

ICEAA Board of Director's Meeting

11:00 – 1300 | Friday, July 14, 2023

Zoom Virtual Meeting

OFFICAL MINUTES approved of September 8, 2023

Action Item Summary:

- Christina calls for the Workshop Committee to hold a meeting before the next board meeting, to review the hotel contract, menu prices, and 2023 feedback.
- Christina proposes creating a short video demonstrating the new points tracker feature on the ICEAA portal page.
- Jennifer K. and Megan to form a small committee to discuss and determine the requirements for SCEC recertification and will present their recommendations to the board at the first meeting in 2024.
- Christina and Jennifer K. to form a group to discuss an emeritus/retired/lifetime CCEA certification extension, to include the process, requirements, and qualifications.
- All board members to review the Boehm Award for Excellence in Software and Systems Cost Analysis requirements and qualifications document he distributed and provide feedback by the end of the summer.
- Megan asks the Executive Committee to prepare to meet before the September 20 All-Member Virtual Meeting to determine how to run the meeting, who will present, etc.
- All Board Members, new and returning, should read and sign the Conflict of Interest document and return to Megan by end of summer

Voting Attendees

Tim Anderson, Dave Brown, Carol Dekkers, Rich Hartley, Bob Hunt, Brent Johnstone, Jennifer Kirchhoffer, Mike Lionais, Arlene Minkiewicz, Cari Pullen, Sanath Rajagopal (via Latimer proxy), Wendy Robello, Jennifer Scheel (via Brown proxy), Christian Smart, Christina Snyder, Madeleine Teller (via Kirchhoffer proxy), Kellie Wutzke

Non-voting Attendees:

Kevin Cincotta, Courtney Jones, Sharon Burger, Megan Jones

Welcome, quorum count, introductions:

Christina Snyder

Christina congratulates and welcomes the new board members, and shares her philosophy for her presidency: to encourage all members to see ICEAA as more than a three-day event

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every year but a constant resource for networking and training opportunities that can be capitalized upon throughout the year. She wants to ensure all members are aware of and taking advantage of these opportunities through creating and maintaining relationships in government and industry, as well as looking to other nonprofit organizations for collaboration. She also wants it to be easier for members in general (including and especially those not already serving on the board) to volunteer to serve, both to share the load across more members and avoid burnout, to expand our pool of reliable and engaged volunteers, and accomplish more as an organization.

The quorum is established, and the meeting begins at 11:05 am.

Secretary Report: Arlene Minkiewicz

No comments or edits were suggested for the May 2023 minutes either in advance of the meeting or during.

**Vote:** Motion is raised to approve the May 2023 minutes. No further discussion is requested. Seconded and passed.

Treasurer Report: Madeleine Teller

In Madeleine's absence, Megan presents slides. The overall balance sheet has returned to its post-Workshop level, having paid the San Antonio hotel food, beverage, and AV bills.

Megan apologizes for an unfortunate error in the last report: the revenue predictions shared in May for the 2023 Workshop Revenue were incorrectly overreported. Due to some unfamiliarity with the new registration system and its reports, the suspicion noted in May that the Workshop revenue amount was too high was in fact true. The food and beverage costs were also higher than usual. The menu prices for San Antonio were much higher than in Pittsburgh, which may be reflective of overall inflation, and due to the late surge in registration, 50 additional plates needed to be purchased for each meal. Net revenue for the Workshop for 2023 will be significantly lower than usual, closer to \$95,000.

Jennifer K. asks if we should consider increasing Workshop registration fees in light of increased food costs; Megan says the Workshop committee needs to discuss that and other elements, and there will be more discussion on those during the Workshop report.

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All other projections for the end of the year are within range of the 2022 actuals, the estimate provided for SCEC Certifications and CEBoK-S sales are based on a guess selling 10 and 20 respectively, there may be a need to purchase more exam uses from Mettl, the online exam provider, CEBoK 1.2 sales are down as expected, and due to the dues increase last year, many people purchased multiple years recently, so the number of memberships is expected to be lower, but those sold are at a higher rate.

Megan reminds the chapters, especially those without their own bank accounts, that money is available and earmarked for chapter events and spending, all the chapters need to do is put in a request with a budget and explanation and the International Business Office will send a reimbursement.

