

ICEAA Board of Director's Meeting
1100 – 1300 | Friday, July 14, 2023

Zoom Virtual Conference
AGENDA
as of July 12, 2023

1. 11:05 – Secretary's Report Arlene Minkiewicz
 - a. **Vote:** approve May 2023 minutes

2. 11:10 – Treasurer's Report Madeline Teller
 - a. **Vote:** approve July 2023 treasurers report

3. 11:15 – Professional Development Report
 - a. Vice President of Professional Development Report – Jennifer Kirchhoffer
 - i. Certification Update
 - b. CEBoK-S Update – Kevin Cincotta
 - c. Updates to CEBoK Module 6 – Dave Brown
 - d. ICEAA/DAU Memorandum of Understanding – Kevin Cincotta

4. 11:45 – 2023 Workshop Recap Jennifer Scheel

5. 12:15 – Software SIG Update Bob Hunt

6. 12:30 – Site Licenses/Training Licenses Christina Snyder

7. 12:40 – 2023 COI Forms, Volunteer Opportunities Megan Jones

8. 12:45 – Plan next meeting and adjourn Christina Snyder

ICEAA Board of Director's Meeting
1:00 – 1700 | Monday, May 15, 2023
Hyatt Regency San Antonio Riverwalk | Chula Vista Room
DRAFT MINUTES as of June 16, 2023

Voting Attendees

Tim Anderson, Dave Brown, Rick Collins, Bob Hunt, Brent Johnstone, Jennifer Kirchhoffer, Cheryl Latimer (via Rajagopal proxy), Arlene Minkiewicz, Anh Pham Waddell, Cari Pullen, Christina Snyder, Madeleine Teller, Kellie Wutzke

Non-voting Attendees:

Bill Barfield, Kevin Cincotta, Carol Dekkers, Rich Hartley, Mike Lionais, Karen Mourikas, Sanath Rajagopal, Jennifer Scheel, Christian Smart, Eric van der Vliet, Harold van Heeringen, Megan Jones

Welcome, quorum count, introductions: Bob Hunt

Bob thanks everyone for joining, a quorum is established, and the meeting begins at 12:05 pm.

Secretary Report: Arlene Minkiewicz

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

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

Treasurer Report: Madeleine Teller

Madeleine presents slides. Assets are high due to the majority of registration and sponsorship payments received but the biggest bills for the Workshop (hotel food/beverage and AV) not yet received. ICEAA's financial position looks very strong, and year-end estimates predict a budget surplus for 2023. Bill Barfield asks about the funds in savings/CDs: we have not had to cash in any of our CDs since 2020, and they are all set to roll over upon maturity.

Vote: Motion is raised to approve the May 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.

CEBoK-S, SCEC Update

Kevin Cincotta

The board asks for clarification as to whether those subject matter experts who took the SCEC exam as an alpha tester will automatically receive the SCEC certification. Some suggest that they should get the certification since they contributed their time to help us scrutinize the exam; others say that since the exam has gotten more difficult since they took it, they should contribute something else to receive the certification. Kevin says the exam would benefit from additional quantitative questions, those with calculations and/or practical applications vs. term definition or identifying a concept, and proposes that the alpha testers all be required to contribute three quantitative questions, and for those questions to be usable on the exam, before awarding their SCEC certification. The ICEAA Business Office will communicate this to the alpha testers.

Vote: Motion is raised to approve requiring SCEC alpha-testers to provide three quantitative questions for use on the SCEC exam before being awarded their SCEC certification. No further discussion is requested. Seconded and passed.

As of the board meeting, no one had signed up to take the SCEC at the Workshop, and only one person expressed interest in taking the CCEA.

ICEAA/DAU Memorandum of Understanding Update

Kevin Cincotta

Following up on the report from March that Kevin sent the CEBoK-S materials to the DAU lead for their review, he received an acknowledging email, and then no further response. No response received by the May meeting.

