

ICEAA Board of Directors Meeting

January 22, 2021 | Virtual Meeting

OFFICIAL MINUTES as of March 19, 2021

Voting Attendees

Erin Barkel (via Snyder proxy), Rick Collins, John Deem, Rich Harwin, Bob Hunt, Meghan Kennedy, Cole Kupec, Paul Marston, Arlene Minkiewicz, Jeffrey Moore, Dale Shermon, Christian Smart, Christina Snyder, David Stem, Kellie Wutzke

Non-voting Attendees:

Brent Johnstone, Jon Kilgore, William Lane, Cheryl Latimer, Jennifer Scheel, Sharon Burger, Megan Jones, Chelsea Torres

Welcome, quorum count, introductions:

Rick Collins

Rick calls the meeting to order, welcoming everyone, especially our first-time guests.

Quorum is established at 11:07.

Secretary Report:

Christina Snyder

Christina references the full agenda for the coming two hours, and asks everyone to do their best to stay on track. Kudos to John Deem for distributing his planned agenda item via email ahead of the meeting so everyone had an opportunity to think about the topic before discussing in person. Efforts like this are what will keep us on schedule for these shorter meetings.

No comments/corrections were received on the November 2020 minutes in advance of or during the meeting.

Vote: Motion is raised to approve the November 2020 minutes. No further discussion is requested. Seconded and passed.

Christina thanks Paul and the Nominating Committee for their work on setting and approving the slate of candidates for the 2021-2023 board election, especially given the unusual year and new challenges that have come with it.

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Treasurer Report:

Jeff Moore

Jeff presents slides. 2020 was a difficult year for everyone, ICEAA included. But we did end the year better off than we had feared back in May. Efforts streamlined, a total of \$25,000 in COVID relief funds, postponing our workshop hotel contracts, and that some of the work on SCEBoK was delayed into 2021, all made 2020 less bad than anticipated, but still around \$193,000 in the red.

Rick asks about the new COVID relief funds that have become available for 2021, and the answer is probably yes, and possibly more than what was received in 2021. The process for the 2021 funds will be more administratively intensive, and will cost some money to pursue, but it could work.

Thanks to those sponsors who committed their support for the 2021 workshop early. They, along with a few cashed CDs went a long way to ensure good cash flow throughout 2020.

Our checking account is strong, but will continue to decrease until significant revenue is seen from the 2021 Online Workshop. We have three CDs maturing in February, that we will determine whether to cash out as necessary. We still have enough reserve to stay afloat through 2021, and the better we do on the 2021 Workshop, the better off we will be.

Jeff and Megan put together several budget estimates for 2021, all of which are contingent on the success of the 2021 Workshop. For ICEAA to have a break-even year, we'd need around 750 attendees at our Online Workshop. These estimates are do not include any additional COVID funds, the training workshop, or other surprise revenue, so our situation can only improve against the current estimates.

Vote: with no further discussion requested, a motion is raised to approve treasurer's report. Seconded and passed.

Priority 1&2 – CEBoK, Software CEBoK, and Certification

Christian Smart

Christian reminds the board we have moved to an online format for the exam, and it's going better than expected with some feedback on the online calculator: our pass/fail rate has not changed from what it was for the paper exam, and additional questions are being written, including UK-focused questions that Dale is writing. The exam is still based CEBoK 1.2, but will base more questions on CEBoK 2.0 once that becomes the official version.

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Kevin is looking for help on analyzing the question statistics, to determine which questions are most effective. Volunteers willing to study the results, and possibly create an algorithm to study the question effectiveness are requested – not just board members, any members – especially those needing certification points – are encouraged.

Kellie has re-written some CEBoK content in the 2.0beta to strengthen citations and update references. Also added to the beta is a web app created by an ICEAA member that complies the practice questions in a single file for ease of use.

SCEBoK: all is going well, most of the lessons are nearly complete, and feedback is being collected from the review group. The material is not yet ready to be used for training, but at least a few should be ready in time to do some SCEBoK training at the upcoming online training summit.