The IBO has also been promised a COVID Paycheck Protection grant from our payroll provider of approximately \$50,000 that is expected to be delivered this year. Requests have been made of the payroll company for an update but they say they're waiting for the funds from the government and don't have much information.

The board discusses some cost issues at the Workshop, and some points to discuss and plan around for 2024, including menu pricing in Minneapolis vs. San Antonio, and quantity/quality of snacks/additional food. Other expenses will be to provide microphones for the breakout rooms (highly requested by attendees but will raise AV budget by about \$10,000). Kellie suggests purchasing our own audio equipment for some of the AV, Megan says it's worth looking into.

**Action:** Christina calls for the Workshop Committee to hold a meeting before the next board meeting, to review the hotel contract, menu prices, and 2023 feedback.

Megan apologizes again for the reporting error from May that gave a false impression of the 2023 Workshop revenue. The board understands mistakes happen, but that the Workshop was a success in that it revitalized our membership, exceeded attendance goals, and renewed interest in the Workshop.

**Vote:** Motion is raised to approve the July 2023 treasurers report. No further discussion is requested. Seconded and passed.

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Professional Development Update

Jennifer Kirchhoffer

Jennifer presents slides with certification statistics, which are on track with previous years. Jennifer and Sharon are developing a report to show recertification attrition year over year, as well as an outreach effort to those who qualified but did not renew to find out why.

Rich attests that it's difficult to maintain one's CCEA certification if they leave their cost estimating job, and wonders what one can do to get their points if they no longer work in cost estimating. Kellie explains some of the various ways, and will have an article in the upcoming *ICEAA World* showing the many sources and methods for accruing points.

Carol suggests a link to the certification FAQ page from the recertification application page, and suggests we add a points tracker to the website. Fortunately, this a feature of our new database system and is being rolled out currently.

**Action:** Christina proposes creating a short video demonstrating the new points tracker feature on the ICEAA portal page.

**Action:** Jennifer K. and Megan to form a small committee to discuss and determine the requirements for SCEC recertification and will present their recommendations to the board at the first meeting in 2024.

Arlene asks if the scheduled SCEC exams include those that Nesma plans to administer during their conference in October; the count provided does not, and the topic will be discussed during the Software SIG portion of the meeting.

Tim asks if we have ever considered a lifetime CCEA certification with fewer recertification requirements, for individuals who have been heavily involved in the cost community for years but are no longer active, have changed jobs, or are retired. Christina points out that Sanath brought this up at the May meeting and that it requires some thought and discussion.

**Action:** Christina and Jennifer K. to form a group to discuss an emeritus/retired/lifetime CCEA certification extension, to include the process, requirements, and qualifications.

CEBoK-S, SCEC Update

Kevin Cincotta

Kevin received quantitative questions from some of the SCEC alpha testers, and with some effort, have been able to add them to the exam question bank. More questions could come

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from the remaining alpha testers, but Kevin is confident we have enough questions to continue offering the exam.

For the PCEA/CCEA exam: an individual who recently took the exam noticed a question was on a topic that is designated as an advanced topic in CEBoK 2.0 (and thus not tested). Kellie will adjust CEBoK to include the topic in the general testable information.

Regarding the ICEAA/DAU Memorandum of Understanding: no update or response from DAU, no change.

Updates to CEBoK Module 6

Dave Brown

Dave reports that not much has changed since May, though the group has had some productive meetings with ideas on how to move forward, and is working on moving the content from a PowerPoint to a narrative format for inclusion in CEBoK 2.0. The group is open and encourages new volunteers; anyone interested in participating, especially those in need of some CCEA recertification points, should contact Dave.

2023 Workshop Update

Megan Jones

In Jennifer S.'s absence, Megan presents slides. Megan thanks the 2023 Workshop Committee for all of their hard work.

2023 saw a few new sponsors in the hall, one in particular, recommended sponsoring the Workshop to a company they work with; Megan encourages all to think about the new vendors, other contractors, or other groups they work with who might be good companies to contact for sponsorship in 2024.

Boeing's sponsorship this year was a little different than others, and one we had not offered before but worked out with the company as the best way for them to sponsor: they preferred to send one large sponsorship amount and receive more complimentary registrations with it. Is this an arrangement other companies that send many attendees would be interested in?