Updates to CEBoK Module 6

Dave Brown

Dave reports that progress is slow but continues, and he reports he has recruited additional volunteers to contribute to the effort.

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Certification for highly-experienced estimators

Sanathanan Rajagopal

Sanath proposes an idea to offer CCEA certification (or a similar certification) to highly-experienced estimators with many years in the profession and who have made recognizable contributions to the trade. He believes this would be especially appealing to members outside of the US, who would not benefit from taking an exam that is heavily focused on US DOD policies and procedures.

Rick opposes the idea, Tim can see the value. The board discusses how a process like this would work, and the level of scrutiny each candidate would need to undergo to ensure the certification itself is not compromised. The board agrees to table the discussion until the new board term begins after July 1.

Action: Jennifer Kirchhoffer and Christina Snyder will form a committee to discuss the viability of offering a certification to experienced estimators, and to determine a process for awarding them.

Sanath and Mike Lionais add that the CCEA exam is perceived outside the US as being too specific to the US Government and US practices, which diminishes its appeal overseas. Jennifer K. states that CEBoK 2.0 has been organized so each topic on the test is clearly outlined, and the government-specific questions have been removed from the exam. Kevin adds that the pass rates among US and non-US candidates are similar, and the data we have collected on the exam overall and specific questions do not support the idea that non-US candidates do less well on the exam. Mike says the market for CEBoK, the exam, or any of ICEAA's products will be limited in Canada until everything is also available in French.

2023 Workshop Update

Jennifer Scheel

Jennifer presents slides. At our March 2023 meeting, we hoped to have 400 registrants at the 2023 Workshop; as of May 15, 470 had registered. Megan adds that as great as it is to have so many attendees, the meeting rooms are going to be crowded and asks the board to help keep an eye out for ways to ease the congestion.

Net revenue for the Workshop is expected to break \$200,000, which would make 2023 our most profitable Workshop to date. Food expenses will be higher than reported; additional food needed to be ordered last minute to accommodate the late surge in registrations.

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Sanath asks if we have begun planning our next International Workshop. Megan says we have not, but if we were to do a joint meeting with SCAF in the UK like we did in 2016, we could do one in 2024. Sanath suggests combining with one of SCAF's events in London for 2024, and will work with Megan and the International Business Office to begin preparation.

Action: Megan and Sanath to prepare plans for a 2024 ICEAA/SCAF event in the UK.

Megan reminds the board that the 2024 Workshop will be in Minneapolis, and the 2025 Workshop will be in Atlanta.

ICEAA Software SIG Update

Bob Hunt

Pricing of CEBoK-S, the Exam, and who can provide training: Bob is concerned that the price for the 12 CEBoK-S modules determined by Megan Jones, Christina Snyder, and Jennifer Kirchhoffer (\$595/members) is too expensive, and if it's too expensive, users will simply buy one copy and share it with their companies. He suggests offering multiple copies at a deep discount (such as 3 copies for \$1,000) to make the one-copy-per-user policy easier to comply with than cheat.

Jennifer K. and Megan say the files have been password protected and have ICEAA's copyright information embedded in the files, which should hopefully deter some illegal sharing, but given the document format CEBoK-S is in now, there is only so much that can be done to prevent distribution until we move CEBoK-S to the wiki format of CEBoK 2.0.

The board discusses pricing for the CEBoK-S modules and agrees that \$595 is an appropriate price for members, and tables the discussion on bulk pricing for the next board term.

Note: Motion is raised to approve member pricing for the 12-PDF CEBoK-S bundle at \$595 for ICEAA members, determine bulk pricing at a future board meeting. No further discussion is requested. Seconded and passed.

The board discusses how to determine who will be an approved CEBoK-S trainer, and whether all approved trainers will be required to have an SCEC certification. The topic is tabled for the next board term.

