

November Board of Directors Meeting- Friday, November 13th, 2020

10:00 AM- 1:00 PM

Virtual Meeting: Zoom

Join from PC, Mac, Linux, iOS or Android: <https://plattsburgh.zoom.us/j/93867044031>

Call to Order at 10:04 AM Quorum Established at 10:09 AM 24/27 – (see end of minutes for attendance)

- **Roll Call** at **10:05 AM**
- **Quorum** established **24** of 27 voting members

Approval of Agenda- President, Brian Post presented agenda.

- No changes.

Action: To approve the agenda.

Motion by: **SARAH MORRELL** to approve agenda.

Second by: **MELISSA GOYAIT**

Motion carries, at 10:10 AM, unanimously

Secretary Report – Eric Pratt report sent out via email, on September 14th.

- SUBMITTED BY EMAIL FOR REVIEW
- A few changes:
 - Josh clarified a few things.
 - Fixed the roster- clarifying whether or not the bylaws are inline with the roster. Casey and Sarah will look into this.
 - Elaine clarified that minutes should be clearer about the separation of retirees and newsletter positions. Will be adjusted.

Action: To approve **September 2020 Board Meeting Minutes** as amended.

Motion by: **MELISSA GOYAIT** to accept the **September 2020 Board Meeting Minutes** as amended.

Second by: **SARAH MORRELL**

Motion carries, at 10:21 AM, unanimously, no abstentions

Treasurer's Report- Kristin Hagopian reports out.

- There was an issue earlier in the month with a fraudulent attack issuing a wired expense. The person impersonated Brian and initiated this.
- The issue was resolved. We have the money back. It was returned to the account. The bank in Virginia was very helpful and TD Bank was not.
- Brian, Melissa, and Kristin decided to create a new account in order to protect ourselves from future attacks. Once Rick signs on this account, it will be up and running.
- Once things are finalized, Kristin will be able to deposit funds from various forms of income.
- We do have some expenses coming out in the near future. Some of which are refunds for PD events.



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- Will set up budget vs. actuals once bank account fully set up.
- Set up a budget in QuickBooks.

Action: Approve Treasurers Report.

Motion to approve Treasurer's Report: DEB MCCANN

Seconded by: JOSH GAGNON

Motion carries at 10:31 AM, unanimously

Finance Committee Report- Melissa Goyait reports out.

- Melissa misses us and loves us all!
- Been very busy lately.
- Closed TD account. Working on opening up a new Premier Checking Account and opening up Merchant Services with TD Bank.
- Getting signatures for new checking account. The process is moving slowly but happening.
- September has been reconciled. Working on October now.
- Taking a little longer than normal because of the account closings and openings.
- Presidents make sure to not spend any money out of the Eastern Bank account. There isn't much money in there. Cards should be shredded.
- Wants to meet in Finance Committee to make decisions to reissue checks.
- Looking closely at Fiscal Policy and how we could tighten up security language. There is no language regarding wire transfers.
- Our check cards have a limit of \$3000. In Finance Committee we will discuss limits and every way in which money can be transferred.
- Melissa will contact Casey about getting this information on the website.
- Merchant Services account will be cheaper than PayPal and more streamlined.
- See report for current account totals.
- We have already made more money from our new account set up than the old ones.

Action Item: Determine next Finance Committee meeting date and time.

Past President's Report- Rick Williams reports out.

- Arriving late.
- Encouraging board to contribute to Fair Share. It would be great to have each member donate some sum, regardless of size.
- NEOA is at 33% of Fair Share which is pretty decent. Rick will reach out to board Presidents to discuss plans for their states.



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- Rick's knees are slowly but surely coming back!

President's Report- Brian Post report out.

- Has spent a lot of time with Finance stuff lately.
- Has attended MA and NH conferences.
- Was able to address the first session of the AMLI group!
- Been working on a couple of committees for COE which has been good.
- Became co-chair of one of the committees for COE.
- Prior to the December board meeting, there will be a meeting for his cohort of current Presidents with COE.
- It's been an interesting year but hoping things are moving in the right direction for Deb's year!
- Ramon asked if there is any discussion in regards to reducing numbers of students served requirements. Brian is aware that there has been some discussion but no definitive decisions have been made.
- Deb mentioned that the COE CDL on November 19th should come in time so that people will have that decision prior to it.
- Josh has heard some information in regards to the potential for UB programs to have altered expectations based on a June 1 or September 1 start date.
- Been working with Lynn closely to develop some really fantastic PD events. There is one coming up next week and another one on the books for January!

