

# PROFESSIONAL FACULTY LEADERSHIP ASSOCIATION SUMMER RETREAT

**July 15, 2010**

**Attendees:** David Barner, Jo Dee Bernal, Linda Devenow, Angela Haney, Cheryl Lyons, Michelle Mahana, Donetta Sheffold, Shelly Signs, Laurie Solum, and Alice Tucker

## Welcome/Introductions

Introductions were made. Angela will forward the schedule of upcoming meetings to the Board.

- Action item: Angela will forward the upcoming list of speakers to the board.

Angela thanked Linda for all of her work this past year and presented Linda with a thank you gift from the board.

## Debrief of Last Year

### What went well?

Everyone agreed that the auctions went great and attendance at the spring event was excellent. Donetta suggested that if we use the Vue for a venue again we should use less sitting tables and mix in standing tables to promote more interaction among the attendees. It was suggested that once a quarter during our monthly meetings that we incorporate a 15 minute ice-breaker activity before the speakers to encourage networking.

The Holiday party was also success. Angela noted that the Gold room in Arnold no-longer exists and we will need to find new space next year. Angela will ask OSU Catering to continue to provide the tasting menu at the holiday event. Catering breaks even on this event but this is a great marketing tool for future business.

### What didn't go so well?

Attendance was not good at our monthly meetings although they were well planned. What are we missing and why are we not attracting more people? The last meeting was the best attended perhaps because it was listed in OSU Today? A lot of the attendees were from the library and were not PFLA members. Jo Dee suggested that people can't leave their desk, workloads have increased, and that people are focusing on their job.

The link to the membership application form has been fixed and dates have been removed. Donetta requests that all applications should go to her first and then forward to Laurie to process the payment. It was suggested that once a quarter we partner with Triad and AOP and hold meetings together. Donetta believes that if we blend too much with the other organizations that we would lose our voice. We need to find our Professional Faculty voice. Angela stated that we need a strategic plan and we need more members to build a community and a voice. Cheryl belongs to the PCOSW (President's Commission on the Status of Women). Angela asked Cheryl to represent PFLA as a member of PCOSW.

- Action item: Cheryl and Angela will make an appointment with President Ray on behalf of PFLA.

### Anything left undone?

- Sub-committee reporting has not been completed. We will talk about this in the afternoon session.
- Survey was not completed. Cheryl tried to finish a survey but she received only one question for the survey from the board.

### Review of job descriptions

All job descriptions were reviewed. Please review the specific tasks for each board position listed in the Executive Board Procedure Guide. Laurie reviewed the fund balance. Provost funds (matching funds) continue to be available. Summary budget information will be provided in the newsletter - how much money we brought in this year, how much money is in the scholarship fund, and how much the art auction brought in. The newsletter will have a link to the financials on the web. Discussion about professional development. There is one training per year and the budget for this training must be approved by the executive team.

- Action item: Linda will setup a share-point site so that each of the board members can update their board member position description and track changes.
- Action item: Angela and Michelle will meet to discuss upcoming events and speakers.
- Action item: Donetta will make sure that the web shows the updated job descriptions.
- Action item: Angela will put "new job descriptions" on the agenda for the next board meeting.
- Action item: Laurie will create a summary "budget review" for the newsletter.
- Action item: Cheryl will send the newsletter template to Alice.

### Where to This Year?

The PFLA monthly meetings used to be in MU Room 213. The seating configuration in this room has been changed to theater seating only which makes eating lunch difficult. MU Room 211 has been reserved for the year.

### Monthly Meeting Program Brainstorming

- Action item: Angela will put Monthly Meeting Program Brainstorming on the agenda for Monday, September 13<sup>th</sup> at 12:00 noon at Clods

Shelly reported that she has received 120 responses about the art exhibit from the survey for next spring. This exhibit will take place in February in LaSells Stuart Center. President Ray will host a reception which will be social and not program heavy. Both AOP and PFLA will be represented at this event. It was decided that we do not have a table or hand out marketing materials but have the board members wear name badges.

Discussion about University Days. The University Days website is up and the schedule is the same as past years. The PFLA booth should not be close to AOP. It was suggested that we have a lap top at the booth so that attendees can sign up for membership online. Angela suggested have some sort of game to encourage people to come to our booth. Melody or Ashley in Marketing has a wheel – Angela

thought she could have someone build a wheel so we can promote our logo. some of the suggestions for prizes were:

- Spin the wheel for free membership in PFLA
- Free membership for new member or ½ off of renewing members.
- Free attendance to a business development event.
- Spin for a big prize and your name goes into a drawing. You must fill out card to win.