Comments on the Software SIG Strategic Plan: Arlene compiled the board's comments on the draft Software SIG strategic plan as provided for the March meeting and discussed during the April call on the topic. The floor opens to additional comments on the document. Most comments call for clarification of terms, roles, and responsibilities; standardization of

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terminology, and determining methods for ICEAA to maintain overarching control over the documents and the SIG. Others ask for a marketing plan to justify the marketing funds requested, and want to know what demand assumptions were made when determining the SIG budget.

Eric and Harold are provided with the board's comments on the draft strategic plan and are asked to both send an updated draft back to the board.

Action: Eric, Harold, and the Software SIG steering committee to provide the board with: a revised draft of the SIG Strategic Plan, a demand curve for anticipated sales, and a draft CEBok-S/SCEC marketing plan.

How to handle Chapter and SIG funds: ICEAA's accountant has indicated to Megan that ICEAA's plan for allowing chapters to hold ICEAA funds in separate bank accounts may be a violation of ICEAA's non-profit status, and has suggested we reclaim all ICEAA funds from these separate accounts. Bob adds that he has been holding \$14,000 in his personal bank account on behalf of the Space SIG from their previous iteration (the Space SIG formed upon the dissolution of SSCAG, a formerly independent organization), and that all chapter and SIG funds should be handled in the same manner. Megan will work with the accountant and the new board on creating a new Chapter/SIG funds management system.

Bob also suggests revising the policy where all expenses above \$3,000 need to be approved by the treasurer (approved December 2021) be expanded to require all board members to approve expenses over \$3,000 for the International Business Office, Chapters, and SIGs. Madeleine warns this may slow down time-sensitive payments, especially regarding the Workshop. The topic is tabled for the next board term.

New Business, Plan Next Meeting & Adjourn

Bob Hunt

The outgoing and incoming board members introduce themselves to the group. Bob thanks everyone for a great term, and wishes the best for the 2023-2025 board members. The next meeting will be on Zoom at 11am eastern Friday, July 14.

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 4:15.

Treasurer Report

Madeline Teller



Balance Sheet as of July 6

Investments	Balance (Jan 2022)	Balance (Apr 2022)	Balance (July 2022)	Balance (Sep 2022)	Balance (Feb 2023)	Balance (May 2023)	Balance (July 2023)	Mature	APY Rate
PFCU 4339703-56-5	\$ 34,194	\$ 34,232	\$ 34,258	\$ 34,312	\$ 34,586	\$ 34,789	\$ 34,927	Dec-23	2.40%
PFCU 4507023-56-4	\$ -								-
PFCU 4566018-56-2	\$ 88,367	\$ 88,487	\$ 88,569	\$ 88,691	\$ 88,885	\$ 89,600	\$ 90,255	Feb-25	4.45%
PFCU 4717075-56-0	\$ -								-
PFCU 4717076-56-8	\$ 38,369	\$ 38,411	\$ 38,464	\$ 38,623	\$ 38,836	\$ 38,993	\$ 39,100	Aug-23	1.65%
PFCU 4717077-56-6	\$ 38,893	\$ 38,936	\$ 38,990	\$ 39,151	\$ 39,366	\$ 39,526	\$ 39,634	Aug-23	1.65%
PFCU 7047946-56-6	\$ 46,433	\$ 46,501	\$ 46,548	\$ 46,619	\$ 46,712	\$ 46,781	\$ 46,828	Jul-23	0.60%
PFCU 7664998-56-9	\$ 53,053	\$ 53,121	\$ 53,201	\$ 53,322	\$ 53,482	\$ 53,670	\$ 54,075	Mar-24	4.61%
Money Market & Cash	\$ 515	\$ 515	\$ 515	\$ 515	\$ 515	\$ 510	\$ 510	n/a	
Subtotal	\$ 299,824	\$ 300,203	\$ 300,545	\$ 301,233	\$ 302,382	\$ 303,869	\$ 305,329		
	Balance (Jan 24, 2022)	Balance (Apr 26, 2022)	Balance (July 11, 2022)	Balance (Sep 19, 2022)	Balance (Feb 7, 2023)	Balance (May 8, 2023)	Balance (July 6, 2023)		
Eagle Checking Balance	\$ 96,434	\$ 273,546	\$ 185,502	\$ 145,514	\$ 158,611	\$ 514,627	\$ 138,416		
	Balance (Jan 2022)	Balance (Apr 26, 2022)	Balance (July 11, 2022)	Balance (Sep 19, 2022)	Balance (Feb 7, 2023)	Balance (May 8, 2023)	Balance (July 6, 2023)		
Total Liquidity	\$ 396,258	\$ 573,749	\$ 486,047	\$ 446,747	\$ 460,994	\$ 818,496	\$ 443,745		

