron White at The Taj Mahal
 - Comedy Stop, continuous shows. Friday nights is locals night
 - October 24th, Silvia Browne at the Taj Mahal

Committee/Coordinator Reports:

Archives – Have moved to University of Maryland. Please send all archives materials to Laura Tan electronically.

Communications -

Technology Status Report

- New vendor selected for data collection / payment collection
- Currently being used for Annual Conference to collect program proposals
- Currently being used for Vendor registration, NJ Core
- Will be used for Annual Conference registration, VIP applications
- Cool new features:
 - Direct integration with Pay Pal (no more entering information in twice)
 - Back-end user monitoring – so committee member can see results, real time, by logging in. For example, Dan is monitoring Vendor submissions, and Jason/Jane are monitoring NJ Core submissions.

Annual Conference

- Website template is done; Host will provide content and then it will be put live. Check it out at: www.macuhoweb.org/macuh09
- We are not using Beacon for Annual Conference registration ... for the first time since 2005.
- Registration template is built, except for prices. Needs some test submissions first and then it can go live

- Check out this link: www.macuhoweb.org/macuh09/admin ... committee chairs that need conference information can download it themselves from here (no more calling Joe for spreadsheets! ☺ ☺)
 - Who else needs data from the registration information? Let me know and I'll build it. All are password protected.

Coming soon....online directory

- Online directory is getting a facelift; mostly on the back end but users will notice a difference
- Email blaster filter for:
 - Entire membership (we need to develop protocol so that not everyone is emailing the entire Association)
 - Regional Coordinator email blaster – so RCs can email their region directly from the database
 - Executive Board – which will replace the macuho-exec-1@lists.drexel.edu email list serv (which I had to take down and is no longer used)

Technology committee will spend about \$450 on the upgrades described above. It's a deal.

Newsletter

Received two more advertisement sponsors for newsletter. Deadline for fall newsletter is August 17th. Goal is to distribute fall newsletter in early September with conference information. Candidates for vacant board positions (Secretary and VP/President Elect) will also be announced in newsletter.

Diversity – Update on COLORS Award criteria nomination process. Focus was to make sure that all nominations were answering the same questions, more of a rubric for the award. Committee also submitted a newsletter article. Common Read has been selected: “My Body Politic”. Book information will be going out early to entire membership so that people can add this to summer reading lists. Please share this information with your colleagues. Common Read will be a program session instead of during breakfast. Hoping for better attendance. Gender neutral bathrooms – site does not have gender neutral bathrooms. This year, Diversity Committee is working with Trump Plaza to identify gender neutral bathrooms. Bathrooms will be located outside of the theater on the floor below the program rooms. Signage will be posted on bathrooms outside and must be staffed by our organization. Looking for volunteers to assist in standing outside of the gender neutral bathroom to help educate people using these bathrooms. Committee is working on a theme each year so newsletters and conferences will focus on the annual theme. Next project is to look at the Annual Regional Conference Bid Packet to include more diversity related issues. Questions for host groups to consider: Food options? Facilities accessible? Proposed items listed below (provided as a handout at meeting).

MACUHO Bid Packet - Proposed Changes

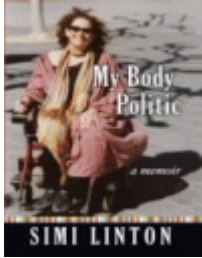
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- Page 3 – Basic Requirement 6: The facility will need to accommodate a variety of food options, vegan, vegetarian, kosher, etc. Specific options should be detailed and visible during the conference registration process.
- Page 4 – Addition of Basic Requirement 11- Facilities: All program, food, and entertainment spaces/services should be accessible to all participants including those with hearing, vision, and mobility limitations.

- Addition to important questions to ask the site sales representative: Gender Neutral Bathrooms: Does the site have gender neutral bathrooms in a public area or will the site allow the Diversity Committee to designate a gender neutral bathroom for the duration of the MACUHO Conference? The diversity committee will work with the host committee on this topic.