Dave says it could be attractive not just to large companies who already send many attendees, but could attract those who aren't sending many but could send more. Jennifer K. says the biggest barrier for sending more attendees is proving the value to leadership of the individual having attended, and wrapping up attendance in a sponsorship could help. Arlene believes it

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could help larger companies more easily sort out which budget areas the sponsorship/attendance expenses are drawn from, and will propose the idea to her company.

Thinking about increased expenses incurred for 2023, Christina suggests increasing rates for sponsorships may also need to be considered when planning for 2024. She believes her company has an easier time seeing the value in sponsoring, with the representation and brand recognition, and thinks tying more registrations to it may encourage more attendees.

Megan explains the general expenses for the Workshop and how most were in line with expectations, the only exception being the food costs, which were significantly higher than usual. To the earlier point about encouraging more sponsorships: about 20% of our gross revenue comes from sponsorships and this year the sponsorship amount is the majority of our net revenue.

Megan notes a few more lessons learned from this year regarding expenses, including the cost of hiring professional keynote speakers. The keynotes for 2023 were not announced until May 1, well after most of the attendees registered, so we know the keynotes do not attract attendees specifically but are an element of the Workshop regularly commented upon. This year's keynotes were not highly rated, and the Workshop committee wonders if spending money on keynotes is an option for 2024, however, most professional keynote fees start at \$10,000-15,000. Is that worth the money? Kellie and Kevin do not think it's worth spending big money on big keynotes.

Carol asks how the feedback was for the panels; Christina says not as favorable as we had hoped, most said the panel topics were too similar.

Arlene suggests making the Cost Challenge winner's presentation a keynote/general session; the only concern would be that the junior analysts may not be comfortable or ready to speak in front of 500 people. Christina reminds us that part of the challenge was to create a comfortable speaking environment, so we need to be careful with this.

Rich says this gets to the core of what the Workshop is about and for, and while a keynote can be entertaining and memorable, the primary purpose should still be building core competencies and best practices. While delivering quality educational content may not get the best feedback scores, it's the best part of and should be the focus of the Workshop. He supports the idea of seeking out free keynotes from the community as the right way to go. Arlene proposes a middle ground: one paid motivational speaker and the rest as free keynotes.

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Megan reminds the board of one of our highest-rated keynotes in recent years: the baseball statistician in Tampa, who was free thanks to a connection through the previous ICEAA Journal editor, Ricardo Valeri. The speaker delivered a tremendous presentation, that while not exactly cost-related, was related enough to be relevant. Perhaps Ricardo can connect us with someone in Minneapolis? Or invite Ricardo himself to keynote to talk about his sports program?

Christina says the 2023 planning showed a flaw in the Workshop committee structure: that keynote/general session management should not be put on one person but a team of 2-3.

Arlene supports adding the cost of microphones to the AV budget, it was very difficult to be heard in the large room.

The board discusses how there is consistent feedback from attendees that too many presenters try to disguise a sales pitch in their academic papers, and despite the efforts in place to prevent it, it continues to happen. Presenters need to understand they're only hurting themselves and their reputations as speakers when they bait and switch their audience. Kellie suggests revitalizing the Tools Track, a sponsored track of company demos and sanctioned informercials. This approach was curtailed several years ago and replaced by the Technology Showcase Webinars, as sponsors complained nobody came to their demos, and attendees said they attended the papers over the demos because they were at the Workshop to learn. Arlene suggests scheduling the demos during breaks, which could be an option.

Jennifer K. noticed an increase in international attendance and breakout sessions featuring international presenters, but not much international presence in the general sessions. We could improve our general sessions by increasing the international representation.

Megan also shares some preliminary ideas for 2024 that came from the survey, like an organized icebreaker event, improvements to the Cost Challenge process, a first timer/solo traveler meetup, and/or evening activities. All ideas are welcome and encouraged!

ICEAA Software SIG Update

Bob Hunt

1. *Boehm Award for Excellence in Software and Systems Cost Analysis*: Members of the Software SIG leadership team have created a set of qualification requirements for the Boehm Award for Excellence in Software and Systems Cost Analysis, that they hope to award the first of in 2024. Bob has secured permission from the Boehm family for use of the name. The initial plan is to not restrict this award to only ICEAA members (like our other Association

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Awards) but leave it available to the larger community and plans to have the Software SIG recommend candidates to the ICEAA Workshop Awards Chair for review and selection.

