



**WSASCD Board of Directors
Annual Retreat
Saturday, June 24, 2006
8:30 – 3:00 p.m.
Doubletree Hotel, Spokane City Center**

In attendance: Carl Bruner, Jeanine Butler, Faith Chapel, Kathy Clayton, Mike Dunn, Josh Garcia, Deborah Gonzalez, Madonna Hanna, Missy Hallead, Janel Keating, Joan Kingrey, Mickey Lahmann, Sharon Mowry, Joann Mychals, Mike Nelson, and Paul Sturm.

Absent:

I. Call to Order

Janel called the meeting to order at 8:35 a.m., reviewed the agenda, and introduced Kathy Clayton, who would be taking the meeting minutes as part of her transition as Executive Director. Joann Mychals presented Kathy with a box of 'necessities' for her new position.

II. Strategic and Action Planning

A. Goal 1: Diverse, Active Membership

Proposal: Institutional Membership

Joann shared a proposal for the board's consideration related to creating an Institutional membership program as a part of our membership. Janel shared that our membership survey showed that we need to include more teachers and younger members. An institutional membership may be one idea for increasing membership. Following were highlights of the board discussion:

- How will this work in buildings? Names assigned?
- C in C in staff rooms would promote professional development.
- Would need to help principals understand this shift.
- Need marketing... Promote teacher leadership. Support principals.
- Look at differentiated marketing... Principals, schools, curriculum directors
- May lose money if existing members go under the institutional membership
- This might be a better idea for higher ed. or the ESDs.
- 10 members @ \$950 is the same as ASCD; concern that it might be compared and districts would select ASCD

The Executive Committee will discuss this proposal further and bring back to the board in September.

B. Goal 4: Influence and Policy

1) Sub goal 4.2.2 Provide board development regarding influence, policy and advocacy.

Margaret Murphy, ASCD Representative, shared information about ASCD's legislative agenda. Historically, ASCD's positions and resolutions haven't related to Influence and

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Advocacy. Because policies are getting in the way of good educational practices, ASCD feels compelled to put time and resources in these areas. ASCD has expanded beyond programs and services to the legislative agenda to influence the parts of NCLB that are not reasonable. Following were highlights of Margaret's report:

- Dan Fuller is serving as ASCD's expert with regard to public policy and the national legislative agenda. Christy Gilfoyle works with communications through Educational Advocacy; Eric Vicks is a lobbyist on Capital Hill for our agenda.
- ASCD's legislative agenda flows out of positions from Leadership Council. Faith and Janel will serve on the 2006-07 Leadership Council.
- ASCD positions are for three years – Longer range planning leads to greater significance.
- ASCD has 5 legislative priorities:
 - Determine accountability through multiple measures of assessment.
 - Increase support and flexibility for comprehensive professional development.
 - Provide flexibility and resources to support innovative high school reform.
 - Increase support and resources for school readiness and early development of the whole child.
 - Increase flexibility for research-based interventions in school needing improvement.
- High School Reform – ASCD does not promote a national curriculum. Advocating for funding and local district control
- Tool kit for Framework for 'Healthy Kids' available with practical solutions for healthy schools and community network.
- ASCD's Whole Child Commission will have recommendation in September.
- Legislators like fact that ASCD is non-union, non-partisan with focus on 'kid' issues rather than adults.
- Other affiliates have tried a variety of strategies for influence and advocacy:
 - Virginia – has key contact person in every school; also invested in lobbyist.
 - Alberta - Involved the media (CBC) with their summit on the dropout rate.
 - Michigan - Has MASCD board members on state committees who testify related to their legislative positions.
- Ideas generated with regard to our Influence and Advocacy Grant as result of Margaret's presentation:
 - We need to organize our voice; use website for communicating our viewpoints; and bring advocacy to our conferences.
 - What high schools will be involved? Key contacts are Josh Garcia (Federal Way), Mike Nelson (Enumclaw), Madonna Hanna (Bainbridge) and Rich McBride (North Central ESD).
 - Need to determine best time to invite state legislators. Find out legislators on Education Committee.
 - Have students ask meaningful questions. Need to be pervasive-active in leadership and making contributions. Greg Williamson (OSPI) good contact for work with the Association of Student Councils.
 - Could have high school forums every year. Pay attention to Washington Learns.
 - Forums need to be designed with clear directions and protocol.

