

COBEC SUMMER CONFERENCE JULY 25-27, 2012

YERBY CONFERENCE CENTER, UNIVERSITY OF MISSISSIPPI, OXFORD MISSISSIPPI

WEDNESDAY July 25, 2012

BELIZE ADMINISTRATORS DEVELOPMENT

1.0 WELCOME: DR. DAN JONES, CHANCELLOR OF THE UNIVERSITY OF MISSISSIPPI

Dr. Dan Jones gave a warm welcome to the Belizean delegates.

2.0 PRESENTATIONS

2.1 DR. WENDELL WEAKLEY, PRESIDENT AND CEO OF THE UNIVERSITY OF MISSISSIPPI FOUNDATION: PURPOSE AND STRUCTURE OF A FOUNDATION THAT SUPPORTS THE ACADEMIC MISSION OF AN INSTITUTION AND THE MANAGEMENT OF FUNDS.

Dr. Weakley emphasized the following:

- Acknowledgment of gifts in a timely manner-maximum- 3 working days
- Investment of endowment proceeds
- Administering funds placed in their trust
- Donor stewardship
- In Endowment giving the interest earned on the endowment is spent, not the capital, so an endowment lasts into perpetuity
- About 20% of funds are given for sports
- Private support for faculty is difficult to obtain
- It is important for the donors to see faculty and staff also giving to the institution.
- Keeping alumni involved is very important in ensuring their continuing donation to the institution.

Non-endowment Giving-Rotary funds from non-endowment giving, games, etc.

Ole Miss is a state university, but private support makes the difference between a state university and a great university. Private support gives the university a broad based background.

The impact of private support:

- New areas of study
- Ford center for the performing arts
- First presidential debate
- Private support of over \$775 millions in the last 15 years.
- Top 25 ranking by Forbes for public university.
- A comprehensive university significantly less dependent on public support

2.2 SANDRA GUEST-VICE PRESIDENT/SECRETARY UNIVERSITY OF MISSISSIPPI FOUNDATION: NUTS AND BOLTS OF PRIVATE GIVING: TYPES OF GIFTS AND MANAGEMENT GIFTS.

- Gifts can be given in the form of pledges over a period of time
 - Most gifts are given in the form of cheques, credit cards
 - Students run phone banks by calling alumni who donate through credit cards
 - Stocks and real estate are also donated. Real estate gifts are sold as soon as possible to turn them into cash
 - Gifts in kind: art work, book collection, oriental rugs.
- Planned Gifts:
Life insurance, wills and bequests, retirement plans, IRA Rollovers, Charitable Gift Annuities.

Marketing/Communications

- The story needs to be told over and over again

- The information needs to be available eg. Via a Foundation website; Ways of Giving booklet-celebrating the Ole Miss experience.
Foundation annual report includes listing of all donors in categories from the largest to the smallest.
- Colleagues, letters, Ways of Giving books left at banking institutions, lawyers' offices etc.
- Blast emails
- Send information to alumni to base on their age.
- It does not matter what you give, just give regularly.
- Donors can specify where their gifts should go-scholarships, faculty support, sports, academics
- Donor events to invite alumni to a function where they are asked to give and donate to the institution. This includes the parents of students.

**2.3 SARAH HOLLIS, ASSOCIATE DIRECTOR OF DEVELOPMENT, OLE MISS WOMEN'S COUNCIL:
WORKING WITH MAJOR DONORS; GOAL SETTING; BUILDING RELATIONSHIPS THROUGH PASSION AND
COMMUNICATION**

Cycle- Identify, Cultivate, Solicit, Steward

Identify/Qualify-Building a Prospect Pool from alumni, parents, friends, foundations/Corporations

Prospect research-wealth screenings, peer reviews, research profiles-all designed to get info about how much the donor is able to give.

Cultivate-build trust-base relationships. Typical cultivation period: 12-18 months before solicitation

Steward: communicate! Communicate! communicate!

- Thank you-never enough-students operate phones to thank the donors by making personal calls.
- Immediate impact
- Long-term impact
- Additional giving opportunities
- No's are taken to mean 'not right now'.

2.4 ANNE KLINGEN, DIRECTOR OF OLE MISS ONLINE: ONLINE EDUCATION AT OLE MISS

- Advantage of online program-flexibility
- Flat fees for online course, wherever you are in the world. The cost is approximately half of what would be paid for on campus course.

Panel Presentation

Dr. Thea Williams-Black MA in literacy education online

Dr. Diane Lowry Master of Special Education online

Dr. John Hollerman Professional MA in Higher Education/Student Personnel Online

This program seeks to serve the needs of persons who work in support programs in higher education.
Eg. Administration of student affairs, student life, students' services etc.

