



2011 Annual IACEE Council Meeting Minutes

Wednesday, 15 June 2011 - 08:30 - 14:00 and 15:30 - 18:00

Thursday, 16 June 2011 - 09:00 - 16:30

Nexus Building, Centro de Formacion Permanente, Universitat Politecnica de Valencia
Valencia, SPAIN

1. Welcome & Introductions, Verification of Quorum

President Nelson Baker called the meeting to order at 8:30 a.m. and extended a warm welcome to all participants. All Council members except three were present and two of the absentees will join us via Skype later in the day. The quorum for conducting the Association's business was easily met. Those Council members in attendance were:

Nelson Baker	Edward Borbely	Susan Bray
Frank Burris	Andy DiPaolo	Feng Aihua
Louk Fennis	Mervyn Jones	Linda Krute
Leizer Lerner	Colin Leung	Kirsti Miettinen
Patricio Montesinos	Philip O'Leary	Catherine Polito
Kim Scalzo	Katriina Schrey- Niemenmaa	Wim Van Petegem
Zhang Guoqing		

In addition, IACEE members Soma Chakrabarti and Jorge Rojas joined the meeting as interested member guests. Rita Belen Diranzo Ano (UPV staff) also was present to assist with arrangements.

2. Apologies for Absence

The following Council members sent regrets that they would not be able to participate in person:

Sergey Gavriushin	Patricia Hall	Alfredo Soeiro
-------------------	---------------	----------------

However, Pat Hall and Alfredo Soeiro will be joining the meeting via Skype at appropriate points later in the day.

3. Approval of Agenda

MOTION: Andy DiPaolo moved approval of the Agenda as distributed recently in its final form and Kim Scalzo seconded the motion. Motion approved. Both the Agenda and 22 other supporting documents have been posted in the File Archive area of the Members' Area of the IACEE website www.iacee.org. Thus, these attachments are available for perusal by all active IACEE members.

4. Electronic Ballots Since San Antonio Executive Committee Meeting

4.1 Minutes of 1 February 2011 Executive Committee Meeting in San Antonio - review actions

Frank Burris reported that the Minutes of the 1 February 2011 Executive Committee meeting had been distributed and approved by email in February. He also walked the Council through a number of actions in those Minutes as reminders of follow-up actions taken or still needed.

5. Report of President Nelson Baker

5.1 2011 Annual Council Meeting goals

Nelson Baker discussed changes in the format of our agendas and his desire to fully use the website functionality throughout this meeting and all future meetings. He reminded the Council that this agenda and 22 other supporting documents have been posted in the File Archive section of the Members' Area of the IACEE website. Council members who have not yet

logged into the Members' Area to access the File Archive section should seek assistance from Frank immediately to get their username and password information.

- 5.2 **Presidential overview of activities since 12th WCCEE in Singapore**
Nelson provided a brief overview of the transition activities since late last summer and summarized IACEE's achievements in overcoming numerous challenges.
- 5.3 **Council member changes - Zhang Guoqing, Kirsti Miettinen, Feng Aihua**
MOTION: Linda Krute moved approval of three new Council members to fill Council vacancies: Zhang Guoqing as representative of Regional Leader Organization CACEE and as Vice President, Communication and Member Engagement on the Executive Committee; Kirsti Miettinen as representative of Academic members; and Feng Aihua as representative of Industrial members. Cath Polito seconded the motion and the Council approved and welcomed the new Council members officially to their seats.
- 5.4 **Council/Member Participation**
Nelson gave a short "tough love" pep talk to the Council, stressing the need for every Council member to step up to his/her responsibilities for achievement of IACEE's strategic goals and the execution of their specific responsibilities.
- 5.5 **Council Member Annual Report**
Nelson called the Council's attention to the Council Member Annual Report form that was distributed with the Agenda. Everyone should complete the form prior to the annual Council meeting to document their contributions to the achievements of Council for the preceding year. Those who have not yet completed the form for 2010-2011 should do so and submit their document to Nelson and Frank as soon as possible.
- 5.6 **Project Plan Development with Milestones**
Nelson again emphasized that we shall be using the spreadsheets that have been developed to track progress on our strategic plan throughout this meeting and the year ahead. These spreadsheets are also available to all IACEE members in the File Archive section of the Members' Area of the IACEE website.

