

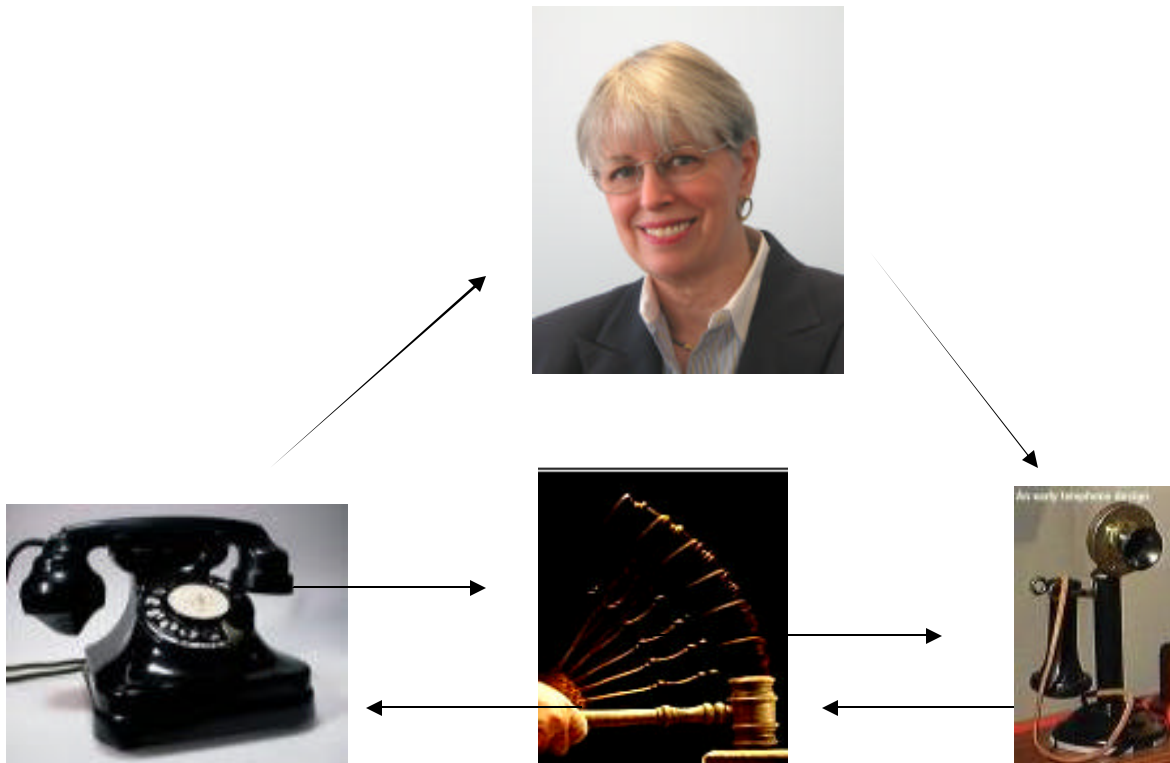
National Education Knowledge Industry Association



Board of Directors Conference Call

3:00-4:00 PM Eastern Monday December 12, 2005

Phone: **(620) 782-8200 pin 757404#**



Have you checked out the NEKIA web site recently? <http://nekia.org/>

Board of Directors

Agenda

4:00-4:30 Updates

- Appropriations status and conference report language---Jim and Marcia
- Status of membership for 2006---Jim and John
- NEKIA Budget for 2006---Jim and John
- NEKIA invoices for 2005 and 2006---John

4:30- 4:45 Decision

- Affiliate membership definitions --- see attached

4:45-5:00 Discussion

- Plans for February retreat (e.g. topics, facilitator)---see attached
- Institute feedback

******* Proposal for review and decision during the Board conference call*******

To: Board of Directors
From: Jim Kohlmoos/John Waters for the Executive Committee
Subject: Proposal, Defining “sub-entity” for Affiliate Membership
Date: December 7, 2005

You will recall that at our Board meeting we had a lengthy discussion about two prospective affiliate members and our affiliate membership procedure. The procedure approved by the Board in December of 2004 says:

1. *Limit associate membership eligibility to “small” organizations (annual revenues of \$3.5 million—a common threshold for small business determinations). On a case by case basis, consider “cost centers” within larger organizations.*
2. *Maintain current benefits package for associate memberships.*
3. *Maintain current fee of \$5000.*
4. *Change the name to “affiliates”*
5. *Implement this new framework immediately*

At issue at our recent meeting was what constitutes a “sub-entity” when the proposed member is part of a large organization such as a university. The Executive Committee proposes that the following statements be added to the procedure for such entities.

- A sub-entity refers to a distinct cost center within a larger organization that has operational responsibility for one or a number of programmatic functions, has a clearly defined structure with an executive level supervisor.
- Executive Committee will review all proposed affiliate memberships prior to presentation to the Board and may consider special circumstances and exceptions in its review.

*****For Discussion during the 12/12 Conference call*****

To: Board of Directors
From: Jim Kohlmoos
Subject: Retreat Planning
Date: December 6, 2005

During our 12/12 conference call we will discuss the plans for our February retreat. Please take a look at the draft plans we have so far and be prepared to offer comments during our conference call.

Planning Group: We are in process of convening the retreat planning group composed of myself, Jay, and Paul. The group will do the following:

- Develop the overall goals
- Determine the key decisions/deliverables by the end of the retreat
- Help select a facilitator to guide the process
- Discuss our needs with the facilitator

Our current thinking about the goals and decisions are as follows:

Overall goal: Create a vision for what we want NEKIA to be by the start of 2009 and establish the top priorities for NEKIA's operations for the next three years

Key decisions/questions to address

- Past Performance ---How would you rate the accomplishments and priorities over the past four years? What have been our greatest assets and strengths? What have been our weaknesses?
- Future needs ---What are the most important future needs that members have and which could be realistically addressed by the trade association? What threats and opportunities in our policy and industry environment will we likely encounter over the next three years?
- Work plan --- Which priorities of the current work plan should be maintained? Changed? Eliminated? What new priorities should be added, if any?
- Organization --- What should NEKIA look like by the start of 2009? Number of members? Types of services and programs? Size of budget? Should NEKIA continue to be a "boutique" type of association or expand and diversify into a "mall" association? Should NEKIA actively try to create new revenue streams beyond membership fees? How should NEKIA position itself with the industry and the rest of the education community?

Note that we will have over 16 hours worth of facilitated time from the dinner Wednesday, February 15th to about 4 p.m. on Friday, February 17th.

To: Executive Committee
From: John Waters
Subject: Retreat Information and Instructions
Date: December 6, 2005

Location

Renaissance Scottsdale Resort
6160 North Scottsdale Road
Scottsdale, AZ 85253
www.renaissancescottsdale.com

Tentative Schedule

Wednesday, February 15th

6:00 p.m.-9:00 p.m. Board Dinner

Thursday, February 16th

9:00 a.m.-5:00 p.m. Board Retreat

Friday, February 17th

9:00 a.m.-4:00 p.m. Board Retreat

4:00-6:00 p.m. Executive Committee Meeting

Costs

Up to \$500 per participant for anticipated cost for meals, facilitator, meeting space, and materials (we plan to divide the actual cost evenly among participants)

Plus room, transfers, transportation

Registration Instructions

With NEKIA

By Friday, January 20th, send John Waters an email indicating your plans to participate. **Cancellation after February 3rd** will require a \$200 cancellation fee (to cover the cost of the room and meals).

With the Hotel

By December 27th, make your hotel reservations by calling (800) 309-8138, and informing the agent that you are with the NEKIA meeting.