MACUHO Website: “Becoming a Host”

- New Bullet – Inclusive of all individuals including people with hearing, vision, and mobility limitations.



MACUHO Common Read 2009

The common read selection for this year's MACUHO Conference is *My Body Politic*. This story by Simi Linton, takes readers on the road she traveled as she learns what it means to be a disabled person in America. Through reading, reflection and discussion we hope Housing and Resident Life professionals can relate Linton's story to their experiences supporting students within the higher education system and reflect on their own practice.

We are looking forward to engaging in meaningful dialog about Linton's journey at The Annual MACUHO Conference in Atlantic City in October. Whether you are attending the conference or not, *My Body Politic* is a great read that will leave you thinking!

You can preview the first two chapters of the book at http://books.google.com/books?id=XgBt9i11x0MC&printsec=frontcover#PPP1_M1 to see if you are interested in putting it on your summer reading list.

Brought to you by the MACUHO Diversity Committee

David will review Annual Regional Conference Bid Packet and update based on Diversity Committee recommendations. If any other committee/coordinator has suggestions, please submit them to David.

Break

3:20 Reconvene

PPD/REC/R&R Proposal – based out of Strategic Plan to create a new delegate experience. Lots of overlap between these committees. These are specific suggestions for new delegate experience. There is a need for more collaboration with Regional Coordinators to make the new delegate experience better. What other experiences do we offer for members that do not attend the conference? Attachment of recommendations listed below:

The Recruitment & Retention, Recognition, Education & Connections and Personal & Professional Development committees met with Vice President Alston (Committee's Liaison) on October 17, 2008 to discuss the strategic plan initiative the called for a "New Delegate Experience". This document was later revised at the Executive Board Meeting on June 16, 2009 with the input of all members present. Through that dialogue the three committees are proposing the following restructuring of the respective committees to create a greater delineation between the services and population that each committee meets and to meet the strategic plan goal of the creation of a MACUHO New Delegate Experience. Therefore, we submit the following recommendations.

Recommendations are as follows:

- Develop three tier approach to recruitment & retention (pre; during; post Annual)
 - Quarterly/Annual reports on the progress of initiatives for each committee
 - Reexamine the responsibilities of the three committees and Regional Coordinators:
1. Reexamine the responsibilities of the REC, R&R, PPD committees and Regional Coordinators:
 - o Recognition, Education & Connections:
 - *Target Audience:* Student staff, Graduate staff, New Professionals
 - Student Staff & Live-In Conference
 - Academic Excellence
 - Our Region's Best
 - RA Appreciation Day Recognition
 - Mentor/Mentee Program/Conference Coach Match-Up*
 - Conference Connections Welcome Committee (Registration Table)
 - Conference Connections Cards
 - Manage scholarship for student & graduate staff who need financial support for MACUHO conferences and events*
 - o Recruitment & Retention
 - *Target Audience:* All Levels (student staff to seasoned professionals)
 - VIP Program
 - Conference Connections Welcome Committee (Registration Table)
 - ACUHO-I Summer Intern Luncheon
 - Mid-Level Professional Award
 - Presenting Professional Development Sessions (at Annual, CACURH, SSLI, NJ CORE)*
 - Career/Resume Coaches (MAPC)*
 - Collaborate with Regional Coordinators- Recruitment efforts*
 - Manage grant for professional staff who need financial support for MACUHO conferences and events*
 - o Personal and Professional Development
 - *Target Audience:* All Levels (student staff to seasoned professionals)
 - Mid Atlantic Placement Conference (MAPC)
 - Graduate & New Professional Case Study Competition*
 - Conference Connections Welcome Committee (Registration Table)
 - Common Ground
 - Fun/Run/Wellness Activity or Session
 - Manage grant for student, graduate and professional staff who have been accepted to *present* at a MACUHO conference and/or event and need financial support*