6. **Report of Secretary General Frank Burris**

6.1 **Membership Database update activity & progress**

Frank Burris reported that, after nine months of work on the membership database, we are now down to NO members in arrears on dues payments by more than one year. We currently have 165 active members:

- 110 Individual Members (type 1)
- 41 Academic and Other Coordinators & Providers of CEE Members (type 4)
- 4 Industrial Organizations and Companies Members (type 3)
- 6 Professional Organizations & Societies Members (type 2)
- 3 Regional Leader Organizations Members (type 1)
- 1 Honorary Member (type 0)

Frank led a lengthy discussion of the following Agenda attachments, which are available in the File Archive section of the website:

- 06 IACEE Member Expirations report;
- 07 IACEE Membership Roster - Sorted by Member Type;
- 08 IACEE Membership Roster - Sorted by Country;
- 09 IACEE Membership Distribution by Country.

The Member Expirations report was given special attention as a useful tool for tracking membership data and those who need to be reminded of dues in arrears. It was stressed that membership is the responsibility of every Council member and this report will be issued periodically with responsibility assignments for dues renewal and collection. It was also

stressed that the appearance of an "X" in the Paid column of this report was the most significant piece of data. If there is no "X", the dues are past due.

6.2 Financial Report (October 2010 - May 2011)

Frank presented two additional Agenda attachments:
10 IACEE 2011 Dues Revenue Record, which tracks all dues payments;
11 IACEE Financial Report, which, as of 3 June 2011, shows a net balance on hand of \$20,503.47.

6.3 New Membership & Revenue Development activities?

Discussion on this matter was postponed until the VP, Membership's report in item 12.

6.4 Advertising in IACEE Newsletter or on IACEE Website?

6.5 Job Board in IACEE Media?

Over the past few months, Frank has received several inquiries about the possibility of advertising in IACEE media and the establishment of a Job Board. The Council was asked for policy guidance. After modest discussion, a subcommittee was appointed to consider these issues and to return to the Executive Committee with a firm proposal at its 1 October meeting in Lisbon. Members of this subcommittee are Chair Phil O'Leary, Cath Polito, Wim Van Petegem, Louk Fennis, and Andy DiPaolo.

6.6 Website Features Review

Nelson Baker used this opportunity to stress the many features of our website that we are currently underutilizing. There are many features available and we need to be exploring how to use them. Some are File Archive, Event Registration, Calendar of Events, Quick Reports, Custom Reports, Prospect Reports, etc.

7. Report of Past President Mervyn Jones

7.1 Potential operational changes requiring Bylaws modifications

Mervyn Jones presented a proposal to change Article 5.2 of the Bylaws to update the specific Vice President responsibilities in accordance with current practice. That is, the current Bylaws specify VPs for Membership Development, Special Interest Groups, Projects, and World Conferences on CEE. Mervyn's proposal would align the VP responsibilities with our current four strategic goals, defining VPs for Membership, Projects and Services, Communication and Membership Engagement, and Organizational Sustainability. Council discussed the proposed changes and concluded that it would be best to not specify areas of VP responsibility in the Bylaws to avoid the need for Bylaws changes every time the strategic goals change. Nelson Baker suggested changing to "4 VPs, responsible for the strategic goals of the organization."

MOTION: Mervyn moved proposed changes to Article 5.2 as follow:

"Upon election of the Council, at its first meeting the Council shall elect four Vice Presidents to be responsible for the strategic goals of IACEE to join the President, immediate Past President, and Secretary General on the IACEE Executive Committee."

"Members of Council will each have responsibilities for a specific theme within the domain covered by one of the Vice Presidents."

Cath Polito seconded the motion. The motion was approved.

Frank Burris questioned the retention of the Honorary Member type specified in Article 2.3 of the Bylaws. Only one Honorary Member title has ever been conferred by the Council. This was done in the early nineties and no one has been so honored since. Mervyn will consult John Klus and Markku Markkula about the original intent of Honorary Membership. Action will be postponed until more information is obtained.

7.2 Nominations for 2012-2014 Council

Mervyn distributed a list of current Council members and asked each member to indicate if they would be willing to stand for election next year. The June 2011 IACEE Newsletter also solicited nominations from the membership for the 2012-14 Council.

