



2013 Mid-winter IACEE Executive Committee Meeting Minutes
Friday, 8 February 2013 - 13:30 - 18:00 followed by IACEE-hosted dinner
Saturday, 9 February 2013 - 08:30 - 17:00, including IACEE-hosted lunch
Arizona Golf Resort
425 S. Power Road
Mesa, Arizona 85206, USA

The Agenda and 23 other supporting documents for these Minutes are located in the File Archive section of the Members' Area of the IACEE website. They are keyed to the Item numbers in the Agenda and these Minutes. IACEE Members will need their username and password to access the Members' Area.

Friday, 8 February 2013

1. Welcome & Introductions, Verification of Quorum

President Nelson Baker called the meeting to order at 1:48 PM and welcomed members of the IACEE Executive Committee:

Nelson Baker;
Frank Burris;
Linda Krute;
Kim Scalzo;
Wim Van Petegem.

As the minimum of three voting members of the Executive Committee were present, the meeting quorum was met.

Three other members of the IACEE Council were also welcomed:

Soma Chakrabarti;
Patricia Hall;
Paul Marca.

Council member Sue Bray joined the meeting electronically for the Friday afternoon portion.

Council member Ed Borbely participated for approximately one hour late on Friday afternoon and for 15 minutes on Saturday morning.

Guest: Lorenzo Valle, Custom Programs Director for Monterrey Tech (ITESM) in Mexico City also participated in the Friday afternoon portion of the EC meeting.

2. Apologies for Absence

Executive Committee members Mervyn Jones and Zhang Guoqing had earlier indicated their inability to participate in this EC meeting.

3. Approval of Agenda and Meeting Logistics

The Agenda was approved as distributed and the posting of the Agenda and numerous supporting documents in the File Archive section of the IACEE website was called to the attention of all participants.

4. Mid-winter Executive Committee Meeting Goals - Nelson Baker

Nelson Baker made appropriate overview comments about the meeting goals and indicated that the total meeting could be viewed as three distinct segments:

- Friday afternoon would focus largely on the 2014 World Conference and development of the revised Strategic Plan (Agenda Items 1 - 9).
- Saturday morning would focus on moving the IACEE Quality Program forward and onto the web and also on the development of the CEE Manager Training Program. (Agenda Items 10 - 11).

- Saturday afternoon would then focus on traditional business meeting items. (Agenda Items 12 - 16).
5. Report on Planning Activities for 2014 WCCEE (45 mins) - Paul Marca
 - 5.1 Conference Planning Committee (CPC) Activities - Paul Marca
Paul Marca distributed a “Call for Papers” and “Save the Date” card for the 2014 IACEE World Conference on Continuing Engineering Education. The “Call for Papers” card was distributed liberally to participants of the just-concluded CIEC. The EC discussed the submission deadline of June 30, 2013 and decided to change it to July 8, 2013 in the forthcoming IACEE Newsletter and in future advertising.
Paul presented a 15-slide report on WCCEE development that is contained in the File Archive section of the IACEE website. The number and timing of the pre-conference workshops was discussed and it was determined there would be only two parallel workshops held on Tuesday afternoon 25 March 2014. Stanford plans for a minimum of four webinars throughout 2013 to stir interest in the Conference. **Abstracts for these webinars will be needed approximately six weeks in advance of the delivery.**
 - 5.2 MOU Between Stanford and IACEE - Paul Marca/Frank Burris
The MOU between IACEE and Stanford has been developed and is ready for signature by Nelson Baker and Paul Marca. It is in the File Archive.
 - 5.3 Conference Logistics Plan Overview - Paul Marca
The File Archive contains a **2014 WCCEE Draft Schedule for review and comment.** It was noted that a space needs to be reserved for the “General Membership Meeting” that is required by the Bylaws.
 - 5.4 Keynote Speakers’ Identification -Paul Marca/Team
Paul has begun work to identify potential keynote speakers and **requested suggestions from Council members.**
 - 5.5 Sponsorships - Paul Marca/Nelson Baker
The File Archive contains the Sponsorship Plan that has been developed. Paul and Nelson asked that all sponsorships be coordinated through them to avoid any potentially embarrassing situations. **Paul asked every Council member to recommend two potential sponsors for the Conference.**
 - 5.6 Timetable for Next 13 Months - Paul Marca
Paul summarized the discussion and indicated that the next meeting of the Conference Planning Committee (CPC) is scheduled for Wednesday February 20 at 8:00 AM PST (GMT - 8).
 6. Overview of Revised 2013-2014 Strategic Plan Implementation (20 minutes) - Nelson Baker/Sue Bray/Kim Scalzo
Nelson briefly reviewed the Strategic Planning (SP) process we have been through over the past 3-4 years. At the beginning of the current Council members’ terms of office last May, we determined the need to review and revise the SP of the two previous years for the two coming years. That revision began in earnest at the September 17-18 EC meeting in Syracuse, NY, USA and continued for five months. Our goal today is to establish closure on the revised SP. Nelson also indicated that IACEE ought to purchase rights for Blackboard Collaborate for future meetings.
 7. Discussion of Strategic Plan Goals, Critical Success Indicators, and a Couple of Strategies that can be Accomplished in Two Years (2 hours) - Nelson Baker/Sue Bray/Kim Scalzo
Nelson turned the discussion leadership over to Sue Bray and Kim Scalzo. They produced a 17-slide PowerPoint presentation that is posted in the File Archive. The organization chart that has been presented as a part of the revised SP was explained by Kim in response to some questions about its meaning. There was