2022 Actuals and 2023 Estimate

Activity	2021 EOY Actual	2022 EOY Actual	Actual as of May 31 2023	2023 Estimate as of May 8 2023
2022 Workshop	\$ (21,755)	\$ 185,398	\$ -	\$ -
2023 Workshop		\$ 22,095	\$ 453,072	\$ 94,582
Nesma Workshop	\$ -	\$ (3,667)	\$ -	\$ (3,500)
Canada Workshop	\$ -	\$ (4,155)	\$ -	\$ -
QED (paid) Webinars	\$ 25	\$ 175	\$ 50	\$ 200
Certification Program	\$ 25,295	\$ 31,013	\$ 13,140	\$ 32,550
SCEC Certifications			\$ 350	\$ 3,500
Online Exam (Mettl)	\$ -	\$ (1,020)	\$ -	\$ (1,020)
CEBoK Sales & Training	\$ 20,429	\$ 4,620	\$ 3,156	\$ 2,500
SCEBoK Contract	\$ (45,375)	\$ -	\$ -	\$ -
CEBoK-S Sales			\$ 4,316	\$ 11,900
ICEAA World & Journal	\$ (7,820)	\$ (8,465)	\$ (4,475)	\$ (8,925)
Advertising	\$ 2,990	\$ 364	\$ (1,712)	\$ (6,000)
Membership: Mgt & Support	\$ 88,150	\$ 133,138	\$ 40,937	\$ 140,000
Chap Support & Outreach	\$ (559)	\$ (6,491)	\$ (184)	\$ (6,500)
Interest & Other Income	\$ 4,284	\$ 2,371	\$ 2,523	\$ 2,500
Staffing & Contractors	\$ (256,937)	\$ (230,316)	\$ (94,380)	\$ (241,832)
Office Operations + IT	\$ (48,658)	\$ (68,457)	\$ (37,170)	\$ (71,984)
Other (COVID Grant)	\$ 45,880	\$ -	\$ -	\$ 50,000
TOTALS	\$ (22,709)	\$ 57,499		\$ (2,029)

Overall Summary Statistics

- Overall certifications as of June 30, 2023
 - CCEA® 698 (including 9 CCEA®-P - ↓ 6 since June 30, 2023)
 - PCEA® 85 (including 19 CCEA Eligible - ↑ 15 since June 30, 2023)
 - CPP 8 (↑ 1 since June 30, 2023)
 - SCEC 7
- Re-certifications:
 - 51 certifications have renewed in 2023
 - 82 total in 2022, 76 in 2021, 81 in 2020, 86 in 2019, 97 in 2018, 80 in 2017
- Other Countries with Certified Individuals:
 - UK - 48
 - Canada – 53
 - Australia – 5
 - Brussels – 7
 - Saudi Arabia & Egypt – 2
 - South Korea - 1

Certification Program since last time...