Dr. Felice Cole Online Certificate Program in Teaching English as a Second Language (TESL)

This program provides for a certificate program for students who are already teachers.

2.5 JEFFREY POWELL, NEMCC WEBMASTER/TECHNOLOGY SPECIALIST

BELINDA RUSSELL, NEMCC INSTRUCTOR IN DISTANCE EDUCATION AND ON-LINE INSTRUCTION.

JAMIE BAKER, ART TEACHER, TUPELO PUBLIC SCHOOL.

CHRIS DUNBAR, SNR. SYSTEMS ENGINEER, APPLE'S U.S. EDUCATION DIVISION

PENNY RICE, FACULTY TECHNOLOGY DEVELOPMENT

The group made an interesting and interactive presentation on the Use of Technology in the classroom, iTunesU and iPads in the classroom, Tips and Tricks on iPads.

THURSDAY July 26, 2012

PRESENT WERE:

NAME	INSTITUTION	NAME	INSTITUTION
Jim O'Donnell	New Mexico State University	Dan Shelley	Robert Morris University
Patricia Thompson	University of Mississippi	Deryck Satchwell	MOEYS-TPACES
Froylan Gilharry	San Pedro Junior College	Sharmayne Saunders	UWI Open Campus (Belize)
Gustavo Ellis	San Pedro Junior College	Jorge A. Aldana	Sacred Heart Junior College
Aline Harrison	Galen University	Emilia Hodge	University of Florida
Fermi'n D. Magana	Sacred Heart Junior College	Jane Bennett	UWI Open Campus(Belize)
Vicky Novelo	Sacred Heart Junior College	Carly Wynne	Gainsville State College
Linda Keena	University of Mississippi	Winsome Arana	Wesley Junior College
Tanya Ruetzler	University of Mississippi	Wilma Wright	University of Belize
Luis Canales	Murray State University	Michelle Arnold	Galen University
Susan Catapano	UNC-Wilmington	Marilyn McElwan	University of Indianapolis
Nancy Adamson	SUNY-Cortland	Brenda Armstrong	Wesley Junior College
Joel Clarke	Belize Adventist Junior College	Miguel Montero	Corozal Junior College
Susan Ralph	Bainbridge College	Jose' Mai	Corozal Junior College
Ravey Vellos	Corozal Junior College	Rick Bateman	SOWELA TCC
Karen Martinez	Ecumenical Junior College	John P. Kemppainen	University of North Florida
Ivan Nikolov	Valdosta State University	Fred Carter	Western Kentucky University

1.0 WELCOME AND OPENING

Delegates to the Conference were welcomed and the National Anthems of Belize and the USA were sung. The Invocation was lead by David Waddell, HESRM.

Welcome addresses were made by Dr. Morris Stocks, Provost and Dr. Linda Chitwood, Interim Director, Division of Outreach, University of Mississippi.

Welcome addresses were also extended from the Co-Chairs of COBEC, John Kemppainen, USA and Jose' Mai, Belize.

2.0 SELF INTRODUCTION OF DELEGATES

The attendees had the opportunity to introduce themselves and share information about collaborative efforts or other matters.

3.0 PRESENTATIONS

3.1 SERVANT LEADERSHIP-LINDA KEENA, ASSISTANT PROFESSOR, LEGAL STUDIES, UNIVERSITY OF MISSISSIPPI

Dr. Keena made the analogy between Communication and the Dead Sea in the Middle East: the latter is dead because there is no output from it. This is the same thing with communication. She went on to list ten characteristics of communication:

1. **Communicate internally and externally to the organization.** In order to effectively communicate, leaders must learn to *listen* to followers. Robert Greenleaf revealed that leaders'

active listening skills can affect change by creating a 'trusting climate'. Do you trust those you manage? Do those who you supervise trust you?

'When we focus on things that are truly important, that will change the way we handle every relationship, task and circumstance in our lives.' Greenleaf.

'If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language that goes to his heart.' Nelson Mandela