- Regional Coordinators
 - New Member Orientation/Conference Connections Welcome (Information Session & Site Tour)*
 - Conference Connections Welcome Committee (Registration Table)*

- 2. Develop the “New Member Experience”:
 - **Pre-Annual Conference:**
 - RCs
 - Contact CHOs for a list of new staff; email a welcome letter to new members of the region (June/July/Early August)
 - Social for “New Members” to the region (June/July/Early August)
 - Contact new delegates (mid to late September)
 - Welcome them to association & the region
 - Explain regional dinners
 - Explain ways they can get involved
 - Invite new members to participate in Case study
 - Explain to wear regional colors the day of regional dinners
 - PPD
 - Contacts new members participating in the Case study (mid September)
 - Notify accepted presenters of grant available to attend Annual Conference; upon approval of such funds (August)
 - R&R
 - Notify membership of grant available to attend annual conference; upon approval of such funds (August)
 - Communications/Host
 - Develop a link “New to MACUHO” which links individuals to information such as regional areas, conference connection welcome event, and FAQ
 - Host- Recognize regional areas by color coded stickers or name tags for Annual
 - Brainstorm other outreach methods
 - **Annual Conference:**
 - PPD:
 - Graduate & New Professional Case Study Competition (October)
 - Conference Connections Welcome Committee/Registration Table (October)
 - REC:
 - Mentor/Mentee Program/Conference Coach Match-Up*
 - Connection Cards (October)
 - Conference Connections Welcome Committee/Registration Table (October)
 - R&R:
 - VIP Program
 - Conference Connections Welcome Committee/Registration Table (October)
 - RCs:
 - New Member Orientation/Conference Connections Welcome (Information Session & Site Tour)* (October)
 - Regional Dinner (recognition of & connect with new delegates) (October)
 - Conference Connections Welcome Committee/Registration Table (October)
 - **Post-Annual Conference:**
 - PPD:
 - Professional Development Sessions at Student Staff/Live In Conference to prepare for MAPC (November)

- Notify membership of grant available to attend MAPC (December)
- Mid Atlantic Placement Conference (MAPC) (February)
- REC:
 - Student Staff/Live-In Conference (November)
- R&R:
 - Professional Development Sessions (VIP Panel & Roundtable; Sessions on RAs getting Grad positions/Grads getting Pro positions, etc. at Student staff & CACURH) (November)
 - ACUHO-I Intern Summer Luncheons (July)
 - Career/Resume Coaches at MAPC (February)
- RCs:
 - Reach out to New Delegates to see how their experience has been over their first year/planning to stay involve in MACUHO/ask them to suggest 2 individuals they know not involved to nominate (April)
 - Connect with Committees- find out which new members joined committees; send them a “thank you” for getting involved, copy their CHO
 - Newsletter Suggestions:
 - Spotlight on a “New Member”
 - Committee Information
 - Article by a “New Member” on the Annual Conference experience for MACUHO Newsletter

*Change to Area of responsibility

Updated June 17, 2009

Regional Coordinator Timeline

- Regional Coordinators Responsibilities:
 - Maintain communication with all MACUHO member institutions in geographic area & adequately represent the concerns and/or interests of those institutions at the Executive Committee meetings. Keep regional members updated on association happenings in the region by creating and distributing a minimum of FOUR electronic newsletters per year:
 - Pre-Conference (September)
 - Post Conference (November)
 - Post February Meeting (March)
 - Post June Meeting (July)
 - Must plan/organize at least ONE social and/or professional event(s) in assigned region per year.
 - Assist with updating the Annual Membership directory as directed by the Communications Chair and the Vice President/President Elect.
 - New Member Orientation/Conference Connections Welcome (Information Session & Site Tour)*
 - Regional Dinners- prepare and implement a regional meeting during the annual conference.
 - Conference Connections Welcome Committee (Registration Table)