- Operational Status
 - 54 Exam Administered in 2023 through June 30, 2023
 - 120 in 2022
 - 156 in 2021
 - 148 in 2020
 - 215 in 2019
 - 167 in 2018
 - 164 in 2017
- Of the 54 Exams:
 - 44 Industry
 - 10 Government (US Coast Guard, Air Force, DND, NICA)
- 69 exams are scheduled

2023 Workshop Review

Jennifer Scheel, 2023 Workshop Chair

ICEAA



2023 Workshop Committee



Workshop Chair:

Jennifer Scheel

Training Program Chair:

Jennifer Kirchhoffer

Papers Program Chair:

Cortney Collins

Association Awards Chairs:

**Christina Snyder
Courtney Silies**

Best Paper Awards Chair:

David Peeler

Keynotes Chair:

Tom Dauber

Sponsors and Exhibitors



Gold Sponsors



Silver Sponsors



Sponsors & Exhibitors



Registration projection



	2016		2017		2018		2019		2021		2022		2023	
	# to date	% of final	# to date	% of final	# to date	% of final	# to date	% of final	# to date	% of final	# to date	% of final	# to date	Average % of final, 2016-2019, 2022
16 wks	2	1%	6	1%	12	3%	9	2%	10	2%	3	1%	9	1%
12 wks	11	3%	25	6%	43	10%	28	6%	28	5%	40	11%	31	7%
8 wks	72	19%	106	26%	112	25%	155	32%	98	17%	97	27%	106	26%
Earlybird					294	66%	305	64%			201	57%	321	
4 wks	171	46%	194	48%	344	77%	335	70%	389	68%	249	71%	380	
Final	375		406		447		478		570		353			