President- Elect's Report- Deb McCann reports out.

- Been attending TRIO Day planning meetings as available.
- Attending NEOA conference planning meetings as well.
- Starting to consider plans for conference for 2022! Wants to look into hotels.
- Looking forward to becoming President when things can finally go back to being in person.
- Attended Finance committee meetings as available.
- Will attend first COE meeting coming up next.

Vice-President's Report/Annual Conference- Josh Gagnon reports out.

- Been doing a lot in a short amount of time.
- Standing weekly meeting, trying to get a sense of their vision for the conference.
- Re-envisioning the structure of the conference with Pre-con ideas, PD, networking, etc.
- Strong feedback from colleagues in NH, signing up for roles.
- Hoping to meet in December to be able to determine the vision of the conference in order to present it before January board meeting.
- Working with Elyse for identifying Achiever Award readers.



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- Registration is being considered now that there is a better sense of direction for the conference.
- Been in contact with Hotel and HelmsBriscoe.
- Options include: Lower numbers, moving conference out a year, or canceling altogether.
- The contract language just states we would lose \$1000 if we cancel.
- Proposing planning a robust remote conference with the door open for some sort of hybrid model if that seems possible as April draws near.
- Have engaged with different companies and ultimately have come back to OpenWater as a conference platform. Looked at Socio, Hopin, EventMobi, and OpenWater.
- What we are trying to do for our conference, needs more, so investing in a company that can support our needs, makes the most sense.
- The cost would be around \$25,000. Normally they would ask for this up front but it will most likely be about \$18,000 in pre-conference work and \$7,000, day of, to help with technical aspect of the event. We would get a lot of freedom with creating the conference and they would handle all technical aspects.
- Laura presents the contract breakdown:
 - 25-50 conference sessions: \$8,500
 - Registration Import: \$1750
 - Session Data: \$1750
 - Sponsor Gallery: \$1750
 - Rehearsal: \$1050
 - Website Creation: \$3,500
 - Live Support: \$6300
 - If a contract is signed by the end of 2020, we would get the chat feature for free (normally ~\$5,000)
- Brian heard from Kim at HelmsBriscoe about OpenWater as well.
- Once we initiate process, it's roughly a 30 day turnaround.
- OpenWater allows us to still run the hybrid model if we are able to.
- Taking a lot of care into making this event engaging and fun.
- Designing conference fee to match the same profit margin we would have gotten with an in-person conference.
- Elyse's experience with COE and OpenWater was the best of any she has been a part of this fall.
- There is potential for the cost to go down based on amount of workshops offered.
- Welcoming any help from the board and membership.

Action Item: *Determine plan to move forward with OpenWater for Conference.*



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Motion to sign contract to engage with OpenWater for the NEOA Conference for 2021, without closing the door on the hybrid model: **DEB MCCANN**

Seconded by: STEVE VISCO

Discussion:

- We won't be able to get other events wrapped into this one contract.
- The cost of this platform will be cheaper than usual cost of a conference.
- Josh clarified the online piece will still very much be the primary vessel for the conference.

Motion carries at 11:15 AM, unanimously

Committee Reports:

Alumni- Randy Schroeder reports out.

- Honored Achievers at the NH conference.
- ETS added another 109 alumni to the NEOA directory
- Mass College of Liberal Arts lost their SSS grant in last cycle but just regained it!
- Alan Parks is doing well in Bar Harbor! Caught up with him over lunch.
- Connects with Alums through Facebook as well as directory, and one-off connections.

Development- Ramon Gonzalez reports out.

- Nothing has happened as of late.
- People do not want to give money during the pandemic, especially as everything is virtual.
- We have re-sent the invoice to ASA that we sent a couple of months ago and have not gotten anything in return.

Diversity, Equity and Inclusion- Mona Savastano report out.

- Working on revamping survey that Steve and Luckson created last year.
- Meeting bi-weekly.
- Attending a virtual training through Purdue University on Diversity and Inclusion in order to gain better understanding of how to support this work.
- Working on discovering some potential PD presenters based on these topics.
- Brian has secured a presenter for the second PD event that is someone from his institution who will be presenting on bias and sensitivity. Her name and title reported on, below.