- **Timeline:**

New Member Experience

- Welcome them to association & the region
Timeline: mid to late September
 - Explain regional dinners
 - Explain ways they can get involved

- Invite new members to participate in Case study
 - Explain to wear regional colors the day of regional dinners
- New Member Orientation/Conference Connections Welcome Session (Information Session & Site Tour)*
Timeline: October
- Conference Connections Welcome Committee/Registration Table
Timeline: October
- Connect with Committees- find out which new members joined committees; send them a “thank you” for getting involved, copy their CHO
Timeline: January
- Reach out to New Delegates to see how their experience has been over their first year/planning to stay involve in MACUHO/ask them to suggest 2 individuals they know not involved to nominate
Timeline: April

Regional Dinner

- Educate membership about regional dinner (see above)
Timeline: mid September
- Plan agenda for regional dinner
Timeline: mid to late September
- Regional Dinner (recognition of & connect with new delegates)
Timeline: October

Newsletters

- Pre-Conference Newsletter (September)
- Post Conference Newsletter (November)
- Post February Meeting (March)
- Post June Meeting (July)
- Newsletter Suggestions:
 - Spotlight on a “New Member”
 - Committee Information
 - Article by a “New Member” on the Annual Conference experience for MACUHO Newsletter

Socials

- Social for “New Members” to the region
Timeline: June/July/Early August

Membership Directory

- Contact CHOs for a list of new staff; email a welcome letter to new members of the region
Timeline: June/July/Early August
- Continual Updates to directory
Timeline: October; February

Updated June 17, 2009

Committee/Coordinator Reports Continued:

Exhibits & Displays – Dan Gockley emailed report to full board. Contact has been made with exhibitors and we are on track with vendors & displays for the conference.

Sponsorships – If you are asking for sponsorships in your committees, please share information with Jenn Thorpe so that all vendors and sponsors are appreciated for their money, services or goods. We would like all sponsorships to now be funneled through Jenn as a new position on the board. This is mainly so that we can keep a better database of information on who is donating and what is being donated.

Housing Ops – Review of award nominations submitted currently. Considering extending the deadline because only 1 submission so far. Upcoming conference call to discuss late submissions.

PPD – not present. Greg Moreau has updates on behalf of the committee. MAPC handout with stats from placement conference and comments from employers and candidates. Plans for the conference Common Ground/PPD room for annual conference. Room will change somewhat and have a different feel. Food does not draw people to the room – they come to pick up the food and leave. PPD wants this to be a social networking place so attempting to sponsoring an internet café instead. Next meeting in late July.

Program –

Program Proposal Information Statistics 2009

Poster Session: 0 Submissions

30 Minute: 10 Submissions

60 Minute: 55 Submissions

90 Minute: 8 Submissions

By Category and by Year

	2007	2008	2009
Poster Session	3	2	0
30 Minute	15	10	10
90 Minute	5	3	8
Technology	1	3	3
Programming & Student Development	6	12	16
Staff Management	8	6	7
Housing Operations	2	6	3
Personal & Professional Development	7	17	16
Facilities Management	1	5	2
Diversity	4	5	5
Business Operations	0	0	3

ACCEPTED

30 Minute- 10

60 Minute- 27

90 Minute- 4

WAITLIST:

13 Programs

Feedback for Joe: 28 “fake” or incomplete submissions

STATUS UPDATES

Letters to presenters of the program proposals went out on Friday, June 12, 2009. That included: Accepted, Alternate List, Not Accepted, and those accepted as different program lengths/styles.

Consent to Present forms are due July 10th. Program Committee Liaisons will be in contact by mid-August.

Keynote and CIR have been selected and contracts have been sent via email for review:
Tom Ellett (Keynote) - Assessment; "20 Minutes with Tom" sessions will also be offered
Cary Anderson (CIR) - Legal Issues in Higher Education and Technology in Higher Education

Poster Session Recruitment

LCD Projectors are needed again this year for the conference. If you can bring one from your institution, please let Kristin or Catherine know.

