

ICEAA Board of Directors Meeting
September 17, 2021 | Virtual Meeting

OFFICIAL MINUTES approved December 4, 2021

Voting Attendees

Joe Bauer, Dave Brown, Rick Collins (via Hunt proxy), Bob Hunt, Brent Johnstone, Jennifer Kirchhoffer, Cole Kupec, Alan Mayer, Arlene Minkiewicz, Anh Pham-Waddell, Danny Polidi, Cari Pullen, Christina Snyder, Madeline Teller, Barbara Wilson, Kellie Wutzke

Non-voting Attendees:

Kevin Cincotta, William Lane, Cheryl Latimer, Karen Mourikas, Jennifer Scheel, Christian Smart, Sharon Burger, Megan Jones, Chelsea Torres

Welcome, quorum count, introductions:

Bob Hunt

Bob calls the meeting to order, welcoming everyone to his first meeting as president. He hopes to keep the meetings focused and concise but reminds everyone to speak up if they feel like something is being overlooked.

Quorum established 11:03.

Secretary Report:

Arlene Minkiewicz

No comments/corrections were received on the June 2021 minutes in advance of or during the meeting.

Vote: Motion is raised to approve the June 2021 minutes. No further discussion is requested. Seconded and passed.

Treasurer Report:

Madeline Teller

Madeline presents the financial slides. Liquidity has increased since March 2021. The total liquidity shown includes the \$45,880 Paycheck Protection Program loan, which has yet to be forgiven but we expect it will be once the forgiveness process can begin.

The balance sheet shows we still expect to operate at a loss for 2021, but far less of a loss than originally anticipated. Revenue for the Online Workshop exceeded expectations, and additional revenue we will receive from the Training Summit will only improve the situation.

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The majority of our big revenue items for the year have already been received but monthly expenses will continue.

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

Bob would like to use funds to have an outside audit of ICEAA's financials performed, not due to any concerns about impropriety, but as a good business practice. Estimated audit cost (based on previous audit in 2015) is approx. \$600, but to prevent the possible need of a second vote, will allow for up to \$1,000.

Vote: Motion to spend up to \$1,000 on an independent external audit of ICEAA's finances, with the goal of spending less if possible. Motion is seconded and passes with no objection.

Bob would like to establish a policy for multiple signatures on large checks, but understanding that physical checks are rarely used, to set up a system of multiple approval for large purchases/payments. Bob asks Madeline to form a group to determine what the number should be that requires multiple approvals and present to the board at our next meeting. Christina asks the group to consider efficiency as well, understanding that some expenses, usually those related to the Workshop, require quick action and she hopes any policy won't impede or complicate Workshop spending. Bob and Madeline agree.

Action: Madeline to form a group to determine what the number should be that requires multiple approvals and present to the board at our next meeting.

Appointed positions for 2021-2023 Board

Bob Hunt

Bob would like to re-appoint Kevin Cincotta and Kellie Wutzke for the two un-elected, appointed board positions for this term. Compliments and commendations from the group for both Kevin and Kellie's hard work during the 2019-2021 term.

Vote: Motion to approve **Kevin Cincotta** as Certification Principal and **Kellie Wutzke** as Body of Knowledge Principal for the 2021-2023 term. Motion is seconded and passes with no objection.

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Approval of BOD meeting schedule for the next year

Bob Hunt

Bob asks the board their interest in or comfort level with an in-person meeting for Fall 2021. Several members comment that they used to be able to incorporate attending a board meeting with other business travel, but travel remains restricted to mission-critical needs. All agree the next board meeting should be virtual. Two dates are proposed for the next meeting: November 19 or December 3 at 11am Eastern. No immediate consensus is made, Megan will distribute a poll for the Board to choose [**Update:** board polled, December 3 chosen for next meeting date].

The following meeting date proposed is Friday, February 11, 2022 for another virtual meeting, and then an in-person meeting at the Workshop, either the first or last day, to be determined/decided later.

Discussion of development of a 5-year strategic plan and forecast

Bob Hunt

Bob would like to establish a 5-year plan for ICEAA, but understands there is a lot of remaining pandemic uncertainty. He intends for this plan to be flexible and thematic, rather than prescriptive. Christina volunteers to lead the committee, Anh, Cheryl, and Danny volunteer to participate. Christina reminds the board that those members who did not win their elections this year are great candidates to have on the strategic planning committee and will reach out to them as the group forms.