significant sentiment for the addition of a World Conference pentagon to the chart.

The EC then received new worksheets for each of the four new Strategic Goals from Kim and Sue and they began to solicit Critical Success Indicators (CSIs) and Owners for each Goal. The four Goals will be the property of the four Vice Presidents:

- Goal 1 - Products - VP Kim Scalzo
- Goal 2 - Member Services: Engagement and Communication - VP Linda Krute
- Goal 3 - Advancement of CEE - VP Zhang Guoqing
- Goal 4 - Quality Assurance & Operational Excellence - VP Wim Van Petegem

Requested next steps for the Vice Presidents regarding each of their goal areas are as follows:

1. Vice Presidents, along with Strategy Owners, finalize Critical Success Indicators, Action Items, Action Owners, Dates, etc.;
 2. Vice Presidents submit their updated spreadsheets to the Strategic Planning Committee (Nelson Baker, Sue Bray, Kim Scalzo) *by the end of February*;
 3. Strategic Planning Committee reviews all Goal Spreadsheets for integration, cross-goal support, etc. *and gets back with feedback to VP's by mid-March*;
 4. At any time work can begin on Action items;
 5. Beginning with the May Council meeting, VP's use Goal Spreadsheets for reporting out at all Council and Executive Committee meetings.
8. Self- and Peer-Assessment of Executive Roles in IACEE in View of Sustainability (40 minutes) - Wim Van Petegem
Wim encouraged the EC members to reflect periodically on our individual efforts and contributions to IACEE leadership and asked that others comment on his performance as well. Following Wim's lead, several other members commented on their performance and shortcomings. Coming at the end of the afternoon, we were very short on time for this activity but there was general agreement on the potential value of this exercise and we may continue it in the future.
9. Challenges and New Directions for CEE: MOOCs and Related Developments - Wim Van Petegem
While Wim had asked for this discussion to be a part of our Agenda, as time ran short it was observed that the sessions and other events at the just-concluded CIEC had provided very significant opportunities for discussion and learning about these issues.

The Executive Committee meeting adjourned for the evening at 5:55 PM, with a plan to resume at 8:30 AM on Saturday morning.

Saturday, 9 February 2013

The Executive Committee meeting resumed at 8:45 AM.

10. IACEE Quality Program (2 hours) - Kim Scalzo/Soma Chakrabarti/Nelson Baker

10.1 Status

Nelson has frequently noted that we need to spend substantial time developing a plan for getting the Quality Program up and running so we do not lose the competitive advantage we currently have. Accordingly, a very

substantial amount of time has been set aside for discussion of our path forward.

10.2 Web Porting Next Steps and Needed Decisions

Kim reported that we are in the process of getting the online programming completed by Bill Bross at Vieth Consulting, LLC.

Kim distributed a 5-page IACEE Quality Program Business Plan draft, which is posted in the File Archive, and walked the EC through this Business Plan. Kim urged the EC to think about another name change for this activity because of concern that “IACEE” may limit our ability to market the program to non-engineering continuing educators. Other concerns were expressed over losing the IACEE identification if the name were changed. The QP Team indicated they would put forth a motion for a new name later in today’s meeting. (Item 15.6 indicates this was again postponed until after the meeting.) We plan to present the Quality Program at the UPCEA meeting in early April so we are on a tight time schedule to get everything ready. Paul Marca stressed that we ought to get the blessing of regional accrediting bodies for the QP as well.

Kim would like to have a way to engage the Chinese on the QP in May in Shanghai and other regions later on. We discussed hiring some part-time help to check out the new system by 31 March so we go to UPCEA with a strong product.

Nelson stated that we need a handful of “standard reports” for free to show the value of the QP to potential users.

The EC held a lengthy discussion of the four Membership Levels/Benefits in the Business Plan and possible changes to this structure. We decided that only Levels 1 & 2 will be promoted for the near term. In view of this discussion, **Kim will update the participation levels in the Plan by 31 March.**

11. CEE Manager Training Program (1 hour) - Pat Hall

11.1 Status

Pat Hall shared an 8-slide overview of this project that is posted in the File Archive. After a brief review of activity-to-date, the EC held a lengthy discussion of the proposed program for webinars in 2013 and 2014.

