

ICEAA Board of Director's Meeting

11:00 – 1300 | Friday, November 3, 2023

Zoom Virtual Meeting

OFFICIAL MINUTES approved January 20, 2024

Action Item Summary:

- Jennifer K. and Kevin to investigate the number of individuals who have scheduled their exams and not yet taken them, historically how long the longest people who waited to take their exams actually took, and provide other information for review on the issue of delayed exams for the next board meeting.
- Megan to compile the comments on the Boehm award criteria and nomination from the Software SIG Bob to present to the board for review.
- Christina to create a job description for Sanath as the CEBoK-S Principal to present to him and have him formally accept the position.
- Arlene and Christina to reach out to Unison and Galorath (respectively) for ideas on an economical way to do translations.

Voting Attendees

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

Non-voting Attendees:

Kevin Cincotta, Les Flugum, Chris Massey, Sharon Burger, Megan Jones

Welcome, quorum count, introductions:

Christina Snyder

Christina expects this meeting to feature discussions on professional development, and thanks everyone for participating in the meeting. She believes our approach of shorter, more frequent meetings is helping everyone stay on top of their tasks. The quorum is established, and the meeting begins at 11:03 am.

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Secretary Report:

Arlene Minkiewicz

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

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

Treasurer Report:

Madeleine Teller

Madeleine promises an easy and succinct treasurers report, as there will be no financials to discuss due to proximity to the end of the year and that we reported on the most recent financials at the September meeting.

Madeleine has been working with Megan and Sharon to get a better projection on what our bank fees will be for 2024, as they were significantly higher in 2023 than previous years. The research has been difficult due to the change in credit card processors that accompanied our changing database systems in 2023. The reports from the new processor organize the fees very differently and in greater detail than the previous, making them challenging to compare. The previous processor also allowed us to differentiate which fees were associated with Workshop charges and or other charges, but the new one does not appear to. This will result in more fees being credited to the general bank fees line item rather than separated into the Workshop budget, but the difference seems to be more than what would be explained by different allocation.

Madeleine suggests recruiting a volunteer to help us dig into the data to get to the bottom of the fees increase. Megan adds that while the fees may be more expensive, changing back to our old payment processor is not an option with the current database system, so we may simply have to adjust for the new increased fees. The new database system (along with the new payment processor) comes with several benefits that save time and effort for the business office and the members.

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

Professional Development Update

Jennifer Kirchoffer

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Jennifer presents slides with updated graphics and data reflective of the comments and suggestions received during the September meeting. One graph showing the total number of certifications by year demonstrates that the number of total certifications has been growing every year. The graph on the right shows new certifications each year, including those who expired that year. Jennifer was pleasantly surprised by how few expirations the data shows, proving individuals are recertifying and not expiring at the rates we feared.

The PCEA data is shown differently, as those who have already passed the CCEA exam but have not yet reached 5 years of experience are eligible to be upgraded from PCEA to CCEA upon hitting the 5 years. We have 693 CCEA, 68 PCEA and 10 SCEC (as of 8/31/23). Question – do we have an objective goal as to the numbers we want to hit – Jen is working on establishing such a goal now that we have better ability to report and collect metrics. Megan pointed out that with ~770 certified – we are more than half of our membership certified.

Moving from paper-based exams to online exams in 2020 has allowed us greater reporting capability on pass rates, question validity, and more. Jennifer would be interested in investigating peak certification years like 2015 to see if the exam completion and pass rates are similar, or if something was done differently at the time that would impact the pass rate. Excluding re-testers (counting only the final test the individual passed), the current pass rate is around 55%. (this applies to the number of people ultimately certified – not reliant on the number of times they take the exam before they pass) Exams scheduled and recertifications achieved to date in 2023 are consistent with previous years.

Jennifer mentions we always have people who sign up and pay for their exam but wait to take it. Christina asks if this is a problem we need to solve, or if it's not a big issue. Sharon says anyone marked as scheduled has paid and can take their exam whenever they want, but we do not have a policy in place that puts a time limit on them. Jennifer and Kevin agree this is an issue we should explore, and volunteer to look into the data to provide recommendations at the next board meeting.

