



**July 2019  
Senior Representative Report**

**Board Members:**

<b>Position</b>	<b>Individual's Name</b>	<b>Institution</b>
<b>President</b>	Winifred Kwofie	California State University East Bay
<b>President Elect</b>	Eric Johnson	University Southern California
<b>Senior Representative, Interim</b>	Thomas Polansky	Occidental College
<b>Junior Representative/Secretary</b>	Bob Andrews	California State University East Bay
<b>Treasurer</b>	Alvaro DeSousa	California State University Stanisus
<b>Co-Treasurer</b>	Steve Yeardon	
<b>Chair, Professional Development, Interim</b>	John Furman	
<b>Chair, Small &amp; Comm. Colleges</b>	Thomas Polansky	Occidental College
<b>Chair, Information and Research</b>	Victor Pesiri	Brentwood School
<b>Chair, Membership</b>	Kimberly Case-Nichols	University Nevada Las Vegas
<b>Chair, Awards and Recognition</b>	Maricela Garcia-Flores	California State University East Bay
<b>Chair, Professional Affairs</b>	Tony Ichsan	Portland Community College
<b>Chair, Conference Committee</b>	Nicole Sanderson	University of Washington Bothell
<b>Business Partner Liaison</b>	Moe Sailam	
<b>APPA Liaison</b>	Kristen Witters	APPA International

PCAPPA's 2018-2019 Board welcomes y'all to visit our website at:

<http://www.pcappa.org/>

**PCAPPA Presidential Update & Message:**

The Board has increased diversity of board members and continue to make significant progress to promote diversity. 75% of our board are new members. We have engaged Senior Advisors to provide insights on the strategic direction of the board and region in alignment with APPA.

The PCAPPA region continues targeting strategic changes to assist improving membership retention and expansion, revenue stability, increased educational resources, and chapter expansions and development. The following goals/objectives commenced in 2017/2018 and were updated by our President in 2018/2019 through

four primary pillars: Gratitude, Curiosity, Service, and Kindness. These core thoughts are imbedded within the following targets:

**I) Institute organizational business structure for Board Operations:**

1. Central Board Accessible Folder for documentation and reports sharing (google drive)
2. Board Email correspondence: Board listserv to be updated annually after new board is sworn in
3. Financial audit of board finances every (3) years
4. Member communication: monthly website updates, twitter, celebratory emails

**II) Engage/appoint past board members and other regional members to offer/assist in review and implementation the boards strategic initiatives**

5. Review and update bylaws by June 2019
6. Implement board onboarding programs for all new board members within (3) months of the new appointment
7. K-12 member engagement
8. Board to member communications and interactions

**III) Success map for future board Presidents:**

9. PCAPPA President Manual by September 2019
10. Monthly President to President Elect “one-to-one”
11. Develop one strategy board goal

**2018 Annual Conference(s) Update:**

- 2018 Highlights in Spokane and we anticipate attendance to be just as good in Vegas!
  - 280 total people
  - 91 Institutions represented
- Location: Las Vegas, The Legendary Planet Hollywood hotel, located in the heart of the Strip, close to anything you’d want to do!
- New program changes this year:
  - We’re introducing the Mini General Session where we run two concurrent large sessions at one time
  - UNLV Campus Tour – Kim can describe this
  - New Industry Showcase sessions that allow exhibitors to showcase their expertise in a quick and fun format in the exhibit area
  - New – opening reception in the exhibit hall, Sunday Night Football themed! Come to watch the game and cheer on your team!
  - New Attendee Orientation – if you’ve never been to a PCAPPA event before we encourage you to come and get to know us at the start of the conference so you make lasting connections throughout the event!
  - Team Building is BACK! Spend an hour doing fun activities and getting to know one another in our Team Building event. Great way to connect and network from the very start.

- For the first time ever we're hosting a closing reception instead of the banquet focusing on closing out the event by having fun!
- Great speaker line-up!
  - Opening Keynote from Patti Dobrowolski, author/strategic Illustrator/change agent, 3 time Tedx speaker – engaging keynote that will inspire employee and leadership creativity
  - Closing Keynote by Avish Parashar who weaves together humorous stories, jokes and audience interaction and improve comedy games while teaching the lesson that improvising is essential!
  - Rachel DeAlto, who has been featured on The TODAY Show, Good Morning America, CNN, Access Hollywood Live, The Steve Harvey Show, TEDx talks and more will be joining us for a Mini General Session on Relatability and a breakout session on handling stress and balance at work.
- Register by the end of July to receive the early bird rates!

## **Regional Board Update(s):**

### **1. 2019 Membership Update:**

Existing regional membership retention has remained strong with 2% increase from FY18. New institutional membership opportunity remained level with one new member. We continue to focus and grow in the small college/community college sector with a 14% increase from FY18. This customer element potentially has proven a strong opportunity for regional growth with continual engagement effort from our small /community college committee. This year we are focused on business partner relationships and collaborating closer with professional development and business partner opportunities. Through the “one-board” strategy, it is our goal this strategy will achieve increased membership opportunities with assistance from our regional and national educational opportunities.