Registration projection as of March 21: 407

Attendees as of May 8: 463

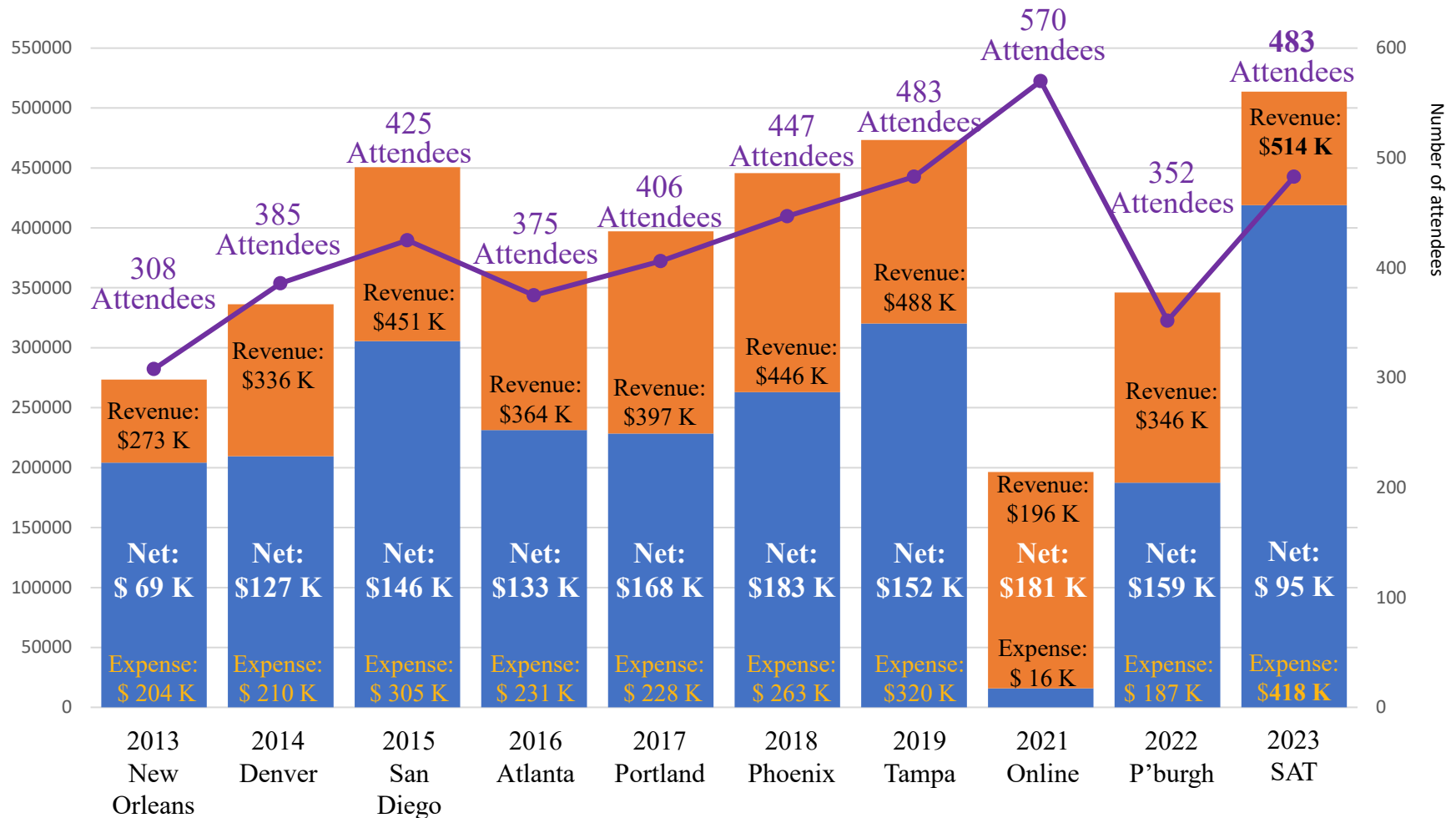
Revenue Projection as of July 6



	483 attendees
Expenses	
Other Expenses	\$ 36,032
Audio Video	\$ 60,144
Food & Service	\$ 322,821
Total estimated expenses	\$ 418,997
Revenue	
2023 registration	\$ 422,680
2023 Sponsorship	\$ 90,900
Total revenue	\$ 513,580
Net	\$ 94,583

Sponsorship totals	
Gold x2	\$ 22,000
Silver x4	\$ 20,000
Booths x12	\$ 36,000
Other sponsorships (badges, packages etc)	\$ 12,900
	\$ 90,900

Annual Workshop Revenue vs. Expense with Attendees




Budgeting lessons learned for 2024



- Unfamiliarity with new registration processing system lead to error in earlier projection, have identified issue and corrected
- Late registration surge required large food buy increase (50 plates per meal,)
- Food costs in San Antonio especially high. Post-covid reality or tourist destination?
- Free keynote speaker scored lower than paid. Increase registration to budget for more paid keynotes?
- Many comments in survey about needing mics for breakouts. This will increase AV budget by approx. \$10K

Historical Averages



Year	Attendees	Net Revenue	Revenue per Attendee
2013	308	\$ 69,409	\$ 225
2014	386	\$ 126,816	\$ 329
2015	425	\$ 145,061	\$ 341
2016	375	\$ 132,602	\$ 354
2017	406	\$ 168,742	\$ 416
2018	447	\$ 182,650	\$ 409
2019	483	\$ 152,963	\$ 317
2021	570	\$ 180,556	\$ 317
2022	352	\$ 158,725	\$ 451
2023	483	\$ 94,583	\$ 196

Survey Feedback

Overall, how would you rate your experience at the Professional Development & Training Workshop?

2014	Denver	4.05
2015	San Diego	3.88
2016	Atlanta	4.14
2017	Portland	4.15
2018	Phoenix	4.08
2019	Tampa	4.11
2021	Online	3.99
2022	Pittsburgh	4.35
2023	San Antonio	4.22

Survey feedback highlights



- I consistently enjoy hearing other professional's opinions about various aspects of estimating. ICEAA reminds me my job is a career, not just a paycheck.
- I have been attending ICEAA conferences for decades, and without exception, at every conference, I always learn something new and meet new people.
- An "embarrassment of riches" of interesting and topic-relevant papers. Very on point!
- A brilliant experience, sometimes costing can be a lonely job, this workshop was a fantastic example of the value of the collective knowledge of costies.
- As we come out of the COVID virtual-only environment, the in-person networking is incredibly valuable.