It was suggested that we have “giveaways” at the booth. Some suggestions were post-it notes, ink pens (we already have a supply) coffee cups, mouse pads, and water bottles. Shelly has a contact from the east coast that she uses and who is great to work with. The board agreed to a budget of \$300.

- Action item: Alice and Donetta will work with Shelly on University Day giveaways.
- Action item: Donetta will send the PFLA logo to Angela who will work with Cheryl on cleaning up the logo.
- Action item: Donetta will write a note on the University Day application to keep PFLA booth away from AOP.

#### Professional Development Brainstorming

Shelley will work on ideas for the November Professional Development event. One suggestion was Alice’s sister who does executive coaching. It was suggested that this be put on the Agenda for September 13<sup>th</sup>.

- Action item: Angela will put Professional Development on the Agenda for September 13<sup>th</sup>.

#### Membership – How do we increase attendance and membership?

Anyone can bring a friend to a meeting. When employees are hired PFLA is notified and the new employee is given information about our organization. We need to take it a step further and pick up the phone and invite the new employee. David suggested that the board member closest to the new employee’s employment unit make the contact.

#### What do we change to make the organization more meaningful?

David suggestion to send survey through OSU Today. Suggested questions:

- What do PFLA members want to see in the organization?
- Are you a member? If not, why not?
- Is networking of value to you?
- Collect demographic information including male/female

Other suggestions were:

- Thirsty Thursday as a meeting place for Professional Faculty
- Discussion about the “O” club
- Action item: Survey committee: David, Angela, Shelly, and Alice

- Action item: Club Committee: Michelle, Angela, Alice, David, and Donetta (check with Larry Landis if the name "O" Club is protected)

#### Sustainability Sub-committee reporting

- Action item: Donetta will bring the 2008 Sustainability Report to the September 13<sup>th</sup> board meeting.
- Action item: Angela will put Sustainability Sub-Committee Report on the September 13<sup>th</sup> Agenda.

#### Winter Gala & Spring Art Auction Events & Sub-committees

The Arnold Gold Room is no longer available. Winter Gala location: HHS plans to have their annual Winterfest luncheon on Friday, December 3 in the WB Lobby; if PFLA moves their Winter Gala to Thursday, December 2, we could cost share some of the tables/chairs. We may get Special Occasions to sponsor this event and not charge us for the rental.

Everyone on the board agrees that we want to continue with the spring event auction. The Vue was great but we may look into other options. Look into Loca Luna (Old Iovino's space). The new Michael's restaurant could also be an option. Another option would be to have it be a late afternoon event and serve wine or have the event at Wine Styles.

- Action item: Melissa will check out Loca Luna. **Kinn Edwards is the manager. Currently the space is not available for lunch but he doesn't know if that will change before December. If they aren't open for lunch we will need to cover the cost of staffing the event. Because the venue is tiered I think it would make the space difficult for networking.**

#### Karel Murphy Award update and chairperson selection.

The award recipient will be notified on Tuesday, July 20<sup>th</sup>. Jo Dee has volunteered to chair the committee next year.

#### Our HERO awards

Linda volunteered to Chair the Our HERO Award committee. Michelle will also be on the committee. It was suggested that at the conclusion of each of the monthly meetings we should mention the Our HERO Award.

- Action Item: Angela will come up with an Our HERO Award poster

#### Website/Newsletter Questions & Suggestions

The Newsletters are supposed to be quarterly. It was suggested that we pass the Newsletter out at University Days.

Website is great. David is getting PFLA up and running on Facebook..David asked that we communicate with him on any information that we have on upcoming events and/or speakers Give. If we have information on the speakers we need to give that information to David now.

- Action item: Alice will upload the pictures so that David can use them on the web.

Open discussion:

It was suggested that we add pictures and rotating quotes on our website.

The Scholarship fund – how do handle the funds? We need to know what the parameters are and develop guidelines for using the funds. The board volunteered Laurie to chair the scholarship committee and Linda, Melissa, and Angela volunteered to be on the committee. It was requested that criteria, guidelines, and an application process need to be developed by University Days so we can have applications at the booth. Things for the committee to think about:

- Must be Professional Faculty
  - Should be a reimbursement not an upfront payment
  - Request the applicant to write a statement about how they think this workshop/class would benefit them (not yes/no questions)
  - Once a year? Once a quarter?
- Action item: Laurie, Linda, Melissa & Angela. The Scholarship committee needs to meet as soon as possible and run the information by the rest of the board by email before it is approved.

Angela believes that PFLA needs a strategic plan.

- Action item: Donetta and Angela will create a draft strategic plan and present at the September 13<sup>th</sup> meeting.

Meeting Adjourned.