



2012 Fall IACEE Executive Committee Meeting Minutes
Monday, 17 September 2012 - 08:30 - 17:30
Tuesday, 18 September 2012 - 08:00 - 12:00
SUNY Center for Professional Development Syracuse Offices
Syracuse, NY, USA

Supporting documents for these Minutes are located in the File Archive section of the Members' Area of the IACEE website and are keyed to the Item numbers in this Agenda. IACEE Members will need their username and password to access the Members' Area.

Monday, 17 September

1. Welcome & Introductions, Verification of Quorum

IACEE President Nelson Baker called the meeting to order at 8:36 AM. VP, Products & Services Kim Scalzo added her welcome to central New York and briefly reviewed the logistics of our 1½-day meeting. The following members of the Executive Committee were present:

President **Nelson Baker**
VP, Products & Services **Kim Scalzo**
VP, Membership **Linda Krute**
Secretary General **Frank Burris**

Thus, the three voting members necessary for a quorum were present.

In addition, Council members **Sue Bray** and **Soma Chakrabarti** were also present.

VP, Organizational Sustainability **Wim Van Petegem** indicated that he will join us via Skype for much of the day on Monday. Council members **Pat Hall** and **Paul Marca** will also join us via Skype or phone for appropriate portions of the meeting.

2. Apologies for Absence

VP, Communication & Member Engagement Zhang Guoqing and Past President Mervyn Jones have sent their apologies for being unable to attend the Fall EC meeting.

3. Approval of Agenda

MOTION: Kim Scalzo moved approval of the Agenda and Linda Krute seconded the motion. Motion passed.

4. Fall Executive Committee Meeting Goals - Nelson Baker

Nelson Baker expressed a desire to spend the full day on 17 September revisiting our Strategic Plan (SP), including looking at the organization chart and clearly defining the responsibilities of all Council members for the new biennium. He hopes that we might find new ways to synergistically work together to pursue the SP. He observed that much in the world has changed and is changing and that we need to account for such changes in our plans and actions. He also recognized the good participation by many Council members in commenting on the current SP and making suggestions for the future.

5. The Strategic Planning Leadership Team (Nelson Baker, Sue Bray, and Kim Scalzo) will lead a day-long process of revisiting the current Strategic Plan (SP), with an eye toward updating it for IACEE's new biennium. On 22 August the Leadership Team sent a message to the entire Council and a separate one to the Vice Presidents outlining the goals and the process to be followed in Syracuse:

- Update the IACEE SP to ensure its currency and relevance;

- Increase the SP's visibility as a driver of IACEE's work;
- Ensure that the IACEE structure, roles, and responsibilities support the SP and empower Council members to exercise initiative in their work for IACEE;
- Align Strategy and Action commitments with Council members' interests.

Our current Strategic Plan was developed at the Executive Committee meeting in Palm Springs in winter 2010, shortly before ASEE informed us on 11 March that our Headquarters would have to be moved from ASEE. Nelson Baker expressed thanks to all who “picked up the balls” since that time and asked that we spend some time today “celebrating” our achievements in sustaining and growing IACEE under some very trying circumstances. The feeling was expressed that every other fall Executive Committee meeting should include a one-day review and update of our Strategic Plan. It was noted that Sue Bray and Kim Scalzo will lead today’s SP Review and will keep the notes from today’s activity with later selective entry into the meeting Minutes. Wim Van Petegem joined the EC at 9:05 AM via Skype.

The supporting documents for this SP Review are included in Items 5a. through 5i. in the File Archive section of the IACEE website. Item 5i., in particular, is a PowerPoint presentation developed by Sue and Kim to lead us through the day-long review process. Because of the nature of the group process that would be followed, it was decided that the Minutes of this EC meeting would NOT attempt to follow every thread of the discussion. Rather, we would complete the day-long process and then the SP Leadership Team would meet to prepare a communication strategy for the Council. Some elements of that strategy have already been issued and others are still in preparation.

Tuesday, 18 September

The Executive Committee reconvened at 8:15 AM on Tuesday morning. Nelson Baker began by polling those present for the amount of time required for their various items in an effort to best manage our time.

6. Special Interest Groups (SIGs) - Soma Chakrabarti

Soma Chakrabarti has expressed a particular interest in SIG development and, in the new IACEE Council organization, will serve as the SIG Coordinator. She anticipates developing webinars and other activities for the SIGs. Nelson will also provide administrative access to Soma for our LinkedIn site. Soma anticipates a possible change in focus from SIGs to SIGs/Social Media.