Danny asks if the 5-year plan will include the Journal; Bob says that's something that could be on it, among others, but the plan will focus more on where we want to end up than the steps we will take to get there.

2021 Online Workshop Update

Jennifer Scheel

Jennifer presents slides. The 2021 Online Workshop attendance was beyond expectation, our highest total registration number ever at 571. International attendance more than double the usual. The only demographic that had lower attendance was the US Government attendees, despite suspicions that US Gov attendance would be higher for an online event. Net revenue was the second highest since 2013, thanks to very low expenses, strong sponsorship, and high attendance.

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2021 Training Summit Update

Megan Jones

Megan presents slides. Attendance at the time of the meeting was approximately 70, including the trainers. Compared to in-person attendance at the training tracks, attendance is already higher than usual. Megan believes the real value of the Training Summit is our finally recording online training sessions. Members have been asking for online training for years, and now we have them to sell once we set up a platform with which to do so. Individuals can register for the Training Summit up to and after the live event; Whova will keep the recordings on the app until March 22, 2022.

Christina asks which, if any, board members are registered for the Training Summit or are otherwise planning to watch any of the SCEBoK sessions. Bob will be attending as a trainer.

Megan, Jennifer Kirchhoffer, and Carol Dekkers have prepared a survey for attendees of the SCEBoK Pilot Program asking for feedback from attendees. Megan asks if board members know of anyone else who would be willing to view and give thorough feedback on the SCEBoK sessions, and if so, Megan will provide a complimentary registration to those who agree to review.

Workshops Update

a. 2022 Workshop – Megan Jones

Predicting what will or will not happen for the 2022 Workshop is a challenge given current unpredictability. Preliminary conversations with the hotel in Pittsburgh imply that we will not have as much flexibility for canceling or postponing as we have in 2020 and 2021; Pennsylvania currently has no gathering restrictions in place, and has been holding full-capacity in-person events for months. There may be some aspects of our contract that we could negotiate away for reduced commitments. As we get closer to the event, we will hopefully know more about the situation and what can and can't be adjusted.

b. Virtual option at 2022 Workshop – Bob Hunt

Bob is not sure what the right answer is for offering an online registration option in 2022. Barb Wilson says she's attended several conferences that have offered both online and in-person options as a hybrid event that she's enjoyed. Christina suggests separating the in-person and online Workshop, by having presenters record their sessions in advance of the

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event and broadcasting them online later, after they're edited and touched up (and serve as a way for speakers to practice their presentations). Megan says hybrid conferences can take many forms, and what form is best for us is yet to be seen. Cheryl says SCAF's events in the UK have been better attended as virtual events, and has their first in-person event next week, and can report on how their attendance goes.

Jennifer Kirchhoffer suggests asking our sponsors their thoughts on a virtual event, as though the attendance may have been higher, the value for the sponsors is negatively impacted.

Bob concludes that we're at least a board meeting away from determining just what our virtual/hybrid options will be, and suggests we table the discussion until the next meeting.

c. Government Day at 2022 Workshop – Bob Hunt

As much as Bob supports a Government Day at the ICEAA Workshop, given all of the other surrounding uncertainty, this may not be the year to make its debut. Christina adds that the government is the strongest adherent to travel and gathering restrictions, and that an in-person event may not be feasible. Kellie suggests the recent vaccine mandate for federal employees may make a government day easier.

d. International Workshop in 2024 – Bob Hunt

Bob hopes that 2024 is not too soon to plan for an international workshop, but given everything else that is uncertain, it's still hard to say. Cheryl reminds the group that ICEAA and SCAF have had successful cooperative events before, and could have success again in 2024. Bob asks if we can tentatively plan for a SCAF/ICEAA event in 2024, Cheryl will discuss with the SCAF board.

Bob asks if an international workshop would be in place of or in addition to our usual Workshop, Megan says it should be. The vast majority of our Workshop attendees are based in the US, and many would be unable to travel overseas for the ICEAA Workshop, we would suffer if the international event were our only workshop in that year.