7.2.1 Number of candidates

The current Bylaws specify a Council of 19 voting members plus a non-voting Secretary General. Current IACEE membership distribution would dictate an elected Council of 8 Academic Member representatives, 4 Individual Member representatives, 1 Professional Society Member representative, and 1 Industrial Member representative. Council members desiring a different distribution should submit a proposal for a Bylaws change.

7.2.2 Geographic distribution of candidates

Mervyn and Frank reviewed the current membership by country and noted that the American representation on Council is disproportionately heavy. The Nominating Committee should address this matter and explore ways to get more Council candidates from some of the under-represented areas of the world.

7.3 IFEES Membership for IACEE?

Mervyn provided a bit of historical background on the establishment of the International Federation of Engineering Education Societies (IFEES) through ASEE five years ago. Nelson reviewed his conversations with Hans Hoyer, IFEES Secretary General, about possible joint memberships with no money exchanging hands. Originally IFEES had no dues but now has \$500 annual dues.

MOTION: IACEE and IFEES agree to reciprocal institutional/organizational annual membership in each other's organizations. Mervyn Jones moved and Kim Scalzo seconded. Motion approved.

8. Report of Vice President, Products & Services Kim Scalzo

Kim Scalzo distributed the current IACEE Strategic Plan Goal #1 Report on Products and Services dated 15 June 2011 as a mechanism for reporting on Products and Services activities. This report, in effect, covers all the items previously published in the Agenda.

8.1 DAETIX Project - Alfredo Soeiro, Kim Scalzo

Kim directed the Council's attention to Strategy 5 on page 7 of the Goal #1 Report, where she has changed the name of the series of projects that have been known as DAETE, DAETE2, and DAETIX to IACEE Quality Program.

MOTION: Kim moved: "The name of the DAETE or DAETIX project be changed immediately to 'IACEE Quality Program' to reflect the ownership of the project by IACEE and to better reflect the content of the project." Sue Bray seconded. Council approved the motion.

8.1.1 Three levels of DAETIX membership; invoicing practices

Kim distributed a "Proposed Structure and Project Participation Levels" document dated June 15, 2011 that outlines proposed levels of participation in the project, participation requirements, and benefits. The four participation levels are:

1. Public User (No charge)
 - i. Free access to input/limited query
 - ii. Benchmarking at the criterion level only
2. Identified Benchmarking Provider (\$200/year)
 - i. Same access as Public User
 - ii. Benchmarking at the sub-criterion level
 - iii. Data is available for others to see
3. Confidential Benchmarking Provider (\$800/year)

- i. Same access as Public User
 - ii. Benchmarking at the sub-criterion level
 - iii. Data is NOT available for others to see
4. Developer (\$750/year)
- i. Developer Users must ALSO be benchmarking providers and approved by the IACEE Quality Program Administrative Committee (Kim Scalzo, Patricio Montesinos, Nelson Baker, Alfredo Soeiro, Wang Aiyi).
 - ii. People and groups from the developer users are encouraged to pursue separate research projects to continue the development of the IACEE Quality Program.
 - iii. We envision that proposals from the research groups go to the Chair of the Administrative Committee, who reviews the proposal with the Committee and accepts/denies the proposal. Then members of the accepted proposal group are identified by the Chair as having developer access.

MOTION: Kim moved that "IACEE Council approves the levels of participation in the IACEE Quality Program as described above. Phil O'Leary seconded. Council approved the motion.

Invoicing practices were then discussed by the Council, leading to the following action.

MOTION: Kim moved that "IACEE Quality Program adopt invoicing procedures and timelines based on the calendar year (1 January - 31 December) but pro-rated on a quarterly basis for new members. Members joining in the first quarter pay 100%, in the second quarter pay 75%, in the third quarter pay 50%, and in the fourth quarter pay 25%." Phil O'Leary seconded. Council approved the motion.

Ed Borbely presented five different options to consider for creating tools for web-based self-assessment and benchmarking services, which are necessary for the scaling and full implementation of the IACEE Quality Program. The recommended option is to have Vieth Consulting build the capability into our website Membership Management System. This would enable IACEE to retain ownership of the data and control of the implementation but it would be done by a professional organization who would take responsibility for the infrastructure and backups. The major issue that evolved from the Council's discussion was whether or not to separate the project into two phases. Vieth has supplied two quotes - one to cover everything and a second one that breaks the implementation into two phases. The estimated cost for doing everything at once is \$9,000. The two-phase implementation quote would consist of:

Phase I would include the data collection with fixed reporting, but would involve more upfront programming in anticipation of the Phase II capabilities being needed. Estimated cost for Phase I is \$4,500. Phase II would include the querying capability and dynamic reporting by users. Its estimated cost would be \$6,000.