2) Sub goal 4.2.5 Apply for Influence Grant

Barbara Mertens, Assistant Executive Director for Governmental Relations at WASA shared her expertise with regard to working with our state legislators. Following were her insights:

- Individual legislators take advice from people in schools.
- 2007 – pivotal election for school funding; Governor Gregoire wants re-elected
- Chairs of Education Committee – Rosemary McAuliffe (former Northshore school board member) and Dave Quall (former HS career counselor)
- E-mailed letters to legislators generally get a response
- Major issue: 2008 WASL Grad requirements
- WASA will respond to Washington Learns – Philosophical vision does not address levies, tax structure. We have a fiscal crisis.
 - Local levy dollars pick up costs. Districts address funding issues through unions.
 - Concerned about unfunded mandates (i.e., CBAs for social studies, arts, fitness).
 - Districts using I-728 funding to fill void left with Title V and Title IID cuts.
 - Levy dollars paying for AP classes in Wenatchee.
- WSASCD should link to WASA for weekly legislative updates.
- When testifying, identify self as member of WSASCD.

At this point of the agenda, Janel acknowledged the fine work that Joann Mychals has done as the WSASCD Executive Director for the past five years. She surprised her with an invitation to join past President, Deborah Gonzales, for lunch and a visit to Spa Paradiso at the Davenport Hotel. They left the meeting the rest of the day.

3) Sub goal 4.2.3 Invite a legislator to share perspectives on influence.

Don Cox, 9th District Representative of the House, shared his expertise with regard to his eight years with the state legislature. As a former school administrator, Don joined WSASCD in the 1980s. Following were his insights:

- We need to be involved now. WASA is seen as having a political agenda. WSASCD would be an “honest broker,” as we are non-partisan.
- When testifying, always speak for organization, not self.
- Legislators are lay people; often don’t understand education bills. May leave room during testimonies and may vote based on what they hear from trusted friends and/or other legislators.
- Problem with simple majority is that a case could not be made outside of education. Recommend not taking this on as our first issue.
- WSASCD could organize to testify with instruction as focus. As professionals, have few ‘stands’ that relate to understanding the impact of legislation on *instruction for kids*.
- Don recommends meeting with Dave Quall. Tell about organization and our interests. Barbara McLain, Senior Research Analyst is contact person.
- Recommendations for inviting legislators to our high schools:
 - Invitation should be from superintendent or principal.

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- Legislators need to feel secure. Need to feel that they have an ally in you. Be there to help answer questions.
- Formulate questions with the students ahead of time. Don't ask questions that legislators do not have the expertise to answer effectively.
- Target Audience - Focus energies on Democrats; They are under enormous pressure in Senate and are House majority.
- Timing – Between September and November. They are searching for the right way to go with state graduation requirements.
- Message – Need to be clear; legislators will like hearing from students.
- Venue – Don suggests a (safe) classroom setting during one class period.
 - Have time with the legislator first to establish relationship and outline what can be expected.
 - Educator stays with the class.
 - Suggest involving sophomores who took the WASL.
 - No media; Legislators will play to the media.

4) Sub goal 4.2.5 *Apply for Influence Grant* - Board Discussion of Legislative Information for Influence Grant

The board debriefed what they had heard from Margaret Murphy, Barbara Mertens and Don Cox with the following general discussion points.

- We want to be the 'go to' organization (honest broker) for curriculum and instruction.
- Think of legislators as a learning audience; talk in ways they can understand – layman's terms – Legislators follow key communicators.
- Use 'kid issues' as our lens.
- Be strategic advocates – We do not want to become an organization that they will tune out.
- We need to determine what is important to us – What is our agenda?
- How do we develop our credibility?
- We could tap into higher ed... Leverage academic community for support.
- Without having press at high school forums, how do we balance getting the press for ourselves?
- We need to focus on the majority party... We are political.
- Dave Quall is a grandparent in Carl Bruner's district (Mt. Vernon).
- We are more than the Practitioners' Best Friend; we are the Students' Best Friend.
- What are our next steps? Look at ASCD positions that support our state interests.
- Sharon Mowry, Ron Carlson, and Josh Garcia will serve with Janel on the Influence Committee – will share progress with the board by e-mail.

