

CCCAOE Strategic Planning - Board Meeting  
Minutes for July 9<sup>th</sup>, 2009  
Radisson Inn  
500 Leisure Lane  
Sacramento, CA

Present: Kim Schenk, Dr. Hazel Hill, Mollie R. Smith, Sid Burks, Jeff Cummings, Bobbie Edgin, Dr. Lynn Shaw, Dr. Tim Woods, and Jonathan Lightman.

Meeting began: 1:00 pm

I. Budget

a. Short Budget & Detailed budget distributed.

- i. The board discussed year end budget activity. There was a question as to what “other income” line item referred for income source. Bobbie had mentioned that the amount may be related to past due fees. The larger to do item that came from this discussion was the need for the board to define a chart of accounts.
- ii. Operations actually made \$1,549 over the original budget due to increased conference registrations.
- iii. The consortia line item refers to monies that regional consortia provide CCCAOE. The base rate contribution is \$1,000. Some Regions contribute \$2,000. Professional development related to the conference.
- iv. Discussion on Pre-Conference challenges raised the need for an MOU.
- v. Hazel moved to approve the 08/09 Budget report. Mollie seconded. Favor: 6 ; Opposed: 0; Abstain: 0.
- vi. Treasurer has submitted resignation letter, which was accepted by the President. Paul Creson has been appointed by the President to serve for a one-year term. Hazel moved that Paul Creson will serve as Acting Treasurer 09-10. Election will be held in Spring 10. Favor: 6; Opposed: 0; Abstain: 0. The functions and authority of the position shall carry forward with this appointment.
- vii. New budget was based upon an assumption of a potential decline in attendance to 175 attendees. The group discussed the importance in bringing forth Perkins related sessions. In addition, the conference theme which includes partnering with Workforce Investment Boards (WIBs) in ARRA planning and implementation led to the suggestion that WIBs may be interested in sponsoring some of the costs for conference fees for their local community colleges.
- viii. Proposed 09/10 budget focused on the Fall conference. The budget will be revised based upon discussion and then will be revisited in October.

II. Membership Strategy

- a. The creation of a paragraph defining what “membership” means. (i.e., clarification who can vote for officers, who cannot).
- b. CCCAOE evolution from professional development to advocacy.
  - i. Key priorities:
    1. Define membership and by laws composition
    2. Strategies to advise/educate folks about their membership
    3. Tag line – integrating in all communications. Branding the organization.
    4. Business meeting becomes an opportunity to provide a new member orientation.
    5. Recognize first-time members and possibly 10 and 5 year members.
  - ii. Core issues
    1. Advocacy

2. Balloting
  3. Transparency
  4. Means of collection
  5. Impact of the current economic situation
- iii. Creation of a tag line – i.e., “Providing the voice for CTE...” Or, “Promoting community colleges through career technical education, economic workforce development and basic skills”. A clear tag line would help clarify vision and value of CCCAOE membership.
  - iv. We need to work to show the value that CCCAOE advocacy brings. Value was seen in the conference. The legislative advocacy is important for some, but not necessarily all members.
    1. It was proposed that we do more work with the regional consortia chairs the benefits of membership and participation with CCCAOE.

### III. By-laws

- a. The word “occupational education” has been replaced by CTE.
- b. Current law disallows the use of CCC in new entity names.
- c. The advocacy agenda was integrated into every area.
- d. Mission Statement
  - i. New language for the mission statement was discussed. The mission of CCCAOE is to provide....
- e. Membership - Article IV
  - i. The following items were discussed
    1. membership definition
      - a. institutional category added
    2. Dues
    3. Governance article needs to be added
  - ii. Mollie and Jonathan shall work on a revised proposed draft for the by-laws and will share with the group by middle to late August.

Meeting adjourned: 5:00 p.m.

Minutes taken by Timothy Woods, VP-SF Bay Region