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President's Key Initiatives

Proposed CEBoK Module on Machine Learning - Dave Brown

Dave presents slides. Feedback and discussions he has had point to a strong need to integrate data science and machine learning into CEBoK to address the knowledge gap in the community on those topics. Kellie suggests that since the existing Data module in CEBoK was written before much modern data analysis and machine learning practices were invented and is out of date, updating Module 4 to incorporate data science and machine learning would be an effective means of adding this content. Christina and Kevin agree. Karen suggests involving the Machine Learning Working Group on this initiative.

Jennifer Kirchhoffer plans to gather Kevin, Christian, and others who have been heavily involved with CEBoK to review the modules to determine priority for which modules need the most attention. Kellie says that when Cobec was contracted to migrate CEBoK from slide to wiki format, they made extensive notes on what modules need the most work and will share those notes with Jennifer.

Bob agrees we should move forward with Dave's suggestion, whether a new module or an addition to an existing one. Dave is enthusiastic to be involved in the process.

Proposed SoCal Chapter developing Design to Cost course – Karen Mourikas

The Southern California Chapter has been working to develop some new training modules (not necessarily as a part of CEBoK) and has identified Design to Cost as a good topic. The chapter plans to get a draft version together and offer that draft as a webinar to solicit feedback to further refine the content.

Body of Knowledge Updates – Bob Hunt

Bob believes the Body of Knowledge should primarily be a resource for the membership, and secondarily be a revenue generator for ICEAA. He would like to form a committee to come up with a plan to better market and sell the product.

Bob and others that have been involved in the SCEBoK development initiative have noticed the similarity in the names and pronunciation of CEBoK (see-bok) and SCEBoK (ski-bok) can and have caused the terms to be interchanged or confused. We may need to consider

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renaming SCEBoK to help reduce confusion. Christina agrees it should be done, and the sooner the better. Bob suggests the board consider name ideas for SCEBoK.

Bob has received inquiries from another organization asking for permission to present the SCEBoK material at their event. Since SCEBoK is an ICEAA product, that ICEAA paid to develop, he would like to get the board's opinion on copyrighting the material before allowing the other group to present the material. Kevin suggest contacting Carol Dekkers, the lead author ICEAA hired to write SCEBoK for her input on the decision.

Vote: Bob asks for a motion for approval to copyright the Software CEBoK material. Motion seconded and passed with no objection.

What are the next steps for SCEBoK? Bob would like to let the issue sit for a month or two while we collect feedback from users before making a plan for SCEBoK marketing and distribution.

Government Engagement, OEM Engagement, Keep International in ICEAA, Make ICEAA more valuable to its members – Bob Hunt

Bob asks for volunteers to lead the government and OEM engagement initiatives. Bob was the lead on the OEM initiative for a few years and would like to pass the torch. For international outreach, Dale Shermom has been the point of contact for years, should we continue? Christina agrees these are all good questions to answer and will incorporate them into the actions for the strategic planning team.

Professional Development Update

Jennifer Kirchhoffer

Jennifer presents slides. The online exam continues to be successful. Mettl, the exam provider, is working to develop an Excel "scratchpad" to reduce the users' need to rely on the online calculator that has shown to give some difficulty. The nation-specific content provided by Dale and Cheryl is under review and will not be released for a while, but in lieu of making the nation-specific content live, Jennifer, Kevin, and others have created a "Testable Topics" section for each module that helps the user understand which topics will be on the test. Spread the word to your colleagues about the new feature. We continue to seek out more exam questions for the question bank to ensure a unique test for each user, and will be sending out a call to the membership for question suggestions.

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The certification program is also going well, on pace to exceed the previous year. Jennifer would like to work with Sharon on metrics for conversion from PCEA to CCEA and some other topics.

Jennifer would like to develop an overall plan for prioritizing addition or updating CEBoK modules, whether the proposed Data Science/Machine Learning module proves to be the top priority should be considered along with all other relevant and necessary priorities. Bob agrees.

New Business, Plan Next Meeting & Adjourn

Bob Hunt

On the topic of renaming SCEBoK, Christina suggests making a poll or contest for the membership to come up with a new name. Cheryl and Dale included some slides in the pre-read regarding membership growth initiatives, and asks if anyone would like to discuss them. Christina would like to, and would like to include these ideas as part of the strategic planning group.

No additional new business is raised. Bob thanks the group for their participation, commending everyone for getting done in 90 minutes what would have taken 6 hours in previous years. Additional kudos to the board and everyone involved in improving and developing CEBoK and SCEBoK over the years. The meeting adjourns at 12:39.