Looking into new evaluation process for future conferences.

Also need to work with Host Committee so that Keynote and CIRs will have internet access during sessions.

REC – Academic Excellence – over 600 students at 33 universities. ORBs had 9 nominees. Three winners will be recognized – Robert Long of Centenary College, Jonathan Amoroso of Stevenson University, and Kristen Pontanka of Ramapo College of New Jersey. SSLI 2009 will be on November 14th at UMES. Registration fee will be \$30.00 – includes \$5.00 scholarship.

R&R – working with Pete Galloway on VIPs. VIP initiatives are set for August/early September. Cutting back from 14 VIPs to 12 so it may be more competitive this year. CACCURH advisor, Bonnie Byrne, is no longer in this role. MACUHO will recognize Bonnie for her 10 year partnership with CACCURH. Asia and Clarence were also Career Counselors at MAPC (on site) and hopefully this assisted our candidates. ACUHO-I intern gatherings on July 10th in DC and NJ. Mid-Level Professional Award – please nominate your colleagues for this award.

Regional Coordinator Reports:

DC Metro – welcome to new RCs. New partnership with ACPA and social will be planned.

Delaware/Maryland – updated regional directory, social will be planned for late July or early August before training/openings, trying to identify professionals in close institutions to work together or collaborate on trainings.

New Jersey – NJ Core 11 August 5-6 at Seton Hall Univ. Expecting 200 attendees. Theme is on website. Cost is \$55.00 for members to attend and open to all of MACUHO. Thanks to Joe for making all of the changes that have been requested. Looking for keynote and program presenters for NJ Core. Newsletter will go out after this meeting. Working on replacing Jason's position for next year.

PA Northeast – not present. Brenda Stanley is stepping down from role due to relocation.

PA Central – Judicial programs are sometimes lacking in MACUHO. Discussed at ASCA and regional conference.

5:17 Break
6:00 Meet in lobby
6:30 Dinner – off-site

Tuesday, June 16, 2009

7:30 a.m. Breakfast

8:30 Reconvene

PPD/REC/R&R Proposal discussion with RC's on realignment:

- RC's are interested in leading the new delegate orientation instead of REC
- Conference connection change from new delegate orientation and mentor/mentee to "conference coaches" so no pressure on mentors
- PPD has case study and new delegate orientation so move new delegate orientation session to RCs.
- With help from host – stickers or colored name tags to identify regions easily
- Add another section to proposal for RCs to list the RC responsibilities during the conference
- Sit at registration table in shifts to meet and make personal connection with new delegates
- Is it possible to get list of new employees in the region from CHOs? We need to welcome new members before they come to the conference.
- Is there a way to do a gathering for all new employees to the region in July (through RCs) to facilitate the welcome before the conference?
- Conference website – section for new delegates to define what they can do at the conference
- RCs after conference – make connections with new delegates after conference (email, thank you notes?). Spotlight on new delegate in upcoming newsletter and ask new delegate to write an article on their experience at the conference.
- Online – "New to MACUHO" link to explain who we are and what we do at any time of the year – not just at the conference.

Shana will retype all notes and send out to everyone via email. (see earlier notes attached to these minutes)

MACUHO Strategic Planning:

Group discussed minor revisions to strategic plan, shifting some goals to other areas. Proposed Strategic Plan will be sent to the executive board for email approval from board members. We will ask for an online vote from board. Emailed to membership prior to conference and hopefully approved at Business Meeting in October. Thank you for all of your hard work in working on the Strategic Plan.

Regional Coordinator Reports Continued:

PA Southeast – Social in March in south Philly, but only suburban schools came. Reconnecting with schools to find best location for events. One-day roundtable discussions on current trends, hot topics, etc. Newsletter for fall, requesting spotlight on professionals articles.