Extensive discussion ensued, with Nelson Baker asking us to go around the conference table, with each participant expressing his/her opinion. A subcommittee composed of Kim Scalzo, Ed Borbely, Cath Polito, and Kirsti Miettinen was asked to leave the room to craft a motion for Council's action.

MOTION: "The Council approves the implementation of automating the data collection, advanced querying, and reporting for the IACEE Quality Program with Vieth Consulting once sufficient funds from the Quality Program have been collected and a business plan for the

program has been presented to the Executive Committee.” Moved and seconded by members of the subcommittee. Council approved the motion.

8.2 CEE Manager Training Project - Pat Hall

Pat Hall entered the meeting by Skype. She also sent a PowerPoint presentation on the CEE Manager Training Project and the survey that has been developed to assess the members’ needs for content in the training. She wants a link on the website to locate the survey and will ask Frank’s and/or Louk’s help in July to send the survey to the IACEE membership. She asked for feedback from Council so the survey can be finalized. (The survey was distributed to all IACEE members on 13 July.)

8.3 Special Interest Groups - Cath Polito

Eight SIGs currently appear on the IACEE website. The number of SIGs was reduced from eight to five in February, a change that was reported in the June Newsletter but has not yet been made on the website. Cath expressed her personal interest in chairing the Marketing Strategies SIG. After further discussion it was decided that we will not need a SIG for DAETE, which is a project. This SIG was eliminated. We now have chairs for two SIGs. Council’s discussion led to a discussion to add a SIG on “Community-based Innovation and Competence Development.” Cath will follow-up with Lars Frolund of Aarhus University to check his willingness to chair this group. There was also discussion about looking at LinkedIn to support SIG discussions and information sharing. Cath will explore this idea and report back later. Cath will circulate a list to Council asking for interests in SIG participation.

Kim Scalzo proposed a new two-year planning cycle for SIGs using the biennial WCCEE as the kickoff and culmination point for a series of activities for each SIG that could potentially lead to new projects or future IACEE Products & Services.

8.4 13th WCCEE - Patricio Montesinos

Kim asked Patricio Montesinos for a status report on the MOU between UPV and IACEE for the 13th WCCEE. A detailed revision of the MOU had been sent to Patricio after the San Antonio Executive Committee meeting last February. Patricio has agreed to the terms of the revised MOU and it needs only to be printed and signed by all IACEE and UPV parties. While we had hoped to accomplish this in Valencia, the crush of other business prevented it. Frank will print the revised document in July, then pass it on to Patricio for the UPV Rector’s signature, and Patricio will then route it back to Nelson for his signature on IACEE’s behalf. Patricio warned that he may have to pay an overhead charge on all revenue next year; thus, we may want to explore other means for collection of registration fees.

Patricio shared the update of the WCCEE program plan with the Council. It is also posted in the File Archive area of the website. Council was asked to share ideas about potential sponsors. No changes were made but he was encouraged to think about how early the days will start relative to the social activities in the evenings. He is targeting 120 papers to be presented in 10-minute periods, with ten minutes for discussion of each.

Some concerns were expressed that a Call for Papers has not yet been issued. Patricio was encouraged to get the Call out ASAP. Patricio responded that August is the major holiday month for UPV and UPV-CFP will have a minimal staff during that period. He also indicated that early September was the original schedule for Calls for Papers and he did not receive any comments to the contrary at that time.

Patricio also made three requests to the Council for help:

- 1) Promoting the Conference website among all the Council members’ email contacts. www.iacee2012wc.upv.es ;

2) Promoting the LinkedIn Group among Council members' LinkedIn contacts and IACEE members. The Group name is "IACEE 2012 World Conference on Continuing Engineering Education", with the link as follows: http://www.linkedin.com/groups/IACEE-2012-World-Conference-on-3776806?gid=3776806&trk=hb_side_g .

3) Adding Conference information to the IACEE website.

