**2012-14 IACEE ("Old") Council Meeting Minutes**
**Monday, 23 June 2014 – 09:00 – 12:00**
     **12:00 Lunch Hosted by Stanford**
**Monday, 23 June 2014 – 13:00 – 17:30**
     **17:30 Dinner Hosted by Stanford**
**Huang Engineering Center Room 018**
**Stanford University**
**Palo Alto, California, USA**

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The Agenda and 14 other Supporting Documents for these Minutes are located in the File Archive section of the Members' Area of the IACEE website www.iacee.org . They are keyed to the Item numbers in the Agenda and these Minutes. IACEE Members will need their username and password to access the File Archive section of the Members' Area of the website.

"FA" appears in red at the beginning of each Agenda Item in these Minutes that has a Supporting Document listed in the File Archive section of the Members' Area of the IACEE website.

Yellow highlighting is used in these Minutes to call attention to items where some follow-up action appears necessary.

1.  **Welcome & Introductions of Council and Candidates, Verification of Quorum, Apologies for Absence - Baker**
    FA President Nelson Baker called the Council meeting to order at 9:05 am and extended a welcome to everyone, with special thanks to our Stanford colleagues for all their conference preparations. The following 2012-14 Council members were present:

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| Nelson Baker | Ed Borbely | Susan Bray | Frank Burris |
| Patricia Hall | Mervyn Jones | Linda Krute | Paul Marca |
| Kirsti Miettinen | Philip O'Leary | Kim Scalzo | Katriina Schrey |
| Alfredo Soeiro | Zhang Guoqing | | |

    The following Stanford guests were present at the meeting's outset:

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| Andy DiPaolo | Victorianna Dunn | Robert Katayama | Charlene Ponds |

    The following 2014-16 Council Candidate guests were present at the meeting's outset:

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|---|---|---|
| Marc Goossens | Ricardo Gutierrez | Ellen Sjoer |

    Council member Soma Chakrabarti would join the meeting at 10:00 am after a conference call.
    2014-16 Council candidate Daniel Kuenzle arrived at noon and 2014-16 Council candidate Christian-Andreas Schumann arrived in early afternoon.
    Council members Louk Fennis and Wim Van Petegem communicated their regrets and will attend neither the meeting nor the conference.
    Council members Feng Aihua and Patricio Montesinos indicated their arrivals in Palo Alto would be after today's Council meeting.
    President Baker declared that a quorum had been met and the 2014 annual Council meeting could begin.

2.  **Approval of Agenda and Meeting Logistics – Burris**
    FA The Agenda was reviewed and deemed to be acceptable without major revisions. Frank Burris reminded all that Supporting Documents for the various Agenda items were in the File Archive of the Members' Area of the IACEE website.

He encouraged others who have not submitted reports to get them to him ASAP for posting in the File Archive.

3.  **14ᵗʰ World Conference Report – Marca, Katayama, Dunn et al.**
    **FA** Paul Marca, Conference General Chair, opened with a brief review of the history of Stanford University, founded in 1884. Paul's organization, the Stanford Center for Professional Development (SCPD), has the role of providing first-rate CE programs for worldwide audiences. He indicated that the Huang Engineering Center, the conference location, is named for a graduate of SCPD part-time online programs, Jen-Hsun Huang, who is CEO of NVIDIA.
    Paul and two other key staff (Robert Katayama and Victorianna Dunn) discussed the conference plans and update using an 8-slide PowerPoint presentation, located in the File Archive. This presentation includes slides titled:
    - Goals of 14ᵗʰ IACEE World Conference;
    - Update (on registrations);
    - Moderating Sessions;
    - IACEE Initiatives (candidates, CEEMTP, CPD-BQIP, SIGs, sponsors);
    - Mobile Application ( http://eventmobi.com/iacee2014/ );
    - "Evening in Concert" & "Night at the Academy" (major social events).
    The Council was quite pleased at how well all the detailed planning had come together and very much looked forward to the coming conference week.