Survey feedback summary



Pros:

- Breakouts better than ever
- Loved the food
- Networking best part
- Happy with new topics
- New events well received
- 53% plan to attend in 2024.
41% not sure, mostly due to travel budgets or approvals

Cons:

- Breakouts not as good as before
- Rooms got crowded (but many acknowledged as a good thing)
- Need mics in breakouts
- Keynotes, panels underwhelming
- Too many papers disguised sales pitches

Early ideas for 2024



- Add organized event (cornhole scavenger hunt, etc.) to socials/Whova for icebreaking
- Improve upon Cost Challenge first-time lessons
- First timer/solo traveler meetup
- Promote evening activities (baseball game, concert etc.) to encourage group gatherings
- Send us your ideas!

Software SIG Issues for Discussion

1. Boehm Award for Excellence in Software and Systems Cost Analysis
 - a. ICEAA Board approval of Award creation and Criteria
 - i. Not restricted to ICEAA Members
 - b. Software SIG recommends candidate to ICEAA Awards Committee for approval.
2. Software SIG Strategic Plan Review
 - a. Accept Arlene's rewrite.
3. CEBoK-S Sales
 - a. Individual price is set.
 - b. Set a tiered License Fee.

Assumptions:

At this time, we cannot stop "pirating" copies.

Except for a few "Cost Focused" companies, most business have less than 20 Software Cost Analysts

- c. Suggested Pricing
 - i. 5 copies - \$2,500 (15% discount)
 - ii. 10 copies - \$ 4,700 (20% discount)
 - iii. 20 copies - \$ 9,000 (25% discount)
 - iv. Additional copies above 20 copies \$400 each
4. CEBoK-S Training and Certification

Assumption: some organizations will violate this process, but this is a start.

- a. Certification - only through ICEAA's proctored process.
- b. Training - anyone can provide training using the current CEBoK-S PowerPoint slides with notes. (We need a long-term plan, maybe develop training modules for sale.)

- i. Trainees must have a personal or corporate copy of CEBoK-S
(this is different from current CEBoK training)
- ii. When CEBoK-S training is provided at no cost (e..g. a Lunch and Learn scenario) there is no fee awarded to ICEAA other than the purchase of CEBoK-S copies
- iii. When CEBoK-S training is sold at a cost:
 - 1. Trainees must have a personal or corporate copy of CEBoK-S
 - 2. ICEAA will receive a 20% of the total cost of training exclusive of travel and incidental expenses.

Example: A 3 day commercial (24-hour) concentrated training session would sell for \$8,000 to \$10,000 (\$250 per hour X 24 Hours plus some cost per student).

ICEAA would receive \$1,600 to \$2,000 plus the revenue from

Boehm Award for Excellence in Software and Systems Cost Analysis: This award recognizes an individual making a significant contribution in Software and Systems Cost Analysis. It is presented to an individual who has demonstrated exceptional dedication and made an outstanding contribution (theoretical or applied aspects) to the Software and Systems Cost Analysis community. This individual is passionate about their work, skilled in the art of Software and Systems Cost Analysis and has practiced these fundamentals. A few examples of such contributions would include:

- They have demonstrated commitment to the profession of Software and Systems Cost Analysis.
- Shown outstanding and unique capabilities in support of Software and Systems Cost Analysis.
- Has consistently endeavored to enhance the professional image of Software and Systems Cost Analysis.
- Has applied Software and Systems Cost Analysis modeling principles to unique, highly complex problems.
- Has successfully applied Software and Systems Cost Analysis to brand new market segments.
- Outstanding example(s) of advancing the state of the art and/or practice of Software and Systems Cost Analysis beyond its current bounds.
- Has contributed to further develop and grow the community of Software and Systems Cost Analysis

Additional Awards Criteria/Information

- The candidate has been nominated by peers in the Software and Cost Analysis community

- The candidate has shared the knowledge / experience by means of publications / presentations, in literature and/or international conferences
-