C. Goal 5: Leadership and Governance

1) OSPI Report

- a. Mickey Lahmann reported that there are many staffing changes at OSPI. Cathy Davidson is the new Deputy Superintendent. Janel Newman will be the Center

for Improvement of Student Learning. Becky Downey, from North Thurston, will be with the Office of Secondary Education.

- b. On a scale of 1-5 (1 being high), we are 4.2 with the U.S. Department of Education, as they are not satisfied with our state plan for NCLB.
- c. Grants for Navigation 101, totaling close to 4 million dollars, are available to high schools.
- d. State has entered into a master price agreement with three publishers for 2006-2012. These programs met their standard: Harcourt, Houghton Mifflin, and Pierson Scott Foresman. This will give a price break for districts in our state.
- e. Diagnostic Intervention Programs – Surveying districts to find out what programs are being used in the state (i.e, TOSAs – 65% of districts have coaches).
- f. State is working with NCTM and ACHIEVE to focus standards in mathematics.
- g. According to the Princeton Review, the WASL is one of the top five state assessments in the nation.

D. Goal 2: Communications & Publications

1) Sub goal 2.1.1 *Website services established with ASCD and active.*

Adam Smith, a technology teacher from Cheney SD, was hired in March to resolve website issues. He shared a proposal for enhancing and perfecting our website. The proposal involved a complete redesign of our website, independent of ASCD's services, to eventually enable us to offer online registrations. Board discussions related to the importance of our website as a marketing tool. Mike Dunn expressed a concern that the rate of pay in Adam's proposal was too low, feeling that we need to pay the 'going rate' for expert services. Sharon made a motion to accept Adam's proposal with an increase in hourly rate. It was seconded by Josh. Motion passed. The Executive Committee will discuss a reasonable hourly rate and get back to Adam.

2) Sub goal 2.3.1 *Seek new C in C editor*

Dr. Joan Kingrey with WSU-Spokane, has agreed to provide editor services for three-year term beginning July 1. Traditionally, the C in C journal has been a thoughtful forum for diversity of thought... may now add articles related to influence and advocacy. Joan shared design, printing, and content considerations, and led a discussion with the board regarding the journal design and the apple/pencil logo. The board discussion related to the need for updating the logo and journal design, as well as recognizing that having a consistent look to the journal is important from a marketing perspective. Also discussed was the importance of coordinating with Adam Smith with regard to the logo. Janel made a motion to give Joan artistic freedom to work with design experts for the updated design of the logo and journal. Motion to approve Janel's motion was made by Faith and seconded by Missy. Motion passed.

E. Goal 3: Programs, Products, and Services

1) Program Updates

a. 2006 Annual Conference

Mike Dunn shared the fact that the conference committee has created the matrix for the break-out program, which includes a wide variety of sessions. The committee will meet on Monday to review timelines for activities through October. Since this will be WSASCD's 50th anniversary celebration, the conference committee will also discuss possible ideas for the celebration. Board members are encouraged to spread the word and get hotel reservations soon.

b. 2007 Annual Conference

Kathy shared information about the initial work of the 2007 conference committee, co-chaired by Andrew Lumpe and Tracy Livingston. She passed out specific information related to the committee membership, theme/logo ideas, and the proposed budget. The theme will be 'Reaching the Whole Child: Moving from Promise to Practice.' The logo was presented with the understanding that Amy (WASA graphic artist) will be revising the logo to include children at three age levels. Keynote speakers for the Thursday Action Labs will be Dr. Gene Carter, Executive Director for ASCD and Joan Schmidt, former President of the National School Board Directors' Association. The committee is attempting to contract with Chauncey Veatch, former National Teacher of the Year, for the Keynote address on Friday. The committee recommended Geoffrey Canada, author of Fist, Stick, Knife, Gun if Chauncey is not available. The board also offered many more suggestions for Action Lab presentations.

At this point of the agenda, Mike Dunn suggested that, for future board meetings, we allow more discussion on a few major issues. He recommended that e-mail be used to disseminate information that does not necessitate discussion.

III. Adjournment

Janel invited the board to a retirement reception for Joann Mychals at 3:30 at the hotel. Meeting was adjourned.

Next Board Meeting:
Friday, September 29, 2006
8:30 a.m.-3:00 p.m.
PSESD, Renton

Respectfully submitted: Kathy Clayton, Executive Director, WSASCD