



CCPRO Board of Directors
Meeting Minutes
Aug. 8, 2019

1) Call to order

The meeting came to order at 8:32 a.m.

K. Huyck

2) Roll Call

Name	Position	College	Absent/Present
Kristen Huyck	President	MiraCosta College	P
Peter Griggs	Vice President	Shasta College	P
Alex Breitler	Secretary	Delta College	P
Paul Bratulin	Treasurer	San Bernardino Valley College	P
Anne Krueger	Past President	Grossmont-Cuyamaca CCD	P
Cherie Colin	Membership	Skyline College	P
Lauren Milbourne	Communications	Allan Hancock College	P
Lillian Leopold	Region: Southern	Southwestern College	P
David Ysais	Region: Los Angeles	L.A. Trade Technical College	A
Eric Walker	Region: Inland Empire	Mt. San Jacinto CCD	P
Luz Reyes-Martin	Region: Central	Santa Barbara City College	A
Guisselle Nunez	Region: Bay Area	Chabot-Las Positas CCD	P
Holly Dawson	Region: Northern	Napa Valley College	P
Eric Harnish	Mentor Coordinator	College of the Canyons	P
Jane Crandell	Awards Chair (non-voting)	Folsom Lake College	A
Kristy Hart	Awards Chair (non-voting)	Folsom Lake College	A

ACTION/DISCUSSION ITEMS

3) Approval of the July meeting minutes

A. Breitler

The July 2019 meeting minutes were approved with corrections (M/S/U – A. Krueger/ P Griggs).

4) Treasurer's Report

P. Bratulin

P. Bratulin reported that CCPRO has a balance of \$93,792.95. This is down slightly from the previous month.

5) Part-time assistant

K. Huyck

K. Huyck reported that she is working with the League to find out how they have handled the hiring of part-time consultants in the past. We're making sure everything is above-board so that we can hire someone to handle some of CCPRO's day-to-day functions.

6) Renewal of graphic designer contract

P. Griggs

Graphic designer Anthony Herrera submitted a \$1,200 proposal to do this year's Conference design work. The Board approved the proposal (M/S/U – L. Milbourne/ C. Colin).

7) CCPRO Academy proposal (discussion)

T. Leong

T. Leong shared information on a proposed CCPRO Academy to assist members with professional development. If approved, the academy could kick off as soon as next summer. It could be modeled after a similar leadership academy that is put on by the Association of Chief Human Resource Officers (ACHRO). ACHRO's academy includes three sessions: one in the summer, one in the fall and one in the spring prior to the annual conference. Graduates of the academy are recognized at the conference. The cost of the ACHRO academy is \$1,700 which includes food and lodging as well as conference registration.

C. Colin commented that a CCPRO Academy could build respect and understanding for the work that we do. T. Leong added that in his conversations with CEOs and trustees he has found that they don't always understand what we do. There is a need to elevate our expertise and experience so that we can have a seat at the table.

Board members expressed support for the concept. T. Leong said he recommends that we next consider how big a cohort we want for the first academy, who exactly we want to invite, what topics will be covered and who might be willing and able to facilitate sessions (possibly All Pro recipients). He asked board members to email him with any thoughts they might have.

8) Membership

C. Colin

C. Colin reported that she is working with the League to obtain monthly updated spreadsheets of CCPRO membership. She is also being copied on all new memberships that are processed.

G. Nunez asked what the role of regional representatives has been in the past, including whether they have hosted events or workshops to help the members in their regions. A. Krueger said that at one point up to \$500 per region was authorized to help regional representatives with planning events, but there haven't actually been any.

G. Nunez offered to connect with regional representatives and come up with an action plan that can be presented to the board for consideration.

9) CCPRO Conference updates

P. Griggs

P. Griggs shared a short list of three potential conference themes: "Peak messaging," "Peak performers in marketing" and "Climb to the marketing summit." Board members provided feedback. P. Griggs will make a decision and work with the graphic designer and others so that we can begin to spread the word.

P. Griggs also provided an update on potential conference keynote speakers. Candidates include prominent marketer Scott Galloway, Ogilvy's Rory Sutherland, David Perry, or someone from the Chancellor's new ad agency, Misfit. Cost will be a factor. A. Krueger said we have typically paid between \$500 and \$750 for the keynote speaker.

In terms of sponsorships, A. Krueger reported that Libris has committed to a platinum sponsorship and she is working with 25th Hour as well. The main complaint that vendors had at the San Diego conference is that their room was not conducive to members stopping and visiting. She told sponsors that at the next conference we will build an hour into the program to visit sponsors.

10) Census 2020 Statement

K. Huyck

K. Huyck reported that she is working on a statement that will be shared with the board regarding the 2020 Census.

The meeting concluded at 9:30 a.m.

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