Legislation & Education- Sarah Morrell reports out.

- Has enjoyed being a part of the finance committee and TRIO Day committees.
- Think about how you could pair your event with the offerings of the New England Council.
- We all need to be thinking about how we will raise TRIO's visibility with the new administration.

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Membership- Andrea Dawes not in attendance. Brian added a few words.

- People are taking advantage of the institutional membership.

Technology- Casey Henderson reports out.

- Worked a lot with Lynn on getting the registration up and running for PD event next week.
- Been talking to Doris about TRIO Day.
- Been working behind the scenes on Membership and fixing little things as needed.
- Been working on website updates as needed.
- Brian has seen that it is becoming clearer that we could benefit from purchasing a professional Zoom membership. He has reached out to Casey to discuss what our options could be.
 - Casey has done a live chat with a Zoom Sales Rep.
 - The Pro plan is a little too small and the Enterprise plan is a little too large.
 - The Business plan seems just right. Allows 10 meetings of up to 300 people to run simultaneously.
 - We could then purchase add-ons to get bigger room allowances for specific larger events.
 - Would cost roughly \$3400/year.
 - Would be reasonable to work into our budget and worth it as the pandemic clearly isn't ending anytime soon.
 - Webinar licensing is separate from meeting licensing.

Action Item: To charge the board to make a decision to move forward with Zoom before the January meeting.

Friendly Amendment by: SARAH MORRELL: "Charge the Executive Board."

Motion by: STEVE VISCO to charge the [Executive Board] to make a decision to move forward with Zoom before the January meeting, as amended.

Second by: MELISSA GOYAIT

Motion carries, at 12:08 PM, unanimously

NEOA Achiever- Elyse Pratt-Ronco reports out.

- Sent out a Save the Date in conjunction with COE Achiever Awards.
- Hard deadline- No late work accepted.
- Met with Laura and Josh who gave her a great list of readers.
- By the next meeting will hopefully have some applicants!
- Trying to figure out how to honor last year's recipients with this year's recipients.

Professional Development- Lynn Ploof-Davis reports out.

- Got event planned for next week.
- 59 people registered for the event.
- Dr. Michelle Cromwell VP for Diversity Initiatives on SUNY Plattsburg campus is on the books for the second PD event. She is top notch and Brian has attended a few of her workshops. Meeting with her in December to inform her on TRIO and how she can gear her discussion toward our people.



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- Lynn is going to send out a registration reminder today and will put a save the date for the next one.
- Craig had his first session with the AMLI group in late October. They already have a hankering for some sort of in-person experience in the future.
- Happy to support Mona and Sami on DEI efforts.
- Next event on January 21st at 1:00 PM.

Public Relations- Tony Staffiere reports out.

- Been posting things from First-Gen Day.
- Will be posting things from UMA's upcoming celebration soon.
- TRIO Day planners, reach out to Tony to help as much as possible!
- Tony is happy to do anything necessary in regards to PR for the NEOA Conference in order to answer any questions the membership may have in regards to the conference!
- Tony happy to put anything out on the social media channels!

State Initiatives- Sarah Morrell reports out.

- State Initiative money is still available and would be wonderful to help build connections and highlight TRIO. Think about how it could support and underwrite really great speakers to help highlight your events?
- Been discussing with Doris about potential for a speaker she is interested in getting.
- Materials are on the website and Sarah is happy to consult in the proposal process!

Strategic Planning- Elaine Leavitt reports out.

- The Strategic Plan is in the Box Drive.
- The report is not conclusive because it is just a snapshot of what Elaine could glean from what folks report.
- When it comes to PD, the activities have fluctuated from year to year.
- When it comes to connecting and engaging Alums, Retirees, Current professionals and students, we struggle. Keep this in mind as we enter this year.
- Fair Share is a big item and it is nowhere in our Strategic Plan.
- The Strategic Plan will be running out in 2021. We will want to look into this sooner rather than later.
- We will want to start forming a group to work on updating this in order to have it ready to go for September.
- We do have some good data on what is easy to collect and manage and what hasn't been.
- This could be an opportunity to use recent retirees to get their wisdom on Strategic Planning.