6.1 Marketing Strategies SIG - Pamela Dickrell

Soma reported that Pam Dickrell has agreed to chair this SIG and organize it, with the possibility of a co-chair who is not from the US. An active staff member from Aalto University was mentioned as a co-chair possibility.

6.2 University/Industry Collaboration SIG - Pat Hall/Feng Aihua

This SIG was reported to be in good shape. After speaking with Pat Hall, Soma will request that Council corporate member Feng Aihua (Baosteel) serve as co-chair with Pat Hall. Pat reported that she had written an article for the June 2012 Newsletter and Feng Aihua has written one from a corporate perspective for the September 2012 Newsletter.

6.3 Community-based Innovation SIG - Soma Chakrabarti/Lars Frolund

Lars Frølund (Aarhus University) will serve as co-chair with Soma Chakrabarti and they have authored an article for the September 2012 Newsletter.

Soma believes the co-chair arrangements noted above, with co-chairs from different parts of the world, are a good model for the future. Frank Burris added that progress with the SIGs has been a major improvement over where we were just a couple of years ago and was worthy of “celebration.” We need to find a way to integrate SIG activities into the next and future World Conferences.

7. IACEE Quality Program - Kim Scalzo & Soma Chakrabarti

Kim Scalzo has formed the six-member Developer Team for the IACEE Quality Program and it now consists of Kim Scalzo (SUNY), Nelson Baker (Georgia Tech), Ed Borbely (Michigan), Soma Chakrabarti (Kansas), Kirsti Miettinen (Aalto), and Dave Peterson (Wisconsin-Madison). This team will be making decisions on the IACEE Quality Program (QP) and moving it forward over the next two years. Automatic billing of the developer fee of \$750 will be programmed for these six institutions on 1 January 2013.

A paper on the QP was published in the June 2012 ASEE Annual Conference Proceedings. It is referenced in a brief article in the September 2012 IACEE Newsletter and can be accessed from the ASEE website using <http://tinyurl.com/.9ky663c>.

The Developer Team has been working with Bill Bross at Vieth Consulting, LLC to develop the QP website, which we expect to have up and running by the end of 2012.

The current status of the site was demonstrated to the Executive Committee.

Linda Krute will have a booth at the World Engineering Education Forum in Buenos Aires in mid-October and will use a portion of it to promote IACEE and the Quality Program.

8. CEE Manager Training Project - Pat Hall

Pat Hall has provided a written report in the Supporting Documents section (Item 8.) of the File Archive section of the IACEE website that suffices as her report for this meeting.

9. Membership Promotion Tools & Activities - Linda Krute

Linda Krute is planning her materials for the World Engineering Education Forum (WEEF) in Buenos Aires in mid-October. She will hire a graphic artist to generate a new logo and to generate a new membership brochure. She wants to see a link in our website to the 2014 IACEE World Conference site.

We discussed the need to highlight IACEE's Member Benefits in our promotional material. Nelson noted the UPCEA Member Benefits statements at

<http://www.upcea.edu/content.asp?pl=20&sl=37&contentid=37> and Soma also noted the statements from the eLearning Guild website

<http://www.elearningguild.com/content.cfm?selection=doc.1540> as good examples that we might wish to follow.

Nelson also pointed out that the Vieth system has a Prospects section and our Membership Team should look into how it might be used in membership promotion.

9.1 Membership Expirations Report - Frank Burris

Frank referenced the Membership Expirations Report dated 1 September 2012 that he has customarily issued every 4-6 weeks to the Council, noting that each Council member has typically been asked to follow up with 1-3 lapsed members for retention. He asked about feedback that these requests to Council members were not universally appreciated. The Executive Committee confirmed this feedback and asked him to stop soliciting Council members' help with lapsed members who were not known to them individually. The Membership Expirations Report will continue to be issued for Council's information and Council members are asked to follow up with any lapsed member who is known to them. The right-hand column of this report, which is now labeled "Council Member" will now be labeled "Comments" and will be used to provide further information about that member's status.

Frank noted that he has customarily issued the first renewal invoices on or about 60 days before the member's lapse date. Because of the long lead time required at Georgia Tech and some other institutions, Nelson asked that the initial invoice be created 90 days before the lapse date and then be followed by additional invoices 60 days before, 30 days before, and on the lapse date and a past due notice 6 months after the lapse date. Frank will weigh this advice with some practical matters inherent in MMS and what he deems the best use of his time and will evolve new invoicing procedures.