Action: Jennifer K. and Kevin to investigate the number of individuals who have scheduled their exams and not yet taken them, historically how long the longest people who waited to take their exams actually took, and provide other information for review on the issue of delayed exams for the next board meeting.

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Chris M. asks how the CCEA pass rate compares to other similar exams. Jennifer says they've been unable to find any other organization's pass rate published, but if anyone has suggestions on where to find out that data on other exams, please pass it along.

Wendy asks if we track any demographic data on the exam takers, such as how long they've been in their career or whether or not they work for the government. Megan says there are many demographic fields available for members to complete on their ICEAA profiles, and encourages everyone to ensure their data is current. Sharon adds that in addition to the exam application, there are questions that are asked at the beginning of the exam that we can add additional fields/questions to for gathering more data. Wendy believes if we have a better understanding of where individuals tend to be in their careers when they want to certify and why they're getting certified, we could better identify and target that market.

Christina adds that we tend to get big spikes in certification when government contracts require certification to serve on the contract, and thinks if the board can figure out how to market ICEAA as a benefit for winning government contracts, that could be a big benefit for us.

Bob says he has noticed a disappointing trend that in an effort to cut costs, government contracts have been requiring less from the cost estimation element of the contracts, calling only for journey-level, 2-3 year -experience estimators rather than experienced experts.

Jennifer reminds the board the training program at the 2024 Workshop will be on CEBoK, not CEBoK-S, and asks for any volunteers to instruct modules.

Dave Brown continues to work with his group on updates to CEBoK Module 6, Data Analysis, and is always open to new volunteers and participants.

Christina will be asking Sanath Rajagopal to serve as the CEBoK-S Principal, a new role similar to the CEBoK Principal role currently held by Kellie Benefiel (Wutzke). Christina has promised an official invitation with a job description, but expects Sanath to accept the position.

Jennifer says during a recent Software SIG meeting, the SIG volunteered to address many of the necessary updates to CEBoK-S that were identified during the October CEBoK-S training event in the Netherlands. Volunteers are encouraged to participate.

On CEBoK updates, Jennifer suggests the next module that should be considered for updating once Module 6 is complete is to review Module 5, Inflation/Escalation. Anyone interested in leading or participating in that effort is encouraged to volunteer. Christina adds

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that OSD CAPE has been working to update their inflation module and been reaching out to the other cost groups for assistance, maybe we can approach it in a similar way, as well as incorporating what we can where it is relevant (without being exclusive to non-US or non-DOD audiences). Kevin says that the DOD method includes everything all audiences should be considering regarding inflation but merely adds more; ICEAA could address the standard for everyone but include the DOD additions as an advanced topic to the module.

Christina adds that the Software SIG will also be forming a working group to prepare promotional content and materials for CEBoK-S, and anyone who wants to contribute, even those not focused on software estimating, are welcome to participate.

With all of the areas where we can use more volunteers, Christina asks if we can make a form on the website or provide a list of available opportunities for individuals looking for CCEA recertification points. Megan says it is possible, she will have to think through the how and where it would live on the website, but it can be done.

CEBoK French Translation

Christina Snyder

Christina says she and Mike Lionais were not able to meet to discuss the possibility of translating CEBoK into French, but was able to do some research on the topic. The average company rate for English to French translation is from \$0.10 per word to upwards of \$25 per page of translation. Christina is concerned that with the overall size and page count of CEBoK, the price looks unattainable. She also does not believe this project is within the scope of a volunteer effort, so she suggests the board discuss the cost/benefit of translation to determine whether the number of new members and/or certificants would justify the expense.

Jennifer K. wonders if any programs or grants, perhaps through the Canadian government, may be available to help subsidize the translation costs. Christina likes the idea and will look into it.