2. **Magnify Empathy.** Empathy is the ability to discern another person's thoughts and feeling with some degree of accuracy and involves listening on an intuitive level. Greenleaf believed that listening serves as a building-block toward achieving empathy. What is the difference between sympathy and empathy? 'lead without rejecting them as people, even while refusing to accept their behavior or performance'. SASL statement, 'many people come to me with their problems because I listen to them with empathy'
3. **Manifest Awareness.** Leaders need to take the time to push back, slow down, look around and take stock of their own and others' needs. In order to be effective leaders our bodies need downtime. When you are overloaded by activity, you can only think of yourself.
4. **Uplift others through healing.** Effective leaders must not only be aware of followers' needs, but must be able to help heal from perceived problems and harms.
5. **Nurture others.** Commitment to the growth of others. A servant leader must prepare others to be persistent by communicating what they know and providing opportunities to learn and grow. To nurture others, a leader must provide followers with good resources, such as: ideas, methods, mentors, processes, information technology, equipment, money.
6. **Inspire stewardship.** Leaders must be able to communicate sound decisions and put what is best for their followers ahead of their individual agendas. Stewardship is serving 'others interests, not their own'. Humble servant leadership demonstrates to those you lead that you see them as valuable, and it's worth your time to serve them-not to have them serving you. Flips the model upside down: leaders who serve are entrusted to take care of those we lead, not just when it is convenient, neat and acceptable, but when it's timely, needed and right.
7. **Communicate foresight.** Foresight means regarding the events of the instant moment and constantly comparing them with a series of projections made in the past and at the same time projecting future events. Bennis described foresight as the 'ability to foresee or anticipate what is around the corner before anyone else'. Education leaders must communicate an armour of confidence and vision in facing the unknown....more than your followers. Foresight weaves together struggles and frustrations-so that they make sense. To lead with purpose and meaning, we must communicate a vision that gives meaning to our struggles.
8. **Advance the professionalization of Belizean Higher Education through persuasion.** Followers react best to persuasion because they do not respond well to the coercive use of power. Transformational leaders influence followers by communicating a sense of awe and inspiration. Genuine influence goes deeper than getting people to do what you want them to do. It means people pick up where you left off because they *believe*. Do not try to lead through controlling methods of leadership. It is demoralizing and when your team doesn't achieve its goal of winning...or sadly, even when it does...it leaves everyone in the organization feeling empty. Take time to equip them to handle adversity.
9. **Think outside the box of conceptualization.** Thinking outside
10. **Encourage a sense of community-**communicate a sense of reciprocity and promote a feeling of 'we're all in this together'. 'The secret is to work less as individuals and more as a team. As a coach I play not my eleven best but my best eleven' coach. It doesn't take stars, it does not take the smartest people, it takes the right people who are committed to the same thing to build a team. Regardless of rank or job responsibilities, your service is essential to meeting Belizean needs in Higher Education. There is no small service, there are no insignificant roles. Some are more visible; small is as important as large.

Like the Dead Sea mud which is a great exfoliant, even the persons who appear to be useless can be made to become productive persons. Like Dead Sea mud, there is hope for those we lead. It is up to us to help promote mutual understanding and friendship through bilateral and multilateral programs and activities by communicating through Servant Leadership.

3.2 SERVICE LEARNING-THE OLE MISS EXPERIENCE IN BELIZE, UNIVERSITY OF MISSISSIPPI STUDENTS.

The students shared about their work on the San Mateo Empowerment Project in Ambergris Caye which has been undergoing for the last two years. The students raise money in the US and this goes towards the purchasing of sand and stones to build roads in San Mateo. The students shared a video on the work being done on this project. Roughly 1,500 feet of road have been constructed to date. \$40, 000 has been donated towards this project. Students have worked in the Polyclinic, ran day camp, and performed in other areas for Service Learning. Ole Miss has sent students from various disciplines to Belize for study Abroad; the students have worked all over Belize, from Punta Gorda to San Ignacio.

4.0 COMMITTEE MEETINGS

The delegates broke up into three groups for the following committee meetings-CAFÉ' (College and Faculty Experience), CFACT and Study Abroad.

FRIDAY JULY 27, 2012

5.0 COORDINATION AND COLLABORATION-COMMUNICATION REGARDING OUR WORK IN BELIZE.

BREAK OUT GROUPS: The delegates had the option of choosing to participate in one of the following Break Out Groups. They could later move on to another group.

*Youth for the Future-Counseling programs and work with gangs.

*Fine Arts-Music Dance, Art

*Health and physical fitness-Sports Management

* School Breakfast and Lunch program development

*Development of Research partnerships-capacity building in Belize

*Development of Undergraduate and Graduate Programs in Belize.

Rick Bateman shared that SOWELA will celebrate 75 years of offering technical programs eg. Associates of Applied Science in Technology, Aviation, and Automotive Mechanics. Rick suggested that students interested in technical areas could do some core courses and then move on to SOWELA for the professional courses.

6.0 BUSINESS MEETING

6.1 CALL TO ORDER

The meeting was called to order by the Co-Chairs of the USA and Belize-John Kempainen and Jose' Mai. Jose' announced that he would not be up for re-election. He commended the host-Ole Miss for a job well done in organizing the conference. He also acknowledged the work done by the Secretary/Treasurer, Winsome Arana. Mr. Mai suggested that the Awards Committee which had originally consisted of one man was now defunct and needed to be revised.