PA West – not present, no report

West Virginia – updating directory by calling all schools directly instead of relying on emails (bouncing back as undelivered). Newsletter sent out last week. Another newsletter in fall. Website updated. Coffee house social in August/September prior to conference. Also planning something to do as a region during the conference outside of regional dinners.

Additional Host 2009 updates:

Meal numbers based on 225 currently. They will revise and plan for 200 regular attendees and approx. 30 grads. Prizes for evening entertainments amount is based on last year Host budget amounts. This year, entertainment is provided in hotel so less prizes will be needed. Updates to the schedule will be made. Will work on sponsorships with Jenn Thorpe. Since we have no tax exempt status, discussion to raise fee by \$5.00 – will help with food costs and taxes that they have not accounted for. This will also help with the Host 2010 registration fee jump to \$190.00.

Motion: Host 2009 to raise conference fee by \$5.00 from \$180.00 to \$185.00. Chrissie King 2nd: Jason Fredericks

Discussion: Original bid could not include estimates for food costs because site would not engage in food discussions until 6 months out from conference. Regional dinners discussed as a way to save the money instead of raising the fee. This would have saved approx. \$6000.00 but RCs requested to keep the regional dinners so they could network with their regions. Is there anything that we are “over-doing” that we can scale back on to save money since Atlantic City has its own entertainment and plenty of food options. Are we being charged for breakfast by persons who actually eat or based on a certain amount of food? Can we cut dessert reception at the committee expo? Have we cut other things?

Call to question: Asia Smith

Favor: 16

Opposed: 2

Abstain: 2

Motion carries – registration will now be \$185.00 for professional staff.

Old Business:

State Sales Tax Exemption – update was given yesterday regarding 501.C.3 status

Host 2010 Updates – hotel rates will be flat (no increase for triple or quad rooms). Budget revisions by summer. Golf outing will be discussed because no golf area. Vendors want more time with members – want to take out members to dinner but no time. Host co-chairs are Chad Henning and Laura Perry (tentative).

New Business:

1. Programming Survey Results – Monthly e-mail updates, making the program slate more diverse, Google group utilized to share information.

2. Updated Regional Affiliations Agreement – (handout)

Implied relationship with ACUHO-I. Agreement signed by President and VP/President Elect next week. Benefits for MACUHO - \$1000 for new professional award, \$900 Regions Best.

Shared tax information between regions and ACUHO-I. We have complied with everything at this point but have not been able to finalize insurance.

3. Proposed ResLife.net Alliance Agreement – (handout included below)

ResLife.net requesting partnership with MACUHO. Sending out to other regions as well.

Partnership with them would provide for 10% revenue from participants. There are no costs for MACUHO. Individual members/institutions would pay for a training course(s) and MACUHO will receive revenues from ResLife.net.

Proposed

Mid-Atlantic Association of College and University Housing Officers (MACUHO) & Reslife.Net, Ltd.

Alliance Agreement: Competency Based On-Line Training Initiative

Alliance Agreement: MACUHO and Reslife.Net, agree to form an alliance where both parties will work together to provide and market the sale of a competency based on-line course/s to MACUHO members and other entry level housing professionals across the nation..

Reslife.Net currently partners to bring on-line training to the membership, of the following organization, per similar alliance relationships:

ACPA: College Student Educators International

ACCED-I: Association of Collegiate Conference and Events Directors, International

ASCA – Association of Student Conduct Administration (formerly ASJA)

In exchange for assisting in the advertising/marketing of the program, MACUHO will receive a percentage of the revenue generated from its regional members who choose to participate in the program.

Although it is acknowledged that MACUHO and Reslife.Net are and will remain separate entities, through working together both organizations can maximize their ability to meet the goals of this alliance agreement, signed in the spirit of mutual respect, trust, and ongoing communication.

Financial Risk/Management of the Service: Reslife.Net will support all costs associated with managing the program, which will be facilitated via the Website www.reslife.net. Reslife.Net will welcome any feedback or suggestions from MACUHO regarding this on-line training initiative.