Megan warns that due to the technical nature of CEBoK, we're unlikely to be able to translate it at the average price. Christina believes the bulk of the translation can be done at a non-technical level, but with bilingual volunteer support, we could do the final review for technicalities with volunteers.

Bob suggests reaching out to Galorath and/or Unison, which recently translated their software user manuals into different languages, for feedback on their experience. He believes they may have used an AI or other software program to do the bulk of the translating and

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then polished from there. Arlene will reach out to Unison, Christina will find a contact at Galorath.

ICEAA Software SIG and Boehm Award

Bob Hunt

Bob reports that the CEBoK-S training event in the Netherlands was not well attended, but constructive feedback on the training and CEBoK-S were received. Five individuals attended the training, four took the SCEC exam.

Bob and the Software SIG have coordinated with the business office to distribute a call for volunteers to participate in the SIG and on the two identified working groups, one for updating CEBoK-S content, the other for developing marketing materials.

Bob drafted a nomination on behalf of the Software SIG for the first recipient of our new Boehm Award for Excellence in Software and Systems Cost Analysis to be presented for the first time at the 2024 Workshop. The draft has been in circulation with the SIG for comment and Bob believes the criteria for the award and the nomination are ready for ICEAA board review, and asks Megan to compile the comments on each and present to the board.

Action: Megan to compile the comments on the Boehm award criteria and nomination from the Software SIG Bob to present to the board for review.

Christina asks if the decision to accept the SIG's nomination for the first Boehm award will be approved by the SIG or by the Awards team of the Workshop Committee, Bob says the understanding is that the Awards team will get final approval on the nominee. While the first nominee will be hand-selected by the SIG, (precedence is that the first Freiman award was handpicked – then the responsibility fell to the awards committee via the regular process) the Boehm award will be open to the public starting with the nominations for 2025.

New Business, Plan Next Meeting & Adjourn

Christina Snyder

Kevin has a question regarding CEBoK-S, the Software SIG, and Nesma: when the idea of teaming with Nesma to develop CEBoK-S was first proposed, a primary motivator was a cited market and demand of hundreds if not thousands of individuals in Europe looking for training and certification. However, this first recent offering of CEBoK-S training and the exam in Europe only yielded 5 attendees, one of which is based in the US. When can we expect this surge of membership that we expected as a result of completing CEBoK-S and

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the SCEC exam, and how will this impact our revenue projections vs. the costs we have invested in it now that the market demand does not appear to be what we anticipated?

Bob explains the charter for the Software SIG indicates the SIG will receive a portion of CEBoK-S sales, so if it doesn't sell, the SIG does not receive any money. While the demand signal may not be as strong as we hoped, Bob believes the motivation to create CEBoK-S was beyond increased sales and revenue but to fill a gap in training. While ICEAA is unlikely to recoup its investment in CEBoK-S quickly, he believes the value added to the community justifies ICEAA's expenses and time spent. Madeleine adds that CEBoK-S sales were not a major part of the 2023 budget since we had almost no information to base a projection on.

Carol asks what lessons were learned from the CEBoK-S training event in the Netherlands, and what could have been done to improve for next time? Christina believes the planning was rushed, but since ICEAA was not involved in the planning, it's difficult to say. But she believes with more participation from ICEAA, and now that the SIG is growing and getting more active and able to contribute, we should find more success in the future. We will also need to do more work to find out who and where the target audience for CEBoK-S training is, and how to best market to them.

Megan shares the unfortunate news that former UK/EU Director Dale Shermon's health prognosis is not as positive as it once was, and reminds the board of the Emeritus membership program enacted a few years ago. Given his contributions to ICEAA and the field over the years, Megan recommends the board move to grant Emeritus membership status to Dale in recognition. The board enthusiastically agrees, the motion is raised and seconded, and approved with thundering unanimity. Megan will update the website and announce on LinkedIn.

With no other new business, a motion to adjourn is raised, seconded, and approved. The board agrees to hold their next meeting Friday, January 19 at 11am. The meeting adjourns at 12:17.