Council expressed interest in engaging with industry in a number of different ways; this will be discussed at the next Conference Planning Committee (CPC) Skype meeting. The CPC has been identified and has held several Skype meetings already. Anyone desiring to participate in this activity should contact Patricio and plan to be available for calls at 17:00 Valencia time on the appointed day.

Former Mexican Council member and VP Gerardo Fernando Bravo has agreed to be a keynote speaker.

8.5 14th WCCEE bid process & candidates

Kim has revised the WCCEE Bid Manual and has sent a copy to Nelson and Frank for comment/review. After it is finalized, it will be distributed to Council and other interested parties.

Current potential locations for the 14th WCCEE are Australia (exploring new contacts there), Colombia (Jorge Rojas from Pontificia Universidad Javeriana has been attending this Council meeting as an observer), and New York. Kim has expressed interest in the 2016 WCCEE, hosted by SUNY, but could step up to host in 2014 if no other viable candidate materializes. It was stressed that we need to give a very high priority to identification of a 2014 site very soon!

8.6 Future Project ideas - CEE Rankings, et al.

Council was asked to think about future IACEE Projects but no substantive discussion occurred at this meeting.

9. Report of Vice President, Organizational Sustainability Wim Van Petegem

Wim directed the Council's attention to the IACEE Strategic Plan Goal #4 Report on Organizational Sustainability located in the File Archive section of the Members' Area of the website. All actions are currently "on track."

9.1 Audit/Budget/Finance - Andy DiPaolo

Andy reported on a Skype meeting he had had in April with Wim and Frank. The financial reports that have been developed thus far by Frank are deemed sufficient for our current needs. Our finances are currently in order and the amounts are low enough so that elaborate audit processes are not deemed necessary.

9.2 Foundation/Philanthropy - Ed Borbely

9.3 Process Improvement - Sue Bray

Sue and Kim presented their process improvement report, which included three proposed processes/guidelines that the Council agreed to follow going forward:

1. Process for evaluating the IACEE/HQ partnership;
2. Process/set of guidelines for sustaining projects that Council agreed to, with the following two additions:
 - a) Add how projects will operate;
 - b) Add an indication of the project's end date or whether it is ongoing.
3. Process for documenting, archiving, and closing out projects.

Council agreed that these procedures should be compiled in an IACEE procedure manual. Wim will work with Ed, Frank, and Nelson on this.

9.4 Development of Paid Staff - Nelson Baker

Nelson proposed the addition of a Strategy 7 to determine what resources IACEE needs to be sustainable and to move away from the current situation

with a volunteer Secretary General to one in which a staff person is funded to do this and to operate an office. Wim agreed to work on this with Andy.

10. **CE for Council: "Writing Email Across Cultures" - Sue Bray**

Sue Bray led the Council on Thursday morning, 16 June in a highly interactive 1 ¼ hour continuing education exercise to stress the importance of culture in how we interact with each other. Council is, in effect, a virtual work team, accomplishing much of our work not face-to-face but in a virtual environment. Our wide varieties of cultural upbringings flavor our interactions and can have profound impacts on our interpersonal effectiveness. The Council learned in this exercise AND had fun doing it!

11. **Report of Vice President, Communication & Member Engagement Zhang Guoqing**

GO showed a PowerPoint presentation to open his report, highlighting strategies. He then moved to the IACEE Strategic Plan Goal #2 Report on Communication and Member Engagement in the File Archive section of the Members' Area of the website. He reviewed this report for the Council.

11.1 **IACEE Awards - Katriina Schrey-Niemenmaa**

Feng Aihua expressed her gratitude for the Martin Award and the help it has given to her Baosteel organization. Kati Schrey presented a written report, listing the two principal current awards and making some suggestions for future broadening of the awards program. Nelson asked Kati to form an Awards Committee, then have the Committee formulate recommendations and come back to the Council/Executive Committee with those recommendations. Kati nominated Mervyn Jones, Sue Bray, and Feng Aihua to serve with her on the Awards Committee. The principal action for this committee will be to review the existing awards program and to propose a new program, with new descriptions and criteria for the various awards.