TRIO Day- Doris Juarez reports out.

- Thanks to Mary for walking Doris through the Strategic Plan.
- Sent emails to Maine organization and engagement has not been high, but we do have a potential co-chair.
- Planning to send a save-the-date to NEOA listserv in mid-December.
- Met with members of NEOA board to discuss where we are at.
- Needs a registration chair, sooner rather than later, hopefully.
- Meeting with potential co-chair next week to assess roles.
- TRIO Day will be held in afternoons from 3:00-5:30 on February 16-18.
 - Multiple days allows for themes (Education, Advocacy, and Community)! Hopefully this will focus engagement and allow people to attend days that are of interest.

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- Hoping to potentially get the author of The Privileged Poor, Dr. Jack to speak! He would be on February 18th. He would give a brief speech and offer a good amount of Q&A!
- Typically he runs \$5,000-7,500. Would err on the higher side to honor the work that he has done and the fact that it is Black History Month.
- We should consider how much we ask for registration with our speaker cost in mind.
- We have discussed the T-Shirt option but haven't made a decision there.
- Registration would likely open January 11th-16th.
- Considering opening up to SSS folks as well, given the nature of this year's event.
- Speaker budget was originally around \$5,000 but we could discuss raising that higher given the notoriety of the speaker.
- We could potentially negotiate some book donations with the higher end of the price scale.

Action Item: Motion to empower Doris initiate a contract with Dr. Jack at the rate of \$7500 for TRIO Day speaking fee and a related conversation, for Brian to execute and sign at a later time, by **SARAH MORRELL**.

Seconded by: DEB MCCANN

Motion passes at 12:23, unanimously.

- **Further Discussion:**
- Should the registration fee be raised?
- Given the uncertainty of everything moving forward, maybe we should keep it the same for this year.
- It is difficult to expect to pay that much with the idea that a student may only attend one workshop or not show up at all. We could also go back to \$60 to honor this year's circumstance.
- There is potential to make it that a program could purchase spots for a day in order to send up to 15 students.
- Registration is important due to intellectual property and working with minors on an event. It will likely be easier if a director is the one to sign up on behalf of the student/s.
- It's tough to plan pricing when one of the day has a higher-ticket event. We could go back to the one day idea. But we are also confident that the other day's offerings will be compelling.
- It's important for programs to really make it enticing to their students.
- The income from TRIO Day has been budgeted at roughly \$20,000. We will need to keep that in mind when considering revenue from the registration.
- Steve suggests lowering registration fee to \$50.
- Could SSS bring in extra engagement and programming that would in turn bring in some extra income as well that would help cover the cost of speakers.

Action Item: Determine whether or not to lower the TRIO day registration fee.

Motion: to lower TRIO Day rate to \$50 from \$70, by **STEVE VISCO**.

Seconded by: RAMON GONZALEZ.

- Discussion:

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- Josh mentioned that we should not create this confined registration price without Doris and her committee being able to discuss options to flesh out what they may need, financially, based on what they come up with.
- Finance committee usually determines registration levels.
- We will need to keep in mind the Zoom allowance for numbers that could cause us to pay more if we go over 500 people.

Vote: 14 Yeas, 8 Nays, No Abstentions

Vote passes to lower registration fee for TRIO Day to \$50 from \$70, time undocumented.

Newsletter

- Elaine willing to look for new chair with the plan that they co-chair for a short time.
- Discontinued software for newsletter but will discuss with Tony and Brian about getting it back.

Retirees- Elaine Leavitt reports out.

- We don't have retiree contact info for every retiree in the database. If anyone has their emails, please let Elaine know so she can reach out to them about remaining on the listserv.
- EOC in VT had a conference and reached out to Elaine to forward invitation to retirees and one showed up!
- If anyone has any info on anyone retiring during this year, please let Elaine know!
- There are a few of folks retiring.

State Reports:

Connecticut- Robert Pote reports out.

- Conference set for December 11th
- Title: Strategies for Ameliorating Trauma
- Focusing on two ideas: How can students deal with Trauma in school and can teachers get trauma from their students?
- Breaking conference into two pieces. Follow up date in January.
- Kim from COE is going to try to get them a message from COE.
- Will solicit a video message from Brian.

Maine- Mary Sinclair reports out.