Website Ownership: The Website www.reslife.net is owned and will continue to be owned by Reslife.Net, for the duration of this alliance agreement.

Cancellation: Either party may terminate this agreement with 30 days written notice.

Benefits to MACUHO: The alliance agreement is expected to provide benefits to MACUHO including:

Enhanced Service to Members/Income Generation

- MACUHO can provide competency based training to its entry level professionals.
- MACUHO can meet the professional development needs of staff during the difficult budgetary times and travel freezes that many housing programs face in the current economy.

Profit Sharing/Income Generation

- Profit sharing according to the following schedule: MACUHO will receive 10 % of total gross revenue from northeast regional participants in the program. Payments to MACUHO will be made once per year, by the last day of the month of January. Reslife.Net will be responsible for collecting all payments for the on-line courses, and making the payment to MACUHO. MACUHO will have the right to audit the books of Reslife.Net, upon request. All costs associated with the audit will be assumed by MACUHO.

Benefits to Reslife.Net: It is expected that the following benefits for Reslife.Net will be realized through this alliance agreement:

Marketing and Income Generation

- Marketing for the on-line courses via the MACUHO e-mail lists and direct mail, resulting in income generation. All marketing will include an endorsement by the President of MACUHO.

For marketing, MACUHO agrees to provide mailing lists to Reslife.Net, to permit direct mail marketing to the membership about the program.

Every other week for 2 months prior to the start of the training programs (which are targeted for facilitation in June/July, October and January) MACUHO will send a sole-specific e-mail about the upcoming program to its members. This electronic broadcast will include a direct link to the program marketing area of www.reslife.net. Reslife.Net will provide the announcement to a designated individual at MACUHO responsible for e-mail marketing.

- The MACUHO Website will prominently market the competency based program provided by MACUHO and Reslife.Net, with a direct link to course marketing/information area of www.reslife.net.

Accepted By

Terri Scanlon, President/Date

MACUHO President

Competency Based On-Line Training Initiative

The foundation for the experience is based on the idea that new professionals have a core of competencies that they need further training on before being proficient in the role. The current training programs of higher education curriculums do not have “practice” on theory. This

program/experience hopes to provide in-depth content and reflective practice that will allow growth by the participants.

Content and Method of Delivery

The following competencies will be included: Supervision, Cross Cultural Competency, Politics, Managing Multiple Priorities, Crisis Management and Conflict Mediation. The program will be facilitated for groups of up to 15 individuals, via homework that is completed prior to the start of the training program, a 1 hour Webinar, and participation in a 1 hour conference call with others in the course. The program will include training but also a reflective component. Individual feedback on all participants will be provided by the facilitators to each participant's supervisor, to allow for ongoing development.

Program Facilitators

Team Coordinator: Tom Ellett, PhD, Associate Vice President for Student Affairs, New York University

Sara Klein, Director of Residential Education, Wagner College

Deb Schmidt-Rogers, Director of Residential Education, DePaul University

Alvin Sturdivant, Ed.D., Director of Housing and Residence Life, St. Louis University

Steve St. Onge, PhD., Vice President of Student Affairs, Clinton Community College

Learning Outcomes

Overall Learning Outcomes for the Experience:

- Participants will learn skills in one or up to six content areas to help them understand the basic skills needed by an Entry Level Housing Professional
- Participants will learn how to utilize content based skills to solve increasingly complex problems facing entry level professionals
- Participants will learn how to communicate complex solutions to vexing problems that help to develop solutions
- By completing the entire curriculum, participants will learn to connect information with a system of problem solving that is collegial, reflective and substantive to deal with issues facing entry level professionals

Learning Outcomes: Managing Multiple Priorities:

- Participants will understand models for management of tasks and prioritization
- Participants will develop mindset incorporates clarity in setting priorities
- Participants will learn the various tasks associated with entry-level positions in residence life/housing
- Participants will learn the importance of multi-tasking and delegation skills and create plan to implement these skills