Christina asks Bob if ICEAA can get more involved with the Boehm Center for Systems and Software Engineering. Bob is not familiar with the group but will ask the Software SIG to pursue the relationship.

**Action:** All board members to review the Boehm Award for Excellence in Software and Systems Cost Analysis requirements and qualifications document he distributed and provide feedback by the end of the summer.

2. *ICEAA Software SIG Strategic Plan review:* the SIG is ready to accept Arlene's rewrite of the document. Arlene says in the month allotted to the board for providing their comments on the Software SIG Strategic Plan, she did not receive any feedback to do a rewrite with, so therefore suggests we approve the Software SIG Strategic Plan as is.

**Vote:** Motion is raised to approve the Software SIG strategic plan as shown in May. No further discussion is requested. Seconded and passed.

3. Bob would like to establish a tiered pricing scheme for bulk purchases of CEBoK-S and proposes a set of prices for discussion.

4. CEBoK-S training: Bob proposes keeping the entire certification process within and managed by ICEAA, but supports allowing anyone to provide training using the current CEBoK-S PowerPoint slides with notes. All trainees would need their own copy of CEBoK-S. If CEBoK-S training is provided at no cost in a lunch & learn type-scenario there would be no fee awarded to ICEAA, but any situation where CEBoK-S training is being sold at a cost, ICEAA will receive 20% of the training fee charged by the company excluding travel and incidental expenses. Carol asks if a trainer purchased a bulk package of CEBoK-S on behalf of the trainees, would the trainer still need to pay ICEAA 20% of their fee? Bob says they would have to pay the 20%.

Several board members mention this is different from our current CEBoK training license process, and Christina adds that the CEBoK training license procedure is also on the agenda for that reason, so we can better explain and promote how others can use our products.

Jennifer K. asks to return to the topic of allowing anyone to use CEBoK-S for training, and how that leaves ICEAA with no oversight on what is said or taught, and suggests ICEAA require a disclaimer on any third-party training that ICEAA has neither endorsed nor

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validated the quality or credentials of the company/trainers providing the service. Bob likes the idea.

Jennifer K. also questions not requiring trainers to be SCEC certified to provide CEBoK-S training, saying that certified trainers would provide better training and have more understanding of the exam. Bob agrees, and suggests revisiting that in a year when we have more certified individuals available to train.

The board discusses the proposed numbers for a while, but Christina believes the topics of CEBoK-S bulk license pricing and training licenses deserve the attention and consideration of a separate discussion. She requests Jennifer K., Bob, Kellie, and Kevin be a part of the discussion for Wednesday, July 19. Carol volunteers, Arlene volunteers, Christina welcomes all on the board call to join the follow up discussion call if they choose.

2023 COI Forms, Volunteer Opportunities

Megan Jones

All voting board members, new and returning, are required to sign an annual Conflict of Interest form that will be distributed in the coming weeks and due back to the International Business Office by the end of the summer.

ICEAA always needs more volunteers in all areas and with all skill sets. Megan is going to develop a way to encourage new and different members to volunteer and connect those volunteers with members (or ICEAA) who need help.

New Business, Plan Next Meeting & Adjourn

Christina Snyder

Megan asks the Executive Committee to prepare to meet before the September 20 All-Member Virtual Meeting to determine how to run the meeting, who will present, etc.

Jennifer K. asks if we need to hold a meeting to discuss Nesma's plans for CEBoK-S training at their Netherlands conference in October 2023. Megan proposes meeting later the next week or early the following to discuss how we would like to work with Nesma on the event so she can relay our decision to Eric.

Christina asks if we need to have another board meeting before the September 20 All Member Meeting, or if we can wait until October. Megan suggests a shorter meeting in September (proposed for Sept 8<sup>th</sup> – pre-meeting to the all member meeting)to follow up on recent action items, and if all goes well, it can be a shorter meeting.

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The Executive Committee meeting in preparation for the All-Member meeting as a “pre-meeting” and then schedule our next board meeting for October.

With no objections to the board meeting date or other new business, a motion to adjourn is raised, seconded, and approved. The meeting adjourns at 1:08.