4.  **15ᵗʰ World Conference at University of Porto Preliminary Discussion – Soeiro**
    Alfredo Soeiro, General Chair for the 15ᵗʰ WCCEE, led a discussion of the preliminary planning for 2016 in Porto and touched on the following issues:
    - Dates set as 17-20 May 2016;
    - University of Porto plans to subcontract the conference organization;
    - Several recent discussions of three possible venues (UP Engineering, Customs House, 5-Star Hotel) have the Council leaning toward the Customs House location on the River Douro;
    - Theme discussion resulted in a preference for "Bringing All Stakeholders in CEE Together".

    A lengthy discussion of paper and poster formats and who bears the ultimate responsibility for CEE/CPD will likely continue as the conference planning evolves. Another thought was to focus on some action-oriented outcome for the conference that would result in a declaration for the future by IACEE.
    Former engineering Dean Feyo de Azevedo is the new University of Porto Rector and has strongly supported hosting the WCCEE at Porto.

5.  **16ᵗʰ World Conference Potential Host Discussion**
    5.1  **ITESM (Monterrey Tech bid discussion) – Mexico City, Mexico**
        Ricardo Gutierrez, a candidate for Council, participated in the meeting and led a discussion of the strong interest of Instituto Tecnologico y de Estudios Superiores de Monterrey (ITESM or Monterrey Institute of Technology and Higher Education) in hosting the 16ᵗʰ World Conference on CEE in 2018. While a formal bid was not presented, Ricardo described ITESM and made it clear that the institution is interested in hosting and has the support of the ITESM Vice President for Higher Education and Research, who has responsibility for continuing education and graduate studies at ITESM.
        Given that the 16ᵗʰ WCCEE is still four years away, no decision will be made at this time. However, ITESM will be considered by Council as a leading candidate and will be expected to formally bid within the next year, with a Council decision anticipated at the 2015 annual Council meeting, currently anticipated to be held in Porto.
        ITESM has 31 campuses throughout Mexico and over 100,000 students and has built an international reputation as a leader in the use of technology in

education, a factor on which IACEE could capitalize in 2018. Ricardo indicated that ITESM could host the conference in Mexico City or Monterrey but that Mexico City would be their preferred venue choice. During the discussion it was noted that the 1ˢᵗ WCCEE was held in Mexico City in 1979 and promoting a return to our founding location 39 years later would have some value. It also was noted that we have held WCCEEs in Latin America only twice (1979 and 1995) and a return there in 2018 would provide some geographic balance to our venues and provide great promotional opportunities for IACEE in Central and South America.

### 5.2 Amity University Uttar Pradesh

Frank Burris reported that Amity University (northern India near New Delhi) had expressed a strong desire to host in 2016 earlier this year. After the conference was awarded to Porto in February, Amity seemed to have temporarily lost interest but their Vice Chancellor Balvinder Shukla will participate this week in Palo Alto. Council should seek her out during the coming week.

The Council broke for lunch at 11:45 am, with plans to return at 1:00 pm.

## 6. From Biennial to Annual Conferences? – Marca

Paul Marca said that SCPD had worked hard to engage a CEE community for the Stanford World Conference and he had concerns about losing that momentum if we have a gap of 2 years until the next major IACEE event. The Council engaged in a wide-ranging discussion of possibilities:

- Quarterly webinars;
- Regional conferences between WCCEEs, face-to-face or online;
- Tie-ins with SIG activities and/or CPD-BQIP;
- Tie-in with the Think Tank idea;
- Creative new format for new conferences;

It was determined that we should sample the membership on these ideas at the General Assembly (GA) session on Thursday afternoon. Nelson Baker asked for questions that should be asked of the membership at the GA. Council reached a general consensus that IACEE needs to be doing "something" between our biennial WCCEEs.

