

2025 CESSE CEO Meeting - CAE & CMP Tracking Form				
Day 1 - Monday, January 27, 2025				
Session Time	CAE Credits	CMP Credits	Session Title	Attended
8:30 - 10:00am	1.5	0	Level Up Your Board	
10:30 - 12:00am	1.5	0	Navigating DEIB in a Changing World	
1:30 - 3:00pm	1.5	0	Approaches to Raising Non-Dues Revenue	
3:30 - 5:00pm	1.5	0	Navigating the Future of AI Impacts on Publishing	
Day 2 - Tuesday, January 28, 2025				
Session Time	CAE Credits	CMP Credits	Session Title	Attended
8:30 - 10:00am	1.5	0	Don't Let your Strategic Plan Gather Dust: Life after Planning	
10:30 - 12:00am	1.5	1.5	From Post-Pandemic to Future-Ready: Rethinking Event Strategy	
1:30 - 3:00pm	1.5	0	CEO Contracts	
3:30 - 5:00pm	1.5	0	Adapting to a Changing Political and Regulatory Landscape	
Day 3 - Wednesday, January 29, 2025				
Session Time	CAE Credits	CMP Credits	Session Title	Attended
8:30 - 10:30am	1.5	0	Navigating the Future: Managing Employee Expectations in a Forward-Thinking Workforce	
Maximum Credits Available @ 2025 CESSE CEO Meeting: 13.5 CAE and 1.5 CMP				

Session Title	Speakers	Description
Level Up Your Board	Ken Schoppmann, Erika Shugart, Monika Schulz, Lydia Middleton, Jay Younger	Have you been working with your Board to help them function better? Effective governance is essential to a well-run association. This session will feature a panel of CEOs who have taken different approaches to elevating their Boards' performances. Featuring four organizations of different sizes and structures you will learn how to improve nominations and elections, training and development, norms, structures, and the role of culture.
Navigating DEIB in a Changing World	Karen Horting, Janet Smith, Janice Lachance, Ronald Jacobs	In today's shifting political and cultural landscape, DEIB initiatives face growing resistance across corporations, non-profits, academia, and government-regulated sectors. How can associations and their members continue advancing DEIB amid these challenges? Moderated by an association CEO, this panel will feature a DEIB strategist, a legal expert, and a policy advisor. The panel will lay out the current landscape, sharing practical strategies for navigating complexities and maintaining progress. Each panelist will also touch on how AI can serve as a tool, threat, or opportunity in sustaining DEIB efforts. Attendees will gain actionable insights to reinforce their DEIB commitments in a changing world.
Approaches to Raising Non-Dues Revenue	Errika Moore, Larry Sloan, David Gammel, Catherine O'Riordan, Norman Fortenberry	Many science and engineering societies are facing negative financial pressures because of insufficient dues revenue streams. One potential solution is to raise non-dues revenue in a manner that also serves to engage current members and excite potential members. Options include direct outreach to high-net-worth individuals, seeking grants from public and private funders, expanding fee-for-service activities with members, and engaging in contract work related to the focus of the society. Additionally, we will explore how to leverage AI to assist in your efforts to raise non-dues revenue. This session will explore these approaches with a panel of experts.
Navigating the Future of AI Impacts on Publishing	Michael Moloney, Tom Smith, Darla Henderson, Melissa Garcia	This moderated panel will explore key issues shaping the future of publishing, with a special focus on artificial intelligence (AI). Industry experts and association CEOs will discuss the complexities of content licensing, including copyright challenges and rights management, in the context of AI's growing role in content creation and distribution. They will also address the importance of maintaining research integrity, ensuring ethical standards, transparency, and credibility in publishing, especially as AI tools increasingly assist in research and peer review. Lastly, the panel will cover accessibility in publishing, focusing on solutions for compliance with accessibility standards and enhancing content inclusivity.
Don't Let your Strategic Plan Gather Dust: Life after Planning	Scott Grayson, Abigail Gorman, Phoebe McMillan, Judith Scarl,	Do the words "strategic planning" put your Board to sleep? Is your strategic plan being used decoratively as a paperweight? Brought to you by two conveners who love strategic planning to the point of ridiculousness, this session will showcase different approaches to strategic planning, with a focus on successfully integrating your plan throughout your organization and implementing your plan. We'll explore how to get your plan into the minds (and onto the screensavers) of your staff and leaders, how to prioritize within your plan, and whether and how to adapt when the world throws you a curveball. Using case studies, we'll provide tools for keeping your strategy relevant, responsive, and on track. No gathering dust here- this session will focus on turning your plan into progress, no matter what changes come your way.
From Post-Pandemic to Future-Ready: Rethinking Event Strategy	Chris Januzzi, Melanie Brandt, Torey Conneen-Carter, Janice Lachance, Todd Osman	After two years of post-pandemic operations, many organizations have adjusted to a new normal for their annual meetings and conferences. While some events have grown in reach, others have seen flat or declining attendance. Despite the evolving nature of event planning, one constant remains: meetings are crucial to advancing Societies' missions and generating revenue. However, the cost, complexity, and risks of hosting these events continue to rise. Join this session to learn strategies and approaches to navigate the challenges of convening our communities, advancing our missions, and preserving meeting margins in the complex environment in which we operate.
CEO Contracts	Meredith Gibson, David Martin, Jennifer Prozinski, Matt Miller	As the staff member reporting directly to the board of directors, CEOs have a unique role in their organizations. A good contract provides a foundation for a mutually beneficial relationship between the chief executive and the association. This session will explore legal considerations to protect both parties, evaluation metrics, and constructive approaches for negotiating new contracts and renewals.
Adapting to a Changing Political and Regulatory Landscape	Frank Krause, Toby Smith, Tom Smith	As the political landscape evolves, STEM societies must adapt to new opportunities in research funding and the regulatory environment. This session will examine how STEM organizations are responding to changes in government priorities and the public perception of science. Panelists will share advocacy strategies for STEM-related issues, fostering collaboration with policymakers, and maintaining resilience in a shifting political climate. Attendees will leave with practical insights on how to navigate today's Washington and ensure continued progress and support for STEM initiatives.
Navigating the Future: Managing Employee Expectations in a Forward-Thinking Workforce	Mona Miller, Jen Ferat, Tracy Camp, Beth Schwartz	As organizations navigate the complexities of hybrid work environments, managing employee expectations has never been more critical. This session will delve into effective strategies for fostering a supportive and engaging workplace that addresses key aspects such as compensation, work-life balance, and the role of AI in enhancing employee experiences. Participants will explore: <ul style="list-style-type: none"> • Strategic approaches to setting realistic employee expectations in a hybrid model. • Best practices for implementing fair and transparent compensation structures that resonate with a diverse workforce. • Techniques for promoting work-life balance and mental well-being in a flexible environment. • Current trends in AI and how organizations can leverage these technologies to streamline processes, enhance productivity, and improve employee satisfaction. Join us for an insightful discussion that equips leaders with the tools to create an empowered workforce ready to thrive in the future of work.