9.2 Handling of Lapsed Council Members - Frank Burris

Frank indicated that, in the nearly three years that he has been handling membership issues, there has rarely (never?) been a period when all Council members were paid up in their dues. It has been a source of great frustration that significant time must be spent “chasing” lapsed Council members. Frank asked the EC’s guidance and Nelson recommended that **lapsed Council members not be permitted to vote on IACEE matters. This policy will be implemented immediately.**

9.3 Development by regions: Americas, Europe & Africa, Asia & Oceania ?

IACEE needs to develop a campaign for new members and one of the ways to do this in the new organization is regionally.

9.4 Development by member types: Professional Orgs, Industrial Orgs, Academic Orgs, Individuals ?

IACEE needs to develop a campaign for new members and one of the ways to do this in the new organization is by member types. Following brief discussion of Items 9.3 and 9.4, it was determined that this decision would evolve from the deliberations of the Strategic Planning Team.

9.5 Institutional Membership modifications underway in MMS - Frank Burris

Frank has worked with Chris Vieth over the past 4-6 weeks on a modification of the Membership Management System (MMS) that will allow Institutional members to add 1-4 additional members to their membership record. **Each Institutional member will continue to have a principal contact, who will control the five votes of that member. Up to four other members may be added to the records and will receive Newsletters and other general membership mailings.** This change was announced to the membership in an 11 September broadcast message and Frank has begun the entry of these additional members into MMS.

10. Compensation Recommendation(s) for IACEE Staff - Wim Van Petegem

With advice and consent from Nelson Baker, Kim Scalzo, and Sue Bray, Wim has prepared a 3-page document entitled “Proposal: IACEE Secretary General Position.” This was first shared with Frank Burris Sunday evening, 16 September. Frank has asked for some time to carefully study the document and react. Nelson asked that further discussions of this matter be held off-line with him.

11. Awards

11.1 Changes to existing awards

11.2 Development of new award(s)

11.3 Promotion of IACEE members for other awards

The disposition of these awards matters will be handled by the Strategic Planning Team as it develops a new organization chart for IACEE for 2012-2014. Mervyn Jones and Alfredo Soeiro may be asked to work with Katriina Schrey-Niemenmaa to move these items forward.

12. Report on Planning Activities for 2014 WCCEE - Paul Marca

Time zone issues will require that this occurs at the end of Tuesday morning at ~ 11:15 AM.

Paul Marca asked for a review of the “laundry list” of potential conference themes (Item A12. in the File Archive section) and how they intermingle. He also sent a Draft Schedule for the World Conference, which was distributed at the meeting. **Paul introduced Rose Nakamoto (rose3@stanford.edu), his new Project Manager who will be handling the World Conference.** “Innovation in CEE” is a suggested overall theme for the conference. The plan then is to have a different sub-theme for each of the three conference days. Paul verified that the “Save the Date” card is still fundamentally OK to use.

The Conference Planning Committee (CPC) will continue its regular meetings on 17 October and approximately every 6 weeks thereafter. Documentation from these

discussions will be shared continuously with the CPC and the Council so there will NOT be any further attempt to describe these deliberations in our EC meeting Minutes. Nelson Baker asked us to think about exhibits and sponsorship opportunities for a future conversation. We also need to fit the award presentations into the program schedule. The idea of an awards luncheon was surfaced. Paul is currently looking at ~ 200 attendees for the conference.

12.1 Appointment of Conference Planning Committee (CPC)

Paul plans to schedule meetings of the CPC ~ every six weeks, with ~ three weeks' advance notice.

12.2 Terminology/branding of IACEE World Conference/14th WCCEE name

Paul proposed the adoption of the terminology IACEE World Conference and the Executive Committee concurred with this branding of the product.

12.3 MOU between Stanford and IACEE - Who takes the lead?

Stanford has indicated that its side will take the lead in generating a first draft of the MOU between Stanford and IACEE.

13. Future Council & Executive Committee Meeting Locations/Hosts

13.1 Mid-winter Executive Committee Meeting - 8-9 February 2013 in Mesa, Arizona in conjunction with ASEE CIEC

The timing of this meeting was discussed and we verified that the Executive Committee will meet 2:00 - 6:00 PM on Friday afternoon, 8 February with a group dinner that evening. We shall reconvene at 8:30 AM on Saturday morning, 9 February and adjourn by 5:00 PM Saturday evening.