Rick gives a round of thanks to everyone who has contributed to Priorities 1& 2, including Kevin Cincotta, Sharon Burger, Kellie Wutzke, Christian Smart, the SCEBoK review group, our contractor Carol Dekkers, and everyone else who has participated in the SCEBoK effort.

Priority 3 – US Government Engagement

Rick Collins

The two primary efforts Rick has been working towards are the US Gov day at the Workshop and making ICEAA certification attractive to the US Gov as an equivalency to the DAWIA certification. We will not have a US Gov day at the Workshop, not for lack of desire on ICEAA's part, but lack of interest on the part of US Gov leadership. Rick is changing his focus from a US Gov day to planning a discussion panel or two for the online workshop.

Thanks to Jen Rose and Meghan Kennedy, who followed up with information after the last board meeting regarding certification and training in the US Gov. There may still be potential at the division-level to use ICEAA certification as an equivalent to the DAWIA certifications, as well as in the "back to basics" concept of specialty credentials, if ICEAA can create and make available specialty training on software estimating, machine learning, or AI analytics. Rick apologizes for lack of advancement on Priority 3 and commits to regaining traction on it.

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Priority 4 – International Engagement

Dale Shermon

Dale and his team have been working on the international sections for CEBoK that are designed to outline the specific trends and processes used in various countries that differ from how things are done in the US. The effort began last year, starting with storyboards for the sections and an outline of the national terminologies and processes for each country. The volunteer effort began to wane, so Dale and Chery Latimer took the effort to write the narrative around the storyboards provided and have them be reviewed by the volunteers and external stakeholders.

The UK and Australia sections have been written and reviewed by representatives of the UK and Australian Departments of Defence. The sections for France and Germany are up next, having been distributed to members and government entities in both countries, and will be compiled shortly. Four sections are now in the same format, with the same headings, and similar content. The intended next step is to include these as modules in the CEBoK2.0beta, and to incorporate country-specific questions into the exam that can be given to certification candidates in those countries.

Rick thanks everyone involved in generating and creating the international modules, especially Dale, who has taken on a great deal of work towards this effort.

Priority 5 OEM Outreach progress report

Bob Hunt

The OEM committee has been having weekly phone calls with around 20 participants to plan and prepare for the first OEM workshop on February 18, the agenda for which is shown. Representatives from six OEMs will be presenting their perspectives on their cost efforts during the call.

The meetings have engaged our OEM members tremendously, and their excitement is encouraging. Marketing for the February 18 OEM meeting will begin shortly.

Rick would like to see this engagement translate into increased membership from the OEM community, which is the ultimate goal. If they see the value that ICEAA can provide, they will join. Thanks to Bob and the OEM group for all of their hard work.

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Roles and Responsibilities for Region Directors

John Deem

John reviews the slides he had distributed to the board previously, and thanks everyone for their discussions over email. Two changes are being recommended: to add a few words to the description of the role of Region Directors in the bylaws, and the second is to propose additional volunteer support roles to benefit the regions and chapters:

Region Director Role (Proposed change to the ICEAA Bylaws 1 of 2)

- The Regional Directors shall have the responsibility for the regional affairs of ICEAA and shall provide necessary liaison between the Chapters of the Region and the Board of Directors. *Regional Directors shall foster networking and professional development within their regions.*
- The Regional Directors shall be nominated by that Region's Chapter President(s) and then elected by the membership within the Region.

Region Director Role (Proposed change to the ICEAA Bylaws 2 of 2)

- *The Regional Directors may at their discretion appoint region representatives who are active members within their region to support them in the performance of their responsibilities during the course of their term in office.*
- The Regional Directors shall be nominated by that Region's Chapter President(s) *or Region Representatives* and then elected by the membership within the Region.

Kellie says that while she doesn't object to the concept behind John's first suggestion, that the way regions are set up does not encourage networking within the region. She is the Region Director for Region 5, which covers most but not all of the area from Denver to Portland, WA. She has also informally appointed region representatives to help contact members in her region that belong to dormant chapters. Regarding the second proposed change, Kellie had no trouble being nominated as a Region Director, even considering the limited activity in Region 5, so she's not sure that the second change is addressing an issue that exists; it's not difficult to get nominated or run for a Region position if they want it. Jon Kilgore adds that from a chapter perspective, the way to get the most out of region directors is to explain they need to support the chapters in their region, not simply serve as a liaison. Jeff agrees, and believes the past few Region 2 Directors taking on this role have helped the region over the years.