## 7. Nominating Committee Report for 2014-16 Council - Burris, Jones

### 7.1 Nominations Slate & Issues

FA Frank Burris presented the nominees to the Council, indicating that an initial goal over one year ago had been to have competitive elections for all Council seats. We achieved this to a degree by January but a number of candidates have stepped aside over the past 5 months. We now have uncontested elections for President and the one Type 3 representative. We also have for other representatives:

- Type 2 – two candidates for one seat
- Type 4 – ten candidates for eight seats
- Type 5 – four candidates for three seats

General discussion indicated a need to revisit the Bylaws before the next election, as the complexity of the member categories seems to be too great for an organization of our size.

### 7.2 26 June Election Process Details/Guidelines

Frank has begun distribution of ballots to the Council and will continue to do so to those eligible to vote until 4:00 pm Thursday afternoon. Ballots will be called for at the beginning of the General Assembly session at 4:15 pm on Thursday and turned over to the counting team. Per the Executive Committee's instructions at the last Executive Committee meeting in Savannah, only the principal contact for an institutional member may cast

that member's ballot unless that person is not present and has designated a proxy to cast their ballot.

7.3 <u>Appointment of Election Ballot Counters – Baker</u>
Nelson Baker designated three Council members who are not in contested elections to count the ballots: Pat Hall, Kirsti Miettinen, and Zhang Guoqing

7.4 <u>Plan for Thursday's IACEE General Assembly – 16:15 on 26 June – Baker</u>
Nelson briefly discussed his plan for the General Assembly session, which will include Council elections, his President's remarks on the "state of IACEE", brief remarks from new President Kim Scalzo, presentation of two Fellow awards, announcement of the election outcomes, and photos of the "old" and "new" Councils.

8. <u>CEE Manager Training Program Update – Hall</u>
FA Pat Hall called the Council's attention to her 2-page report in the File Archive and reviewed the progress of this activity. She thanked the contributors for the five Knowledge Share Moments (KSMs) issued to date: Sue Bray, Soma Chakrabarti, Kirsti Miettinen, Nelson Baker, and Alfredo Soeiro. She is seeking contributors for new KSMs and also for webinars that might be used in IACEE badging programs.

9. <u>CPD-BQIP Update – Scalzo, Borbely & Chakrabarti</u>
Kim announced that Ed Borbely would be replacing her as the leader of the seven-institution Developer Team for CPD-BQIP. Now that we have CPD-BQIP as a mature product, Ed plans to focus on marketing the program. Ed used a 1-page slide to discuss planned promotional activities; this slide was added to the File Archive after the Council meeting as Item 9. Kim also shared the website www.cpd-bqip.org with Council members and visitors.
Alfredo has been an ambassador to EUCEN and offered a proposal from EUCEN asking IACEE to quote a flat fee for participation by EUCEN's 200 university members. Council encouraged forward movement on this matter and a proposal will be reported back at the Saturday meeting of the new Council.

10. <u>Special Interest Groups (SIGs) – Chakrabarti</u>
FA Soma Chakrabarti reported from a 9-slide PowerPoint deck that is included in the File Archive and includes slides entitled:
- **Major SIG Activities**
- **SIG Goals at the Conference**
- **Two pre-conference Workshops (Innovations in CEE and e-Marketing)**
- **Three current SIG conference activities (10.1, 10.2, and 10.3 below)**
- **Future SIG activities**

10.1 <u>Marketing Strategies - Chakrabarti</u>
10.2 <u>University – Industry Collaboration – Hall</u>
10.3 <u>Innovations in Continuing Engineering Education – Chakrabarti</u>
10.4 <u>SIG Activities at the World Conference – Chakrabarti</u>
Soma noted that a whiteboard has been erected near the IACEE Desk in the conference registration area for conferees to sign up to participate in one or more of the three SIGs. We continue to believe that SIGs offer one of the best opportunities for new members to get involved and to enable continuing members to benefit from each other.

