

OFFICIAL MINUTES as of October 12, 2022

Voting Attendees

Tim Anderson, Dave Brown, Rick Collins, Brent Johnstone, Jennifer Kirchhoffer, Cole Kupec, Alan Mayer, Arlene Minkiewicz, Danny Polidi, Cari Pullen, Dale Shermon, Christina Snyder, Madeline Teller, Kellie Wutzke

Non-voting Attendees:

Kevin Cincotta, Daniel Germony, Karen Mourikas, Jennifer Scheel, Andrew Walker, Sharon Burger, Megan Jones

Welcome, quorum count, introductions:

Bob Hunt

Meeting is called to order, Bob thanks everyone for joining. Quorum established at 11:01 am.

2022 Workshop Update

Jennifer Scheel

Jennifer presents slides. Another round of thanks to our sponsors and volunteers who helped make the 2022 Workshop a huge success.

The overall net revenue projection for 2022 increased from approx. \$130,000 at our May meeting to \$160,000 in July. Much of the increased net is thanks to reduced expenses, especially in the food and beverage expenses. Attendance was higher than expected also, with the final registration count of 352. Kudos to Megan for negotiating expense reductions where possible.

The results of the attendee feedback survey were generally very positive, with many respondents commenting on how much they appreciated being together again, the outstanding presentations, and the value of the networking opportunities. Many of the “negative” comments were in fact positive comments in disguise, such as having too many interesting-sounding sessions made it difficult to pick which to attend. ICEAA has always tried to demonstrate that the true value of the Workshop is in attending, where you can see and meet people; perhaps the absence of two in-person Workshops in a row may be make it easier to explain the real benefit of being there.

Rick asks if the survey revealed whether attendees liked having a closing general session. Megan says that while the feedback survey only asked about the content/quality of the

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session, the good mood in the room at the end of the closing general session was palpable and evident by all the smiles and goodbyes. Most of the negative comments in the survey on the closing session were from attendees who left early and were disappointed to have missed it.

Bob encourages all board members to help spread the word about how positive, successful, and valuable the Workshop was this year and will be next year in San Antonio. Bob asks if the 2023 Workshop Chair has been selected, and after some discussion and volunteer, Jennifer Scheel agrees to serve as Workshop Chair again for 2023. The remaining Workshop Committee volunteers will be determined in the fall. Thanks to efforts made to raise awareness of volunteer opportunities verbally at the Workshop and on the app, the committee has collected names for a number of individuals who would like to get more involved in the Workshop effort.

2023 Workshop Plans

Bob Hunt

Bob would like ICEAA's first Government Day to take place at the 2023 Workshop and asks Rick to serve as the lead for the event. Rick will be happy to contribute where he can, but due to his recent retirement, asks for a partner to assist. Bob agrees to the two-lead idea and says he and Rick will decide offline who will support Rick on the project.

Christina suggests the co-lead on the Government Day project be a government employee, and suggests Jennie Leotta, who works for the GAO, as a candidate, citing her willingness to contribute when the event was being planned for 2020, and that as a non-DOD government employee, would provide a neutral perspective.

Bob tells the board that the space ICEAA reserved from the hotel was selected when we had planned to hold Government Day on Monday and the board meeting on Friday, so we don't have the space available to us to hold both the board meeting and Government Day on Monday, so we will need to hold the board meeting on the Friday immediately after the Workshop.

Bob envisions ICEAA's Government Day to work similarly to the former DOD CAS events where we, as hosts, would merely provide the room and food for the government employees to meet and collaborate. Bob says he and Rick will determine the timing, pricing, and logistics for Government Day when they discuss who will be Rick's co-lead during their offline call next week.

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Rick suggests Daniel Germony as an alternative co-lead, touting Daniel's leadership position, and that the GAO may not be considered a welcome or neutral participant by all. Bob agrees.