Current Membership(s) 236

(110) Higher Education Institutions

(43) Business Partners (4) within PCAPPA)

(42) Community Colleges

(18) K-12

(8) Affiliate Members

(1) Library's

(9) System/Districts

(1) Emeritus

PCAPPA Membership Statistics Report  
for 01-APR-18 thru 31-MAR-19

Class	Subclass	Count as of 01-APR-18	New	Reinst	Transfer In	UnSusp	UnTerm	Total Added*	Term	Suspend	Transfer Out	Total Minus*	Total Uncat	Count as of 31-MAR-19	Pct Changed
AFFIL	REG	7	2	0	0	0	0	2	0	0	1	1	0	8	14.29%
BP_REG	BP_REG	5	0	0	0	0	0	0	0	3	0	3	+2	4	-20%
BUS_PART	BP_LV1	30	5	0	0	0	2	7	7	3	1	11	0	26	-13.33%
BUS_PART	BP_LV2	6	1	0	1	1	0	3	0	2	0	2	0	7	16.67%
BUS_PART	BP_LV3	8	2	0	0	2	1	5	3	2	0	5	+2	10	25%
COM_COLL	REG	37	6	0	0	0	2	8	2	2	0	4	+1	42	13.51%
HIGHED	REG	107	1	0	0	1	2	4	1	2	0	3	0	108	.93%
HIS_BP	HIS_BP_1	0	0	0	0	0	0	0	0	0	0	0	0	0	
IND	EMERITUS	0	1	0	0	0	0	1	0	0	0	0	0	1	
IND	RETIRED	0	0	0	0	0	0	0	0	0	0	0	0	0	
INTL	REG	2	0	0	0	0	0	0	0	0	0	0	0	2	
K-12	REG	20	0	0	1	0	1	2	0	5	0	5	+1	18	-10%
LIB_MUS	REG	1	0	0	0	0	0	0	0	0	0	0	0	1	
SYS_DIST	REG	9	0	0	0	0	1	1	0	1	0	1	0	9	
Totals:		232	18	0	*	4	9	31	13	20	*	33	+6	236	1.72%

\* Transfers In/Out counts are not counted in "Totals" Row for "Total Added" and "Total Minus" columns

## 2. Chapter(s) Update:

### I) NWAPPA

The North Western Washington regional chapter has remained consistent with membership, & educational outreach to this State, and locally surrounding area. The Chapter played a significant role in supporting and promoting the 2018 annual conference in near-by Spokane WA.

### II) BAYAPPA

The Northern California regional chapter started strong but has struggled the last operating year due primarily to significant board transitions. These transitions have impacted consistency in communication and educational outreach(s). The chapters board is presently being reviewed. One area which continues to remain strong is the chapters business partners. 2019 focus is a bay-area Leadership academy, toolkit, and drive-in work shops.

### III) Southern CA Develop Chapter(s) / Los Angeles / San Diego Opportunities Regional, we have begun discussions with elements of the California State University System to assist in development of a southern California opportunity. Recently retired board member and past president, Mr. John Ferris is heading communications to foster this growth opportunity.

## 3. Regional Financial Update:

PCAPPA's financial stability the past three operating years as continued to improve. Our accounts are broken into a primary operating account, current annual, and proceeding and next two annual conferences. The position of treasure and complexity of this board-member's role resulted in our board adding a Co-Treasure position. This will allow not only a second set of eyes, but reduce future on-boarding knowledge gaps should the role of treasure becomes vacant once more. Full account information is available upon request.

## 4. Bylaws & Limited Restructuring:

No different than other regions. PCAPPA is participating and waiting to see how APPA committee and likewise potential restructuring changes will impact our region. As these changes occur nationally, we may require bylaw changes to reflect new opportunities. Past board members have been assigned to review all existing bylaws first, and will make recommendations for future changes.

## **5. Scholarships:**

- 12. Credentialing / (34) achieved regionally vs goal of (48)
- 13. Education / (3) toolkits hosted regionally, (1) leadership on campus
- 14. Networking / (3) drive-in shops
- 15. Students / (1) awarded scholarships provided

## **6. Regional Award & Recognition:**

Participation in all award categories has increased significantly and we have an awardee for the APPA highest institution award.

## **7. Regional Challenges:**

PCAPPA over the last two years as seen a near (75%) board transition. These changes have both been positive in creating review of current methods of targeting membership, board operations & duties, roles, and financial goals regionally and nationally. The following areas reflect new opportunities which have been considered within our 2019 strategic goals:

- 16. The Board has increased diversity of board members and continue to make significant progress to promote diversity
- 17. Engage of Senior Advisors to provide insights on the strategic direction of the Board and region in alignment with APPA

## **8. Communications**

- a. LinkedIn group has 52 members
- b. There is a campaign to grow the PCAPPA members on LinkedIn. Each member can send out invitations to their personal LinkedIn peers to join PCAPPA group
- c. A LinkedIn link will be put on PCAPPA website

## **9. Small and Community Colleges:**

**Themes by Quarter FY20**

Q1 July 2019: Leadership

Q2 October 2019: Resources  
Q3 January 2020: Performance  
Q4 March 2020: Career Planning

## **Topics FY20**

### **Q1 July 2019: Leadership**

Topics:

July: Setting the Table: Mission, Motto, Values

- Getting the Mission off the shelf and into the work

August: The right people in the right seats

- Who do you have?: Strengths, Weakness, Opportunities and Threats

September: Building the bench: Developing your people

- Building in skills expansion into their jobs
- One on ones
- Coaching
- Feedback

### **Q2 October 2019: Resources**

Topics:

October: The funding dashboard: S&S, CapEx, Donors, Salary, OT, Student Labor, Income

November: Deciding what NOT to do. How to communicate this.

December: Outsourcing vs. Insourcing. Different staffing models.

### **Q3 January 2020: Performance**

Topics:

January: KPI's, you get what you measure: Performance measurements: People, processes, things.

February: Staffing changes: Rescues, Terminations, Documentation

March: Getting credit: How to create a communication plan for success and glory

### **Q4 March 2020: Career Planning**

Topics:

April: The Career Development Plan and Resume

May: Performance Reviews: Yours and your people: How to prep and profit

June: How can this Committee help your career: What's important to you to cover next year?