11.2 Next Steps and Needed Decisions

Nelson requested the addition of two items to the development of the CEEMTP. He suggested a webinar for HR-related issues as part of the CEE Manager Training Program. He also has headhunters coming to him for language to be used in ads to recruit engineers and asked for something along these lines to be included.

Pat Hall agreed to pull the “monthly tidbits” together for distribution to the membership by Frank through a broadcast message.

12. IACEE Business Meeting (3 hours)

12.1 Newsletter Team Changes - Kim Scalzo/Frank Burris

Kim invited Carlos Ripoll to assume a Newsletter Coordinator role starting with the Spring 2013 Newsletter and Carlos enthusiastically agreed. Kim, Frank, and Carlos met by phone on January 29 to discuss the distribution of work; notes from that meeting are in the File Archive. In effect, Carlos will compile the plan for each issue and invite authors and Frank will continue to edit the articles and send them on to Katie Pawley for layout. Upon completion Frank will also distribute the Newsletter to our membership.

12.2 Secretary General Job Description & Part-time Compensation Approved by Executive Committee on 28 December 2012 - Wim Van Petegem

A process for investigating a paid part-time staff role that began in November 2011 was completed in December 2012. Frank Burris, who has performed in the described role for nearly three years as a volunteer, was compensated

for one year at the end of 2012 and that compensation will continue quarterly in 2013. The Job Description and compensation plan is described in a File Archive document.

12.3 Membership/Financial Reports & Roles for Membership Development - Linda Krute/Frank Burris

Frank briefly presented the customary seven financial and membership reports that appear in the File Archive under this Item. Nelson stepped in to review the fifth report labeled [A12.3e 2012 Finances at Year-end vs. Budget 121231](#) as a means of measuring our 2012 performance against budget.

Frank then asked the EC to walk through the Membership Expirations Report dated 1 February 2013, while he highlighted those members who have lapsed and whom we are at risk of losing in the near future.

Frank stressed the need for IACEE to develop an active recruitment plan for new members. We currently are “treading water” on membership, losing each quarter approximately the same number that we add. Linda Krute volunteered to generate a bulleted list of membership benefits to use in recruitment.

12.4 Special Interest Groups (SIGs) - Soma Chakrabarti/Pat Hall

A plan is needed for staffing/developing SIGs. Soma has been in touch with Lars Frolund, Pat Hall, Pam Dickrell, Diane Landsiedel, Petri Lyytikainen, et al. to organize SIG activities.

The EC discussed use of LinkedIn to post commentaries within the SIGs and build them out. We decided to adopt LinkedIn for regular use. Soma will develop an invitation letter for Frank to send to the entire membership. There is a need for a primer from Vieth on using the back end of the website. We believe there is a great deal of value already in the site that we have not yet learned to use.

12.5 Awards Update and Integration with 14th WCCEE - Mervyn Jones

Mervyn Jones and Katriina Schrey submitted an Awards Discussion Paper that has been posted in the File Archive. This paper contains four Annexes:

- Annex 1 - Martin Award
- Annex 2 - Biedenbach Award
- Annex 3 - Quality Award
- Annex 4 - IACEE Fellowship

Frank Burris reviewed the history of Awards activity over the past two years. At the 1 October 2011 Executive Committee meeting in Lisbon, we discussed the existing two awards at length in the hope that we could reaffirm criteria for the Martin Award and develop new criteria for the Biedenbach Award. The fact that that meeting occurred one month after the death of John Klus also produced the discussion of a new award in his name for Quality and/or Research and Innovation. Finally, the Awards Committee also has proposed the establishment of an IACEE Fellowship. The Lisbon discussion became a bit unwieldy as we were trying to deal with too many differing issues at one time. The Committee was asked to break the issues into four separate issues and return with separate proposals for each at a future meeting(s).

The Discussion Paper submitted for the Mesa EC meeting again dealt with four awards, which the EC found cumbersome to address all at the same time. After significant discussion, the criteria for the Martin Award were reaffirmed and the EC expressed a preference for a change in the name to “The IACEE Corporate Leadership Award in Continuing Engineering Education, given in honor of the memory of Glen L. Martin.”

The following motion was offered regarding the Biedenbach Award,
MOTION: Kim Scalzo moved that “We rename the Joseph M. Biedenbach Distinguished Lectureship Award as the IACEE Distinguished Service Award in Continuing Engineering Education, given in honor of the memory of Joseph M. Biedenbach. One criterion will specify that nominees need to be IACEE

members. Finally, the Executive Committee empowers a task group composed of Pat Hall, Linda Krute, and Frank Burris to rewrite the award description and criteria accordingly.” Linda Krute seconded the motion and the motion was passed.