Another idea for 2023 was to have an OEM Day adjacent to or during the Workshop. Bob is concerned we are not yet ready for a full day for OEM members, but maybe a special session focused on OEMs. This project would require a lead also, and Bob asks for volunteers. Karen agrees to help (but not serve as lead) and will discuss with and invite the OEM COG committee to participate and contribute. She agrees the group doesn't need an entire day, but would like to have the OEM sessions take place outside of the workshop so they don't miss out on anything. Dave Brown agrees, suggesting maybe a happy hour on Monday with both the Government and OEM participants.

Megan says our current hotel contract does not have additional space available to hold the OEM sessions/half-day at the same time as the Government Day, so she will need to know how much and what kind of meeting space the OEM group will want before she can ask the hotel to renegotiate our space requirements. The sooner we can ask for the space, the more likely we'll get it.

Bob asks for objections to holding the board meeting on the Friday morning of the Workshop, none are raised. Bob and Megan will discuss further offline.

Another idea for 2023 that came up in May was to debut a "Cost Challenge," and asks for any thoughts or discussion on it. Christina thanks Dale Shermon for providing us with helpful guidance from the Cost Challenge that SCAF puts on annually, and is excited to see the Cost Challenge succeed, saying it could spur attendance and membership among younger estimators. Bob asks who will lead for the Cost Challenge project, Christina asks for some time for the Workshop Committee to discuss.

Bob asks for additional comments or thoughts on the 2023 Workshop, none provided.

Secretary Report:

Arlene Minkiewicz

No comments or edits were suggested for the February 2021 minutes either in advance of the meeting or during.

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

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Treasurer Report:

Madeline Teller

Madeline presents slides. Investments and CDs holding steady, checking account balance lower than in May, but we have since paid the hotel and other major Workshop expenses.

The Canada Chapter decided not to hold their 2022 Workshop and suffered a cancellation penalty from the venue. The Executive Committee agreed to offer to split the cancellation fee of \$10,000 CAD (~\$7,800 USD) with the chapter to help ease the impact on the chapter's coffers. However, the cancellation means ICEAA will not see the \$20,000 anticipated the Canada Workshop revenue but will be paying around \$4,000 in expenses. Most other expenses are consistent with prior years.

Vote: Motion is raised to approve the July 2022 treasurer's report. No further discussion is requested. Seconded and passed.

ICEAA/Nesma Agreement

Bob Hunt

The most recent draft of the agreement between ICEAA and Nesma regarding a Software Special Interest Group (SIG) was included in the pre-reading packet, but understanding it was only sent a few days prior, asks the board to provide their comments and questions on the document over the next few weeks.

Bob provides some context on the agreement: ICEAA and Nesma have been discussing a cooperative agreement for several years, and would like to bring it to closure. He adds he believes a relationship with Nesma will go far to increasing ICEAA's reach in Europe and Asia, increasing our value to members outside the United States.

Christina asks if making an agreement with Nesma could cause alienate us from some of the other software-related organizations ICEAA has worked with before, such as IFPUG. Bob agrees there is potential for conflict, and that language should be included in the agreement to preventatively address it.

Christina suggests providing the board access to a shared Word doc version so all comments can be collected in the same place; Megan agrees to distribute later in the day.

Bob requests all comments and questions on the agreement by August 5.

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VP of Professional Development Update

Jennifer Kirchhoffer

Jennifer presents slides. Kellie asks how many people per year were due for recertification this year but did not review. The data is available, but Jennifer K. and Sharon will need to collect it and will provide.

Kellie says some of her colleagues whose certification renewal is coming are concerned that having missed the 2020 Workshop, they will not have enough recertification points to renew, and that we may need to offer more opportunities for certificants to earn points. Jennifer says this will be another benefit of the coming LMS system, that will allow us to sell access to training videos that individuals can purchase and watch for additional credits.

Regarding CEBoK updates, Kellie has a few final edits to one of the modules, but otherwise CEBoK 2.0 is ready for official release.

