



6111 N. River Road, Suite 550, Rosemont, Illinois 60018

Midwestern Regional Assembly  
Minutes of the Annual Business Meeting of February 14, 2011

A regularly scheduled meeting of the Midwestern Regional Assembly was held on February 14, 2011, at the Chicago Marriott Downtown Magnificent Mile in Chicago, Ill. Assembly Chair, Von Mansfield presided:

- I. Call to Order: The meeting was called to order by Mr. Mansfield at 8 a.m.
- II. Approval of the minutes from February 22, 2010, Annual Business Meeting: The minutes were approved as presented.
- III. Recognition of the Program Planning Committee: Mr. Mansfield formally recognized the work of the 2011 Midwestern Regional Forum Program Planning Committee chaired by Ms. Mary Hill.
- IV. Board of Trustee's Report: Mr. Arthur Williams, Regionally Elected Trustee, delivered a report on highlights of the September, 2010 Board of Trustees meeting:
  - a. College Board Five-Year Vision –
    - i. A Worldwide Leader on College Readiness Systems - Anchored by a transformed AP® Program, and informed by district-reform models and College Board Schools
    - ii. A New College Connection & Success System - Revolutionizing the way students and colleges interact, and strengthening the value of the SAT® and Higher Ed Services
    - iii. The College Board Advocacy & Policy Center - World-class policy research capability and voice
    - iv. An International Organization - Global reach and perspectives
    - v. Technology and Innovation that Transforms - Transformation of our assessments, curriculum and professional development; Create the best website to engage students, parents and educators
  - b. College Board FY 11 Goals –
    - i. Planning & Execution—We must improve our performance in planning and executing the major initiatives through which we will execute the strategies. It is necessary for us to undertake the right projects and to

hold people accountable for achieving promised results, including financial returns.

- ii. Talent Management—We need to end this year with the confidence that we have enough people with the right skills to implement our ambitious strategies. Today, we have an excellent nucleus of talent, but we must continue to develop that talent to meet the needs of the future, while adding people as appropriate with a commitment to diversity.
- iii. Strategies—We will adopt future strategies that foster excellence in education, while democratizing access to a first-class education for all students; that recognize that student achievement requires hard work and high expectations, as well as exposure to education that engages the student's interests; and that provide financial results which will sustain the enterprise.
- iv. Innovation—We are ready to foster a climate of innovation by supporting centers of excellence in College Readiness, College Connection & Success, Advocacy and Business Technology, where selected ideas can be tested quickly and their benefits brought to the people we serve. By year's end we should have successes we can evaluate and expand these initiatives in succeeding years.

V. Update from the Nominating Committee: – Ms. Nickie Roberson, Chair of the Nominating Committee, gave thanks to all who took the time to nominate others and themselves to serve on the Midwestern Regional Council and its sub-committees. She then announced the 2011 Midwestern Regional Assembly Election results:

- c. Board of Trustee, Midwestern Representative  
Pam Horne, Purdue University
- d. Chair Elect of the Midwestern Regional Assembly  
Seth Allen, Grinnell College
- e. Midwestern Regional Council Academic Seat  
Gerry Beeler, Mid-Prairie High School
- f. Midwestern Regional Council Admission Seat  
Ann Larson, Miami University
- g. Midwestern Regional Council Guidance Seat  
Kathy Pivonka, Cathedral High School
- h. Midwestern Regional Council Financial Aid Seat  
Susan Teerink, Marquette University

- i. Midwestern Representative to the National College Scholarship Service Assembly  
Kristine Butz, Butler University
  - j. Midwestern Representative to the National College Scholarship Service Nominating Committee  
Rick Shipman, Michigan State University
- VI. Bob Costas Award Presentation: Mr. Mansfield then presented the Bob Costas Grant for the Teaching of Writing. The grants are in recognition of the innovative methods teachers use to inspire and develop their students' writing skills. The award is named for Bob Costas, the Emmy Award-winning broadcaster and author, due to his dedication to the craft of writing and his generous public service work on behalf of the College Board National Commission on Writing. Each recipient received a grant of \$3,000. Mr. Mansfield announced the recipient of the 2011 Bob Costas Grant for the Teaching of Writing was Ms. Martina Leslie, Teacher at Saginaw Arts and Sciences Academy, Saginaw, Michigan. Ms. Leslie came to the podium to receive a plaque and a \$3,000 grant check, and expressed her gratitude for the recognition.
- VII. Distinguished Service Award Presentation: Mr. Mansfield then began the presentation of the 2011 Distinguished Service Award. The purpose of this award is to recognize an individual for exemplary contributions to, and achievements in, professional activities in the Midwestern Region. He invited Mr. Mike Mills, Associate Provost for University Enrollment from Northwestern University to present the award. After brief remarks, Mr. Mills announced Carolyn Lindley, Director of Financial Aid at Northwestern University as the 2011 award winner. Ms. Lindley came to the podium to receive a plaque and expressed her gratitude for the recognition
- VIII. New Business: No new business was reported.
- IX. Adjournment: Mr. Mansfield asked for a motion to adjourn the meeting. It was so moved, seconded and passed. The 2011 Annual Business Meeting of the Midwestern Regional Assembly was adjourned at 9 a.m.

Minutes prepared by Breonna Collins

Respectfully Submitted,

Ileana Rodriguez  
Regional Vice President  
Midwestern Regional Office