Learning Outcomes: Campus Politics

- Participants will learn and understand the concepts of power and influence

- Participants will understand campus culture, organizational structure and dynamics, and priorities of campus constituencies
- Participants will recognize the influence of federal, state, and local governance on higher education institutions

Learning Outcomes: Conflict Mediation/Resolution

Participants will explore and discuss how to create learning based conversations in times of conflict

- Participants will discuss the nature and context of difficult conversations (peer-to-peer, supervisor-to-supervisee, etc.)
- Participants will discuss and apply the principles of conflict mediation/resolution to their professional practice
- Participants will explore and discuss the impact of identity on conflict mediation/resolution

Learning Outcomes: Cross Cultural/Multicultural Competence

- Participants will analyze and discuss foundational concepts and establish a common understanding of socially just language
- Participants will discuss and examine the role of social justice and cultural equity in a residential and larger institutional context
- Participants will assess their understanding of the influence of power and privilege through personal reflection and experiential learning opportunities
- Participants will discuss and explore marginalized student populations and create a plan for the support of these students
- Participants will discuss the impact of bias related acts and behaviors on the residential and overall campus experience of students

Learning Outcomes: Supervision

- Participants will be able to identify best practices in supervision
- Participants will develop performance management skills
- Participants will develop as a supervisee

Learning Outcomes: Conflict Management

- Participants will learn the skills necessary to have a difficult conversation
- Participants will develop strong mediation skills

Targeted Launch of Program: June 2009

Board Discussion: What are costs of programs? Concern about “sole specific” emails weekly. Against the goals of our Strategic Plan in terms of monthly communications. We have not had corporate partners in the past. This can be a slight to some of our other supporters.

Competencies covered are also covered in RELI – will this compete with RELI. Can we check with NEACUHO to see what they do with corporate sponsorships? Determined to put this on

hold/decline agreement for now until Finance Task Force determines that this is a way for association to increase revenues while not alienating our other sponsors.

4. Task Forces in Strategic Plan discussed – please let David know if you are interested in serving on any of the task forces mentioned.

5. Basket Raffle Proceeds – In the past, 100% of proceeds from basket raffle goes to charity in the area determined by Host Committee. Discussions from some that proceeds could be split to support local charity and also MACUHO funded items (scholarships, Lisa A. Pierce endowment, etc.).

Discussion: Do other associations have basket raffles? No.

Concerns about taking money from members at basket raffle and putting it into the general fund. No concerns about giving money to Lisa A. Pierce endowment or scholarships. Can there be a matching program – whatever you donate is matched by MACUHO (up to \$1000.00)? Board members are open to splitting basket raffle proceeds but not willing to put money into the general budget – only if it goes to scholarships or Lisa A. Pierce endowment.

Motion: To split the basket raffle proceeds, 50% for local charity and 50% for Lisa A. Pierce Endowment – Sean Killion

2nd: Linda Diaz

Amendment: for the raffle to be split annually, beginning at the 2009 conference. Asia Smith

2nd: Phil Hernandez

Discussion – How does this support Strategic Plan? Will this limit our funding sources in other areas? Will there be other opportunities for fund raising?

Call to question: Sarah Beth Bailey

Favor: 14

Opposed: 4

Abstain: 2

Motion carries – basket raffle will be split beginning at 2009 conference.

6. Budget reminders – T-shirts at annual conference – budget requests received for t-shirts. Reminder that you are allotted \$15.00 per committee member for shirts and can not take from other line items.

Same is true for RC's having prizes/giveaways at regional dinners. Maximum amount is \$100.00 – should not be borrowed from another area to give away more.

Budget updates due July 1 to David Clurman for now until new Treasurer is appointed.

7. New logo – Kyle Audette added MACUHO website to logo. David will email this out to the board members so we can use it as official MACUHO logo.

Motion to Adjourn: Shana Alston

2nd: Sean Killion

12:15 pm Adjourn