Dave Brown is working with a team to update Module 6 to include Data Science techniques and is looking for volunteers to help review the updates before they're incorporated into CEBoK. Anyone else interested in volunteering to review or otherwise contribute to CEBoK updates are encouraged.

In addition, Karen Mourikas and the Southern California chapter are developing a Design-to-Cost training session and welcome any volunteers to contribute, review, or edit. This is not intended to be a new CEBoK module yet, but over time could be incorporated into CEBoK.

Regarding CEBoK-S: Jennifer, Arlene, and Kevin are working their way through reviewing the CEBoK-S slides.

Megan and Sharon are working to set up and incorporate the Freestone Learning Management System (LMS) that will allow us to more effectively sell on-demand training videos, as well as access to CEBoK-S. Megan and Jennifer have started to discuss pricing options for these new products.

Kellie asks if any other CEBoK modules are being updated or have any volunteers stepped up to update any other modules; Jennifer says not at this time.

Kellie also asks if we're looking for volunteers to transfer CEBoK-S from the PowerPoints to a similar (or the same) website format as the new CEBoK 2.0. Jennifer says yes but not yet; the plan remains to release CEBoK-S as PowerPoints and eventually migrate to a website like CEBoK 2.0.

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Jennifer compliments the Washington Capital Area on their recent webinar with OSD CAPE and encourages all board members to watch it on the ICEAA YouTube channel if they have not already.

CEBoK-S and Exam

Kevin Cincotta

Kevin reports having received 45 viable questions for the CEBoK-S exam to date, with a few extra that need to be reviewed, and believes 80 questions would be sufficient to launch the exam and certification. Bob asks if any module in particular needs more questions, Kevin says Software Sustainment, as well as questions that require calculations (vs. terminology/definition questions). Questions that ask what pieces are missing/not missing or required/not required from a process are good since they test for overall comprehension while not requiring calculation time.

Dave asks Kevin to email the board with the status of the questions, what's needed, and guidance for writing additional questions. Kevin will prepare the email for Megan to distribute later in the day.

Bob encourages everyone to either write questions to help us get closer to releasing the exam.

Kevin warns that all of the materials on re-use of software using any method other than SLOC need to be reviewed and edited, so until this is resolved, additional questions on re-used function points, story points, t-shirt sizing, etc. are not needed. This is the only content area he's not confident with, so any other topics are viable for questions. He also reminds that the focus should be on software estimating, and to avoid writing questions that are based on the general cost estimating subjects that are repeated in CEBoK-S.

Rick reminds the board that especially if they don't feel qualified to do so, they do not need to write the questions themselves, but can look for or ask colleagues to help with or write the questions for them. As always, ICEAA will award a CCEA recertification point (up to 20) for every usable question submitted. Sharon emphasizes how this can be an efficient way to shore up recertification points compared to simply attending training, which only awards 0.1 point per training hour.

Bob believes the points available for writing questions is the kind of topic the board is aware of but the general membership may not be, and suggests the IBO send a link to the membership offering them points for CEBoK-S exam. Jennifer K. is concerned that this

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would mean giving CEBoK-S away to anyone who says they will write questions, which will undermine our sales and lead to pirating. Christina agrees with Jennifer.

On cleanup of the CEBoK-S content, Kevin got halfway through before passing off to Jennifer K., who then completed the review and now Arlene is doing a second pass, focusing more on the slides than the speaker notes. Jennifer K. says the initial review was focused on the speaker notes portion of the PowerPoint in an effort to get us closer to being able to create a similar browser-based delivery like we've moved CEBoK to, but plans shifted to initially release the slides only and work towards the wiki/website later.

Bob asks if we are on track for October 1, the deadline we had estimated during our previous meeting, and Arlene agrees. Megan says the LMS we plan to use to sell CEBoK-S will not be ready before October 1.