The EC decided to postpone any action on a Quality Award or a Research and Innovation Award until after the IACEE Quality Program is finalized this spring. Similarly, there was little sentiment for moving forward on an IACEE Fellowship at this time.

12.6 Bylaws Change Identification & Task Force to Handle - Frank Burris

Frank observed that a number of actions during recent meetings have created a need for some Bylaws revisions. He agreed to review the Bylaws and prepare a set of recommended actions to be taken at the 14-17 May meetings of the full Council.

13. Future Council & Executive Committee Meeting Locations/Hosts

13.1 2013 Annual Council Meeting, 14-17 May, Shanghai, China

The EC discussed activities and transportation logistics for the May Council meeting in the vicinity of Shanghai. To effectively coordinate transportation plans and other meeting logistics, it will be necessary for Council members to indicate their plans to Frank in a timely manner. Nelson Baker and Ed Borbely will talk to their Georgia Tech and Michigan colleagues about a possible 17 May visit to Shanghai Jiao Tong University. Kirsti Miettinen has also indicated that Aalto University has Shanghai relationships that may be of interest to the Council. Council should still plan to arrive in Shanghai before Tuesday evening 14 May and to depart on Saturday 18 May, spending four nights there: two in the Baoshan Hotel and two at the Baosteel Leadership Development Institute.

13.2 2013 Fall Executive Committee Meeting @ SEFI, 20-21 September, Leuven, Belgium

This EC meeting will be coupled with the 40th anniversary Annual Conference of SEFI, which runs 17-19 September. Our EC meeting will run Friday 20 September 1:30 - 5:30 PM and Saturday 21 September 9:00 AM - 5:00 PM. Wim Van Petegem recommends the Irish Hotel and this site for other hotels www.leuveninstitute.eu. The SEFI website also has hotel information.

13.3 2014 Mid-winter Executive Committee Meeting @ CIEC, 7-8 February 2014, Savannah, Georgia, USA OR December/January?

Because the 2014 CIEC is only 6 weeks prior to the 2014 World Conference, we discussed an earlier date away from the traditional coupling with the CIEC. Paul Marca had also earlier suggested a Fall EC meeting at Stanford to review the conference venue details. There was significant sentiment for meeting at Stanford in early December and we are currently working on identification of specific dates.

13.4 2014 Annual Council Meetings, 24 & 29 March 2014, Palo Alto, California

The “old” Council will meet for a full day on Monday, 24 March, followed by a dinner that evening. The “new” Council for 2014-2016 will meet on Saturday morning 29 March.

14. WCCEE Venues - 2016 & Beyond

14.1 Efforts to Seek New Hosts - Frank Burris

A broadcast mailing to the IACEE membership soliciting 2016 hosts sent on 24 October 2012 produced an inquiry from ASEE but there has been no follow-up interest forthcoming from them.

14.2 Potential 2016 IFEEES Partnership in Australia or Malaysia?

Hans Hoyer last fall indicated that IFEEES is looking at potential venues in Malaysia and Australia for 2016. We have been in touch with him for details, given that we are due in that part of the world in 2016.

During the current CIEC Jeff Goss also expressed interest in possibly hosting a World Conference in Vietnam to tie in with Arizona State University's current projects in Vietnam.

15. Other Business

Nelson Baker introduced six items as Other Business before adjournment:

- 15.1 In view of costs, IACEE will not do a booth at the ASEE Annual Conference in Atlanta in June but instead will **create tabletop materials** that can be shipped to various places for other meetings.
- 15.2 Blackboard Collaborate - **Nelson will act to get a license for IACEE to use this system for meetings.**
- 15.3 It was reaffirmed that **Pat Hall will generate the "Monthly Tip" material** discussed earlier in Item 11.2. She will send the material to Frank Burris for distribution to the membership in a broadcast message.
- 15.4 **Kim Scalzo will draft a position description for a new staff member to wrap up the Quality Program by 31 March**, in time for its presentation at the April UPCEA conference..
- 15.5 Sue Bray has proposed a keynote address and workshop for the SEFI Annual Conference in Leuven. She estimates a need of approximately \$2,500 for her expenses. The EC discussed the possibility of funding her travel expenses jointly with SEFI.
MOTION: "Kim Scalzo moved that we fund half Sue's costs up to \$1,300 under the auspices of IACEE. We are willing to do this to have a representative of IACEE giving a keynote address and leading a workshop in support of IACEE." Linda Krute seconded and the motion was passed.
- 15.6 Nelson observed that we have not yet dealt with the renaming of the Quality Program that was discussed in Item 10.2 of the Agenda. **We agreed to discuss this further at dinner and then plan action.**

16. Adjournment

The Executive Committee meeting was adjourned at 4:47 PM.