11. <u>Secretary General's Report – Burris</u>
11.1 <u>Financial Reports</u>
FA Frank Burris presented the usual monthly financial reports that are distributed to the Council and are posted in the File Archive as 11.1a, 11.1b, and 11.1c:

- IACEE 2014 Dues and Fees Revenue Record dated 5/31/2014 and he commented on the lack of BQIP revenue from anyone other than the seven Developer institutions;
- IACEE 2014 Monthly Financial Report dated 5/31/2014;
- IACEE 2014 Finances Year-to-Date vs. Budget dated 5/31/2014.

11.2 <u>Membership Dues Increase?  ($50/250 >>> $60/300?)</u>
Frank observed that Council had not acted to increase dues since the October 2009 Council meeting in Aarhus. He proposed consideration of a modest dues increase to be effective 1 January 2015, exactly 5 years after the effective date of the last increase.
MOTION: Phil O'Leary moved an annual dues increase to US$60 for Individual members (Type 5) and US$300 for Institutional members (Types 1, 2, 3, and 4), effective 1 January 2015. Linda Krute seconded the motion. The motion passed by a voice vote.

11.3 <u>Membership Reports</u>
FA Frank presented four separate membership reports to the Council, which are posted in the File Archive as 11.3a, 11.3b, 11.3c, and 11.3d:
- The monthly IACEE Membership Expirations Report dated 6/1/2014 was distributed, with appropriate comments to help understanding by the candidates present;
- IACEE Membership by Country, Type, and Region dated 6/15/2014;
- New IACEE Members (14) During the Past Year;
- Dropped IACEE Members (56) During the Past Year. It was pointed out that 34 of the 56 dropped members were folks who became members as a result of paying non-member registration fees at the 2012 Valencia conference and never renewed. Non-member registrants at the Stanford conference will provide a significant up-tick in members after the conference.

11.4 <u>Need for Pro-active Membership Development</u>
The Council had a brief discussion about the sources of new members and the loss of lapsed members. Frank expressed his continuing concern that we need to become more pro-active about membership development, especially in regions and countries where we are either not represented at all or very lightly represented. Our current membership of 227 is 42% American, 11.5% Chinese, and 5.8% Finnish. No other country represents more than 3% of our membership (see 11.3b in the File Archive).

11.5 <u>Convert 2014 Non-member WCCEE Sponsors to Members?</u>
Council briefly discussed how we might convert some of this year's sponsors to Institutional members, leading to the following action.
MOTION: Linda Krute moved that IACEE awards its corporate World Conference sponsors a complimentary one-year membership in the association, with the designation of a principal contact for the company's membership record. Pat Hall seconded the motion. The motion was approved by a voice vote.

12. <u>Appointment of Auditors – Baker</u>
Nelson Baker appointed Linda Krute and Ed Borbely as a team to annually audit IACEE's financial reports. They were also asked to define the process for the annual audit moving forward and to report the recommended process to the Council by mid-Fall of 2014.

13. <u>IACEE Awards Program – Schrey-Niemenmaa & Jones</u>
13.1 <u>2014 Awards Report</u>
Katriina Schrey-Niemenmaa outlined the processes used to both solicit 2014 nominations for our three different awards and select the awardees. She

noted that we had attracted more competitive fields for each award than in many previous years:

- Martin Award had four nominees and will be awarded to AT&T on Wednesday afternoon in a special session;
- Biedenbach Award had three nominees and will be awarded to Andy DiPaolo on Friday afternoon in a special session;
- Fellow Awards had four nominees and will be awarded to Alfredo Soeiro and Frank Burris at the end of the General Assembly on Thursday afternoon.

The Council expressed its thanks to Kati and Mervyn for their work on the Awards program.

13.2 2014 Awards Process Discussion, Changes for 2016?

Frank Burris expressed his concern about the major changes in the awards process this year and the secrecy of the process, apparently without a previous Council or Executive Committee decision. While noting his comments, Nelson Baker emphasised that this had not been a secret process, as the Awards Committee had worked with the conference organisers, and all voting members of Council, who had not been candidates had been fully informed and included in the process.