ICEAA Chapters

Bob Hunt

Bob asks if anyone from the Canada chapter is on the line. Alan Mayer, the Canada

Bob explains further about the cancelation of the 2022 Canada Workshop, adding that the more stringent COVID regulations in Canada have had a longer lingering effect and therefore holding the workshop this year would not be viable. He compliments Megan and the Canada Chapter for negotiating the cancelation penalty down to a manageable amount.

While some ICEAA chapters have been active for the past few years, especially Washington Capital Area, Southern California, and Greater Huntsville, most have not. Megan agrees, saying chapters across ICEAA and at every other association in the country are struggling to regain their footing after COVID. Megan compliments the Dayton, Detroit, and Northwest for their efforts at reinvigorating, and mentions Region 6 as setting a good example by hosting region-wide virtual events to help all of its chapters. Megan suggests all chapter presidents pass along notifications they've received of virtual events to the members in their area; even if another chapter hosts, a webinar is a webinar, anyone can attend and benefit from it, and even promoting another chapter's webinar helps reiterate ICEAA with their members.

Region 2 Director Tim Anderson is working with the Baltimore chapter to reengage membership in the area and hopes to plan an event soon, but has noticed that the chapters that have the most members tend to be the most active.

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Bob asks if there is anything the International Business Office can do to help struggling chapters. He says if we were a company with struggling branches, he'd visit those offices to encourage them, but the situation is not really the same, and asks if the board thinks it would be a good idea for him to reach out to the chapter presidents individually to give them a pep talk and try to find out how ICEAA can better assist them. Both Danny and Tim suggest coordinating this with the Region Directors, as they too have been reaching out to their chapter presidents to offer assistance and encouragement, but more help is always welcome.

Danny asks if materials are available that explain the value and benefits of ICEAA membership; Megan says yes there are many resources available that can be customized for board member use.

Megan reminds the board that she and the IBO have many resources either already available or easily created to help chapters reach out to members, whether PowerPoints explaining membership benefits, marketing design/distribution, using the ICEAA Zoom account, or even just suggestions on finding venues. She also says not to be discouraged if your first event isn't as successful as the chapter may have hoped; sometimes it takes a few tries to get rhythm or to be remembered. Don't give up, try everything three times, and ask for help. The IBO also has a budget to provide funds to assist chapters with their events.

Rick remembers a presentation he saw Cole give that explained the value proposition and purpose of ICEAA which he presented it to his local chapter. Cole says he will be happy to share.

Bob thanks everyone for their contributions to the discussion, and feels that while more work needs to be done, we're headed in the right direction.

Rick asks if the Canada Chapter was looking to overhaul the chapter or establish a new board; Alan explains they had an election right before COVID hit, and then the loss of momentum impacted the board elected in 2020. A new board has been selected to take over and transition has begun as of early July. Like all chapters, the Canada chapter is important to ICEAA, especially having been one of our fastest growing chapters in recent years. The board and the IBO are ready and willing to help.

ICEAA Board of Directors Meeting
July 21, 2022 | Zoom Virtual meeting

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New Business, Plan Next Meeting & Adjourn

Bob Hunt

Bob asks for any new business or additional comments. Megan reminds the voting members that their signed 2022 Conflict of Interest policies are due in August, and anyone who has not sent theirs to please do so. Also marketing for both the official CEBoK 2.0 announcement and the dues increase has started softly with notifications in NewsBrief, on the website, and in renewal reminders, but more aggressive promotion will begin soon.

During the May board meeting, the group agreed to hold our next meeting in-person sometime in October. Kellie says it will be important to be able to attend virtually, as flight prices have increased and justification to travel for the board meeting may be difficult for those outside of the Washington, DC area.

The board agrees to hold an in-person board meeting on Friday, October 21 at a DC-area location to be determined.

With no objections to the board meeting date or other new business, Bob opens the floor for any old or new business the board would like to discuss. Hearing none, a motion to adjourn is raised, seconded, and approved. The meeting adjourns at 12:27.