Item 2 indicates that the bylaws state "Regional Directors shall be nominated by that region's Chapter Presidents," which if regions can be without chapter presidents, presents an issue. Megan reminds the board that the phrase in question was stricken from the bylaws in a

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board-approved change during the November 2018 meeting. The current bylaws are available for download on the website, but if the link for the bylaws is broken or otherwise inaccessible, please let the office know so they can fix it. Anyone may request a copy of the bylaws at any time via email.

Kellie and Jeff propose removing the second recommendation, since it is based on outdated bylaws language. The wording of the first recommendation is up for discussion, but in order to vote on a change to the bylaws, the actual language must be finalized before voting. John Deem suggests anyone who would like to participate in editing/updating the position descriptions in the bylaws, including this one, to join in the conversation.

Megan suggests that these position descriptions are exactly the sort of thing that belong in a Policies & Procedures Manual, which does not require board votes to change, and can go deeper into details than the bylaws should. The Policies & Procedures manual would be made available to all members on the website. Rick and Paul both agree that the bylaws are not the place for a detailed job description.

Action: John Deem to form a group to finalize a short, 1-2 sentence language change recommendation for expanding the position description for the Region Directors.

Action: Christina to form a group to finalize a short, 1-2 sentence language change recommendation for expanding the position description for the At-Large Directors.

2021 Online Workshop Update

Megan Jones & Christina Snyder

Christina presents slides, crediting this as an opportunity to stretch to new goals and new capabilities. The Online Workshop should be able to draw attendees that normally wouldn't have been able to come, which could bring ICEAA to a whole new audience. She thanks all of the committee members for their flexibility and creativity.

Lots of effort and energy went into making the sponsorship packages very attractive to potential companies, and believes the ideas we have come up with may provide more exposure than before.

With approval of the executive committee, the workshop committee sought out and purchased an app that will give our Online Workshop a more professional look and feel than a simple online meeting. Megan shows some of the features of the app, Whova, and encourages the board to look at www.whova.com to look at more screen caps and demos.

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The Workshop Committee is especially excited about the swag box: sponsors will have the opportunity to provide items that will fit in a USPS Small Flat Rate box, that will be mailed to the first 200 registrants with US addresses and the first 50 with non-US addresses. The team believes this will help make the online workshop experience more personal, and make ICEAA's event stand out from the rest.

The pricing scheme went through several iterations and considerations, and the team settled on \$700 off the usual in-person workshop price to attend, which left the prices low, but not so low they are perceived as not being valuable. Jon Kilgore asks if the prices will be within the government employees' range, and Dave Stem says while he thinks the prices are good, he will confirm with colleagues whether the price sounds right to them.

Rick points out that this is a great opportunity for board members to advocate and promote ICEAA: encourage your company to send employees, encourage your leadership to sponsor. Data is available to support your claim: if an attendee watches four sessions per day for four days, they're getting 16 hours of training for \$300, or less than \$20 per hour of training. Sponsors will be able to support ICEAA without travel, shipping, and incidental expenses. Using the same budget amount, a company can get training to more employees than ever.

The Workshop committee agreed to separate the "papers" workshop and the CEBoK-based training sessions, to be presented at another time. Planning for the Training Summit will begin in February. Also in February, the Workshop Committee will start planning a college & university outreach program that will encourage recent and upcoming graduates to attend for a minimal cost, learn more about the profession and meet the companies looking for fresh talent. For the university outreach to work, however, we need help from everyone. Contacts, friends, mentors, anyone who knows someone who is in contact with universities, please introduce us.

More kudos all around to the Workshop Committee for all of their hard work and creative thinking. The board is excited and encouraged by our progress.

New Business, Plan Next Meeting & Adjourn

Rick Collins

Rick reiterates the board's role in advocating for the association, encouraging participation, and promoting the Workshop.

No additional new business is raised. The participants agree to hold our next meeting on Friday, March 19, 2021 at 11am Eastern. The meeting adjourns at 1:03.