- Helping Doris with the moving forward of TRIO Day
- Been working on our state conference for January.
- Have been discussing State Initiative options for rebranding.
- Ginny Ward has started leading some leadership/PD options. This will culminate in a state leadership workshop.

Massachusetts- Kristin Wing reports out.

- Not a lot going on right now.
- First board meeting next week.
- Had conference on October 9th. 120+ participants which was right on par with regular in-person event.
- Used Zoom and it worked quite well.
- Working on Strategic Plan for this board year.



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- Will be in touch with Deb about 2022 conference ideas.

New Hampshire- Chris Lee reports out.

- State conference happened at end of October.
- Started considering alumni for Policy Seminar.
- Shared video for First-Gen Day celebration.
- Some new staff coming on board at Keene.

Rhode Island- No one to report out.

- No report.

Vermont- Adam Hurwitz reports out.

- Not much new to report.
- Upcoming conference. Has invited the New England membership.
- Two-day format, just in the mornings.
- Workshops focusing on racial justice, trauma informed education, and courageous conversations about race.
- Jonathan Elkin will be present for Washington updates.
- Peter Welch will be in attendance and give a virtual address.
- Got Fair Share report and it was lower than where they want to be.
- Senator Sanders' education aid joined on a board call to get information on what issues students and families are dealing with. They have big priorities in Congress. They do expect movement on the Higher Education Act next year. Pell Grant is a focus and for 21-22 the total will be just under \$6500.
- Haven't discussed TRIO Day 2022 yet but once Adam gets materials they will start evaluating options. There aren't many in Vermont. Adam will keep Deb in the loop.

Old Business:

- No need to email reports out as we have moved to just putting them in the Box.

New Business:

- Worth keeping an eye on US Senate as things move forward.

Motion to adjourn: DEB MCCANN

Secinded by: MARY SINCLAIR

Motion passes unanimously, at 1:15 PM.

Next NEOA Board of Directors Meeting:

Next Meeting: January 29th, 2021

Details to Follow



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2020-2021 NEOA Board Members				
VOTING MEMBERS – Friday, November 13, 2020				
OFFICER/CHAIRPERSON	NAME	Voting	Present	Absent/Late
Executive Board:				
President:	Brian Post	1	1X	
Past President:	Rick Williams	2	2X	Arrived at 11:39 AM
President-Elect:	Deb McCann	3	3X	
Vice-President, Conference Co-Chair:	Josh Gagnon	4	4X	
Treasurer:	Kristin Hagopian	5	5X	
Secretary:	Eric Pratt	6	6X	
State Presidents:				
CT	Robert Pote	7	7X	
ME	Mary Sinclair	8	8X	
MA	Kristin Wing	9	9X	
NH	Chris Lee	10	10X	
RI				
VT	Adam Hurwitz	11	11X	
State Liaisons:				
CT	Chelsea Cichocki	12	12X	
ME	Steve Visco	13	13X	
MA	Gaurav Khanna	14	14X	

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NH	Linsey Edmunds	15	15X	
RI	Maria Muccio	16		
VT	Matt Yu	17	16X	
Standing Committees Chairs:				
Alumni Relations	Randy Schroeder	18	17X	
Development Chair	Ramon Gonzalez	19	18X	
Finance	Melissa Goyait	20	19X	
Legislation & Education	Sarah Morrell	21	20X	
Membership & Credentials	Andrea Dawes	22		
NEOA Achievers Awards	Elyse Pratt-Ronco	23	21X	
Nominating	Rick Williams			
Professional Development	Lynn Ploof-Davis	24	22X	
Public Relations	Anthony Staffiere	25	23X	
Technology	Casey Henderson	26	24X	
TRIO Day Co-Chair	Doris Juarez	27	25X	
COUNT OF VOTING MEMBERS PRESENT			25	
NON-VOTING MEMBERS				
Ad-Hoc Committees				
Diversity, Equity, Inclusion Co-Chair	Mona Savastano	1	1X	
Newsletter		2		
Retirees	Elaine Leavitt	3	2X	

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Co-Chairs:				
Conference Co-Chair	Laura Mielke	4	3X	
Diversity, Equity, Inclusion Co-Chair	Samienta Pierre-Vil	5		
TRIO Day Co-Chair		6		
COUNT OF NON-VOTING MEMBERS PRESENT			3	