13.2 2013 Annual Council Meeting location/format?

We had an invitation in Valencia from Baosteel for a meeting near Shanghai, China in 2013. Several weeks ago Frank asked Feng Aihua for some further information about location and expense to assist with a decision. Ms. Feng is still exploring this possibility and has promised a response by approximately 22 October.

13.3 2013 Fall Executive Committee Meeting location?

We have received a request from VP Wim Van Petegem to couple the 2013 Fall Executive Committee meeting with the 40th anniversary celebration for SEFI in September in Leuven, Belgium. As soon as the location of the 2013 Council meeting is finalized, we shall decide on a Fall 2013 site for the EC. In the meantime, Nelson will also contact Hans Hoyer about the possibility of coupling with IFEEES in Fall 2013.

14. Newsletter - Frank Burris

14.1 Advertising policies - Phil O'Leary

No report has been received from Phil O'Leary on this matter and Nelson agreed to follow-up with Phil. In the meantime, the following motion was proposed.

MOTION: Kim Scalzo moved that we will accept job postings to the website by IACEE members. Linda Krute seconded. The motion was approved.

14.2 Next issue: January 2013 rather than December 2012

Frank suggested that, given the very busy times and holidays in December, we consider issuing the December issue of the Newsletter in January.

14.3 Frequency change from quarterly to 3 issues per year?

In addition, Frank asked the EC to consider reducing the number of Newsletters from four to three per year. After discussion of 14.2 and 14.3, the following motion was put forth.

MOTION: Kim Scalzo moved that we not only reduce the number of Newsletter issues to three per year, but that we also delay the next one to February 2013, rather than January. Thus, in 2013 the pattern will be: February, June, October, etc. The motion was approved.

15. Financial Oversight & Planning

15.1 Financial reports - Frank Burris

Frank called the attention of the EC to the customary three monthly financial reports. Nelson suggested that we could save work by reducing the frequency of these reports from monthly to quarterly. Frank observed that these reports are, in effect, updated every time there is a financial transaction so it is not a major burden to issue them monthly. We agreed to move to a quarterly distribution of these reports except when "major" transactions occur in a particular month. Upon such occurrences, Frank will judge whether or not to issue reports more frequently than quarterly.

15.2 FY2013 Budget and approval process

Frank indicated the need to soon be formulating a budget proposal for FY2013. To facilitate accuracy, he proposed waiting until the end of November before compiling a proposed budget for 2013. The EC concurred with this and Nelson asked him to conduct an email ballot for the FY2013 budget by year's end. In the meantime, Council members with budget requests for 2013 should submit them to Frank ASAP.

15.3 New revenue sources

Some of these new sources will likely surface as the Strategic Planning Team refines its work from the 17 September SP Review.

16. WCCEE Venues - 2016 & Beyond

We shall issue a request for future bids by 31 March 2013 in the hope that we will have proposals for consideration at the 2013 annual Council meeting.

17. Development of Other Events

17.1 Local/regional events between WCCEEs

The Strategic Planning Team will consider such activities as they finalize their work.

17.2 Virtual CEE events

SIG Chairs are asked to investigate our needs for a few such systems and obtain quotes for webinars, etc.

It was also suggested that we do a 3-minute promotional video for YouTube.

17.3 Social network activities

These were considered in yesterday's Strategic Planning activity and the SP Team may develop a particular proposal in its report.

How can we integrate these many items into our future programs?

18. Website Development

18.1 Handling of 60 13th WCCEE Videos on Website: Control Issues?

The Executive Committee agreed to put Patricio's spreadsheet of 60 links to conference presentations on the IACEE website and to announce its availability to the members. As it will be in the Members' Area of the website, a member's username and password will be required for access. This security was deemed sufficient by the EC. (Such a broadcast message to the membership was sent on 23 September 2012.)

19. IFEEES Membership for 10/1/2012 - 9/30/2013

MOTION: Linda Krute moved that we renew our IFEEES membership (\$500) for the IFEEES Fiscal Year 1 October 2012 - 30 September 2013. Kim Scalzo seconded the motion. The motion was approved.

20. Other Business

None

21. Adjournment

The meeting was adjourned at 12:12 PM on 18 September 2012