14. IACEE Newsletter – Ripoll, Lennon & Burris

14.1 2013-14 Newsletters

Carlos Ripoll, Newsletter Coordinator, was not able to participate in the meeting so Frank provided a brief report. Katie Lennon, who has for several years done our layout and design, was present and her fine work was acknowledged. Frank noted that we have gone from four annual Newsletters two years ago to three the following year and this year we only published two, one in December 2013 and one focusing exclusively on the World Conference in April 2014. Both were completed substantially later than originally planned.

14.2 Long-term Plan for Change in Newsletter Name & Format – Ripoll

Originally it had been planned that we would unveil a new newsletter/blog format at this World Conference but Carlos' absence and the lack of a written report have prevented that from happening. We need a team of people to work with Carlos and Katie on this important communications vehicle and Nelson will solicit participation from other IACEE members at the General Assembly session on Thursday.

15. Headquarters Plans & Staffing – Baker & Scalzo

15.1 New Arrangements at Georgia Tech - Baker

Nelson and Kim reported a rework of the current Secretary General job description into    a compensated IACEE Operations Manager position who will do most of Frank's current administrative work at Georgia Tech in approximately 10 hours per week. Another portion of this proposal includes a redefinition of the Secretary General role to a more outwardly focused, advocacy role for IACEE. It also includes moving a few other tasks/responsibilities to IACEE officers and other Council members. The details of such an appointment are being finalized with the Georgia Tech Research Corporation by Nelson. The proposed position description was today shared with Frank and he has asked for time to digest it before a discussion later this week. Kim plans to provide a more concrete update on this proposal at the Saturday meeting of the "new" Council.

15.2 Scaled-back Role for Burris in 2014-16

Frank began asking for a scaling back of his role at the May 2013 annual Council meeting in Shanghai and has repeated his desire since that time for a diminished role, although he has also said that he would be willing to

continue to carry the simpler financial record-keeping, invoicing, payments, membership records (MMS), and website management responsibilities that he has become adept at during the past 4 ½ years.

15.3 <u>New Secretary General Role, Candidate(s) & Job Description(s)</u>
As noted above, ==new descriptions of several positions will be provided at the 28 June Council meeting.==

16. <u>Future Council & Executive Committee Meeting Locations & Hosts – Burris</u>

16.1 <u>Fall Executive Committee Meeting</u> – Couple with SEFI in Birmingham, UK, on Friday afternoon, 19 September 2014 and Saturday morning, 20 September 2014. This represents a change from the all-day Friday plan announced in Savannah. The website homepage Calendar now reflects this change.

16.2 <u>Mid-winter Executive Committee Meeting</u> - Meet in conjunction with 2015 ASEE Conference for Industry & Education Collaboration (CIEC) in Palm Springs, California, USA, Friday afternoon, 6 February 2015 and Saturday morning, 7 February 2015. This represents a change from the all-day Friday plan announced in Savannah. The website homepage Calendar now reflects this change.

16.3 <u>2015 Annual Council Meeting</u> – In addition to the possibility of a May Council meeting in Porto, several other possibilities were advanced:

- Co-locate with SEFI 2015 in Orleans, France;
- Co-locate with WEEF 2015 in Florence, Italy.

It was decided that a ==decision on the venue of the 2015 annual Council meeting will be postponed until the Fall 2014 Executive Committee meeting in September in Birmingham, UK.==

17. <u>Other Business</u>
None

18. <u>Adjournment</u>
This final meeting of the 2012-14 IACEE Council was adjourned at 4:32 pm, with shuttles leaving for the Il Fornaio Restaurant shortly thereafter. The Stanford Center for Professional Development will be pleased to host a reception and dinner for Council Members and Candidates at Il Fornaio in downtown Palo Alto.