11.2 **Newsletter Editor - Phil O'Leary, Frank Burris**

The process for assembling and the timeline for publication of the Newsletter has now been established through several "trial runs." CACEE has budget for publication of the Newsletter in Chinese. Phil O'Leary gave a brief Newsletter report that included the production schedule for the September 2011 Newsletter. Frank discussed the June 2011 Newsletter and how it had come together successfully. A production Plan for the September issue will be coming from Frank's office in July.

11.3 **Website Development - Louk Fennis, Soma Chakrabarti**

Louk Fennis referred to his report, which is included in the File Archive section of the Members' Area of the website. He made three main comments in his report about content, navigation, and presentation. Louk led the Council through a number of recommended changes to the site.

11.3 **Website links to WCCEE Proceedings - Frank Burris**

Several member inquiries have come in requesting website links to World Conference Proceedings. Louk and Soma Chakrabarti will consider this in their ongoing activities to improve the site.

11.4 **Website Members' Area - Username & Password for access - Louk, Soma**

Louk and Soma will continue their efforts to promote access to and use of the website's Members' Area by all members.

12. **Report of Vice President, Membership Linda Krute**

Linda referred the Council to the IACEE Strategic Plan Goal Report #3 on Membership in the File Archive section of the Members' Area of the website and indicated the current status of the various actions. She also showed a 9-slide PowerPoint presentation that she had developed for the Council meeting. She offered some proposals for discussion, including:

- Membership goal increases by region

- Strategies for increasing membership
- Membership goal increases by type
- Raise institutional dues to \$300 to \$500 over a 3-year period
- Develop multi-year membership opportunities
- Create awards for bringing in new members
- Action items for Council's consideration.

Kim commented that we need to differentiate more clearly between Individual and Institutional memberships.

Linda asked Council members to list on two cards name of a colleague or organization we should contact about joining IACEE and give one reason why you value IACEE. Linda also distributed a revised membership brochure to the Council.

12.1 IACEE visibility at other events

12.2 Membership Efforts initiated & needed

12.3 Revised Membership brochure

12.4 Academic membership - Colin Leung

12.5 Corporate membership - Kirsti Miettinen & Feng Aihua

12.6 Individual membership - Sergey Gavriushin

12.7 Professional Org & Societies membership and RLOs - Leizer Lerner

12.8 Recommendation for disposition of lapsed members

Frank asked the Council for guidance on the length of time to retain lapsed members. Council sustained its earlier opinion that we ought to retain lapsed members for up to one year and chase after them on a quarterly basis during their lapsed period.

13. Future Meeting Plans/Locations

13.1 Fall 2011 Executive Committee Meeting, 26 September 2011(?) at Lisbon, Portugal in conjunction with SEFI annual conference

After considerable discussion throughout the week with those primarily affected (Executive Committee members), it was determined that the Fall Executive Committee meeting should be held in Lisbon on Saturday, 1 October, the day after the end of the SEFI Annual Conference in Lisbon.

13.2 Mid-winter Executive Committee Meeting at ASEE CIEC, Orlando, Florida, USA, 31 January 2012

This 31 January date was finalized. It is the Tuesday before the formal opening of CIEC on 1 February.

13.3 2012 Annual Council Meetings, 16 May & 19 May, Valencia, Spain

The retiring 2010-2012 Council will meet on Wednesday, 16 May 2012 and the formative meeting of the 2012-2014 Council will be on Saturday afternoon, 19 May 2012.

14. Other Business

- Frank Burris indicated that he would be away on vacation 28 June - 7 July and also that his wife's newly retired status will likely have some as-yet-unknown impact on his availability for IACEE-related volunteer work.
- Andy DiPaolo is retiring from Stanford on 1 September.
- Sue Bray and Kim Scalzo indicated their gratification with the implementation of the Strategic Plan and thanked Nelson and Frank for their leadership and support.
- Zhang Guoqing is happy to receive Council members at CACEE and to host meetings at any time. Asia offers many opportunities for IACEE membership development and CACEE will work to recruit more Asian members.
- Soma Chakrabarti thanked us for the invitation to participate and learn.
- Thanks were extended to Patricio Montesinos and his UPV team for his generous financing of Council's on-site expenses and for his gracious hosting.
- The 2012 CIEC has two international sessions that should be of interest to those attending the winter Executive Committee meeting.

- It was suggested that we invite more industry participants to the WCCEE.

15. **Adjournment**

The meeting was adjourned for an evening of Paella creation and consumption in downtown Valencia!