The Agenda was approved by Rick Bateman and seconded by Ivan Nikilov.

An amended item to the agenda was made-Election of officers.

7.0 REPORTS

7.1 MINUTES OF THE LAST MEETING, FEBRUARY 2012

Correction to the Minutes:

- University of Florida is UF and not UFL

The Minutes were accepted by Jim O'Donnell and seconded by Fred Carter.

7.2 TREASURER'S REPORT-USA

Susan Ralph reported that the IRS Form 1023 has been filed and the accompanying cheque for \$400.00 has been cleared at the bank. The CPA she has been working with has given assurance that COBEC will become 'official' in 2013. John noted that at some time in the near future the accounts of COBEC USA will need to be audited. The US account showed expenditure of \$1,744.89, Income of \$6,568.68 and an account balance of \$23,930.78.

7.3 TREASURER'S REPORT-BELIZE

Winsome Arana reported on the Belize COBEC Account: The account showed a total expenditure of \$4,346.26 of which \$3,280.26 was spent on the 2012 COBEC Café' workshops and College Fair in Belize. The total Income was \$1,800.00. The balance in the account as of June 2012 was \$2,370.97.

The Treasurers' Reports were accepted by Carly Wynne and seconded by Nancy Adamson.

Documentarian-cobec fb page has been established. Discussion started today will be continued on face book.

8.0 COMMITTEE REPORTS

8.1 CAFÉ REPORT

Café will establish a list of priority areas for next Café workshop based on feedback from the last Café workshop. Sharmayne Saunders will liase with Adrian Lieva to get information on previous Café workshops based on institutional memory. Ongoing training is also a recommendation. This will be given consideration.

8.2 CFACT REPORT

Martha Bass reported that the committee discussed the roles in putting together the College Fair for the next conference in February 2013.

8.3 STUDY ABROAD.

Aline Harrison reported that this committee looked at Research Interest Projects; Dates for visits of various U.S. universities to Belize so all can be aware and utilize the persons more efficiently; Publicity of work done in Belize-San Pedro Sun publishes what is done in Belize, but info is not widespread; Listing of all the Study Abroad Programs on the COBEC website; How can it be mutually beneficial?; How can Belizean students be more involved in coming to the USA for Study Abroad?; Jose Mai' suggested that there can be various models for this.

A COBEC Facebook page was established, it is hoped that the discussion started at this conference will continue on facebook.

9.0 MEMBERSHIP

The University of North Carolina at Wilmington sought membership of COBEC. They have been partners with Galen University and have brought graduates and undergraduates students to Belize each year. Their Archeology students are currently working in Belize for a month. Scholarships are offered to two Galen University students for the month to partake in this venture. There is also a dual Masters degree programs between Galen and UNCW. They were recommended for membership by Susan Ralph and seconded by Ivan Nikolov.

10.0 FUTURE CONFERENCES

The winter conference in February 2013 will be hosted by San Pedro Junior College in San Pedro, Belize.

The Summer 2013 meeting will be hosted by Valdosta University in Georgia.

Stann Creek Ecumenical Junior College has agreed to host the February 2014 meeting.

11.0 SMALL GRANT PROPOSALS

A Small Grant was given to SHJC to enable the Dean, Jorge Aldana to travel to SOWELA for understudy.

A proposal was also made for a Small Grant \$1,500 to UB for their Registrar to travel to Gainesville State University for support. The proposal was accepted by Fred Carter and seconded by Ivan Nikolav.

Susan Ralph made the proposal that Tracey Harrington and Beth Moore be made Emeritus and provided with the money to enable them to travel to the COBEC conferences. Emeritus status should be given to past COBEC founding fathers eg Betty Flinchum, Keith Miser. Emeritus could be given to officers without institutional support.

Susan Ralph's university has a new Director of International Affairs, so it is likely that they will not be able to fund her for the next COBEC Conference. It was proposed by Carly Wynne that this be done. Amendment may need to be revisited to see what is needed to update them and to see how Emeritus status can be added to it. Re-look at the bye laws.

12.0 ELECTIONS

Belize Co-Chair. Dr. Hoare was nominated in February for this position, but he is no longer at UB. Mr. Mai' was also nominated, but he withdrew his nominations. The new Belize Co-Chair is Jane Bennett.

Secretary/Treasurer: Joel Clarke and Ravey Vellos withdrew their nominations, so the new Secretary/Treasurer is Aline Harris.

U.S. Co-Chair: John Kemppainen was re-elected as the U.S. Co-Chair.

Documentarian: Carly Wynne

13.0 ADJOURNMENT

The meeting was adjourned after profound gratitude was expressed to the University of Mississippi for an excellent conference.

Respectfully submitted (for the last time)

By Winsome Arana