

SACCR Executive Board Meeting  
TradeWinds Island Grand Resort  
St. Pete Beach, FL  
August 10, 2005

**Members Present:** Sue Minchew, Mississippi State University; Larry L. Day, Mississippi State Board of Community and Junior Colleges; Edie Carter, Radford University; Ned Lovell, Retired; Annabelle M. Lewis, Augusta Technical College; Stephanie King, Mississippi State University; Kathryn Hornsby, Dept. of Technical and Adult Education; Gwen Aldridge, Northwest Mississippi Community College; Jonnie Blair, Hopkinsville Community College; Thomas Cleary, Manatee Community College; Deborah Burks, South Georgia Technical College.

Dr. Debbie Goodman opened the meeting at 12:02 am. An agenda was handed out for all to view. Dr. Goodman asked that everyone introduce themselves.

### **Approval of Minutes**

The minutes from the last meeting at Lake Lanier were reviewed. There was a motion by Annabelle Lewis to accept the minutes as read; the motion was seconded by Ned Lovell; the motion was carried.

### **Treasurer's Report**

Stephanie King reported on status of finances at the end of the conference. She stated that cash was collected for the golf outing and the cruise, and a report will be sent out in a couple of weeks after the final hotel bill is received. If people registered but did not cancel by the deadline, they will be sent a bill. Last count for attendance was at 118 attendees. This was the actual number of registrants that actually checked in at the registration desk.

### **Old Business**

Edie Carter wanted to know what we were doing to get out dues notices to those that did not attend. She stated that there needed to be an updating of membership. Dr. Goodman stated that we needed a database for marketing where state coordinators could use it for making contacts. Stephanie stated that she has a database of all people that have attended and paid monies and that she could send a letter out to members for dues. It was suggested by Thomas Cleary that we use state coordinators to look at state directories to build SACCR membership. Dr. Goodman then suggested a marketing list that would include everyone for all institutions that could be managed by state coordinators. Thomas suggested that if we go to one marketing list, that we give state coordinators specific instructions on what to do with the directory. Our focus he stated is to make people aware of our organization. Dr. Goodman asked Kathryn Hornsby if our database could handle this type of listing. Kathryn's response was that she would get with Stephanie and Deborah. Gwen Aldridge noted that we needed a database sorted by last name, first name. Stephanie added that we would also need a checkbox for "paid" entries. Dr. Goodman stated that this would help us know what is paid and not paid in order to monitor registration and to send out notices.

A proposal was presented to the Board by Annabelle Lewis and Kathryn Hornsby to develop an Executive Director position. The position would be a non-paid position with a budget of at least \$3,000.00. The Executive Director would work with state coordinators to develop membership. Graduate student members would be recruited to spark their interest and form graduate institutes and scholarships for students to attend

SACCR conferences. The position would meet with institution heads to establish a relationship on behalf of SACCR. Thomas Cleary expressed that we should first target for membership people in the field of research and planning/institutional effectiveness for membership and then target grad students. It was stated that this position would enhance the state coordinator positions. It was motioned that this position be created and that Ned Lovell fill the position. The motion was made by Annabelle Lewis and seconded by Edie Carter and approved by all.

There were concerns about the inconsistency in the listings of states that SACCR is to serve. It was determined that SACCR was not limited to the SACS COC states, and that materials needed to consistently express the state listings. More work was needed to compile an accurate listing.

### **New Business**

Conference Marketing: Dr. Goodman expressed a desire to get out the conference marketing brochure out to members and prospective members earlier than happened at this conference. Thomas felt that the actual brochure was not tardy, but that the conference at a glance or agenda was needed earlier for those people that needed to have approval from supervisors to attend.

List-Serve: Kathryn suggested that instead of using a list serve that we go to a distribution list because you can't "reply" to a distribution list. This would eliminate accidental chit-chat. One could e-mail members individually if needed instead of e-mailing the entire list. There was a motion by Kathryn to change the list-serve to a distribution list the motion was seconded by Thomas and approved.

Critique of Conference: Dr. Goodman asked that each Board member comment on their area of responsibility.

- A. Registration and Pre-Conference Board Meeting – Dr. Goodman commented that registration should be open earlier next year. Stephanie suggested that we have Board members arrive earlier for the conference next year in order to have a conference registration preparation meeting on Saturday. Also, have the Board meeting start before the pre-conference session(s) begin(s). For example in 2005, the Board met from 1:00 to 4:00 pm on Sunday. Next year have the Board meet from 9 – 11:15 am with registration opening at 11:30 and pre-conference session(s) beginning at 1:00 pm.
- B. Hospitality – The hospitality room was on a scheduled basis and worked very well.
- C. Special Activity – The golf outing was a good pre-conference activity.
- D. Database – Some people did not complete the Mr. or Ms. box so we couldn't tell if person was male or female in some cases. Stephanie will get out a report on the database; those that played golf were marked with a check mark in the database. A few new reports are needed.
- E. Evaluation Summaries – Conference session evaluations will be sent out to Board members as soon as they are compiled by Annabelle.
- F. Opening Reception – The reception went well because we moved it from outside to inside this year. It would be good to continue to have the opening reception on Sunday for hotel room counts.
- G. General Sessions – Some comments made by session attendees was that we had too many "vendor" type presentations; maybe we need to reconsider the panel discussions after the general sessions; we need to have breaks between sessions or

discussions; have presenters get suggestions from membership on best practices, etc., at the end of each session in order for members to be able to bring something back to their institutions, this may cause them to attend SACCR again; it may be a good idea to have the general session topic again in a concurrent session; try to schedule last agenda item before or by 4:30 p.m.; if lunch is not provided (allowing people to get out of the setting of sessions) then how do we get people back; provide networking activities, have interesting topics after lunch; if we do not provide lunch we still need to leave the registration fee where it is.

- H. Breakfast Roundtables – These sessions were well attended
- I. Concurrent Sessions – Can we have more concurrent sessions? This may cause low attendance at sessions; we could be more selective in choosing presenters; we could have shorter sessions but most presenters need more time; it may be a good idea to set up sessions by tracks, i.e., Title III institutions and so on, this would be an interesting strategy to use to increase relationships and memberships.
- J. 2007 Conference – Suggestions were that we leave the selection of the 2006 conference in Nashville and possibly look at a Florida beach-site for 2007. Sand Destin was mentioned as a possible site. However, airport access must be considered.
- K. Officers – The officers need to decide what Board member positions are needed for FY 2006.
- L. State Coordinators – Sue will get a list of possible State Coordinators for Georgia; immediate suggestions were Jill Triplett, Dawn Hodges, and Nancy Beaver.

Winter Board Meeting:

Dr. Goodman will handle logistics. She asked Thomas if he had any suggestions of a date for the meeting. Kathryn described the timeline that she completed tasks as president. Thomas asked that we get a contract with Nashville. Dr. Goodman asked if the Board would like to meet at least a week earlier for the Winter Board meeting, she will work with Thomas on possible dates and send possible dates out to everyone.

Newsletter:

Edie Carter handed out a memo on Fall newsletter needs. Assignments were made to get info back to her. She will include info on the new Executive Director position when submitted.

Dr. Goodman made a motion to adjourn the meeting; it was seconded by Edie and the motion carried. The meeting was adjourned at 1:55 p.m.

Respectfully Submitted:

*Deborah Josey Burks*

8/24/05