



**BOARD MEETING MINUTES**  
**Puget Sound ESD**  
**Friday, September 28, 2007**  
**8:30 a.m.-3:00 p.m.**

**In attendance:** Carl Bruner, Dave Colombini, Mike Dunn, Josh Garcia, Missy Hallead, Barry Hoonan, Janel Keating, Sharon Mowry, Gary Plano, Gene Schmidt, Paul Sturm, and Kathy Clayton.

**Absent:** Joan Kingrey and Pam Tollefsen

**I. Call to Order**

Mike Dunn called the meeting to order and reviewed the agenda. Mike announced that Pam Tollefsen is our new OSPI representative, although she could not be in attendance today.

**II. Consent Agenda**

**A. Minutes of the June 22-23 Board Meeting**

Minutes were emailed end of June. Board approved

**B. Minutes of August 25 Executive Committee Conference Call**

Minutes were emailed end of August. Board approved.

**C. Influence and Policy (4.3)** – Kathy Clayton served as WSASCD representative on committee to select the *Washington State Teacher of the Year*. Announcement of the selection will be mid October.

**III. Board Development**

Mike shared a powerpoint presentation, as an opener, related to reaching our own potential as individuals and collectively.

**IV. Strategic Plan and Action Items**

**A. Financial Summary and Update**

Kathy shared information related to the revenue and expense reports for the period June through August, 2007, as well as the 2007-08 budget. Membership was a topic of discussion, as our numbers for the past few years have been incorrect. The revenue has not matched the number of members. As Kathy has investigated the situation, she has learned that many people who had been listed as members, had left the state or passed away. The database had not been reviewed each year, so additions occurred without deleting past members. Also, many people were listed under two or more names (i.e., Dr. Steve Smith, Mr. Steve Smith, and Steven Smith), which made it seem that we had more members. Our most updated number of active members, at this time, appears to be around 1100.

## **B. Strategic Plan Goals**

Our Strategic Plan was developed for 2003-08; therefore, it is time to begin thinking about developing a plan for the future. Mike will share the steps for creating the new plan at our October 31 board meeting. In the meantime, we plan to have three major areas of focus this year: 1) Emerging Leaders Program; 2) High School Forums; and 3) Educating the Whole Child.

### **1) Goal 5: Leadership and Governance**

**a. 5.2 Actively promote and seek diversity in all aspects of Board Elections and Membership.** Janel spoke to the timeline for nominations for the three positions that will be vacated by Sharon (Higher Ed Rep), Carl (ESD 189), and Paul (ESD 101/123) this year, as well as the position of President-elect. The board brainstormed names of possible candidates. Janel posed the question, "Do we want to consider running our candidates unopposed?" After a lengthy conversation of the pros and cons, it was decided by the board to run our candidates unopposed. It will remain a priority to find candidates that will round out the board with regard to diversity related to job assignments, ethnicity, and gender. The board is also interested in creating three new board positions, over the next three years, that would ensure all ESD regions representation. Currently, we have three board members who each represent two ESD regions. The Executive Board was given the charge to determine how this can be done, with regard to our Constitution and Procedural Guidelines. They will report their findings to the board in October.

**b. 5.4 Review duties and responsibilities of the board to strengthen commitment and involvement.** Mike and Janel reminded the board of expectations related to connecting to regions and increasing membership. This led to the following discussion related to the Emerging Leaders concept and also related to the membership conversation outlined in the 'financial summary.'

#### **c. 5.4.2 Develop ways for board representatives to connect to regions.**

Mike and Josh shared more information related to the 'Emerging Leaders' program concept that involves the development of a cadre of leaders in each of the regions of our state. The conversation that ensued related to the following:

- Purpose: Bring young leaders into our organization; Inspire and education next generation; Focus on Instructional Leadership
- How selected: Nominated – selected? Two-year cycle.
- Possible responsibilities of Emerging Leader – Help host regional workshops; share their diverse experiences in the profession; attend June board retreat; reduced registration fee for conference – recognition at luncheon.

- Benefit to Emerging Leader – Strong connection with a leader in our organization
- Commitment of Districts would need to be clarified.
- Responsibility of Board member: Connect with EL from their region on a regular basis

2) **Goal 3: Programs, Products, and Services**

**a. 2007 Conference Update** – Kathy provided an update for 2007 conference. A sign up sheet was circulated for those members who can assist at the WSASCD Bookstore. Board members will be needed to help set up the bookstore and staff the registration table. Mike and Janel volunteered to host Tim Westerberg and Bob Eaker, respectively. Gene will host keynote speaker, Joan Schmidt, and Josh will host Dr. Carter, from ASCD. Kathy handed out an updated conference schedule and a schedule of responsibilities for board members for each day of the conference, as well as the board meeting on Wednesday, October 31st. Board members are also invited to Mike’s private reception on Thursday, November 1 from 5:30-7:30 p.m.

Board members expressed concern about the numbers of registrants to date. Many ideas were discussed related to generating participation. It was decided to create a ‘one paid – one half-price’ voucher. Vouchers would be created to make it easier for the WASA office to manage. Each board member would receive 2-3 vouchers that could be given to selected people for registering for the conference.

**b. Bookstore Update** – Kathy gave an update on the Executive Committee’s decision to sell out the bookstore. All books in the inventory, except for those published by ASCD, will be sold at the conference for \$5.00 each. ASCD books must not be sold for less than the non-member price.

**c. 2008 Conference Update** – Kathy gave an update on the 2008 conference, based on the planning committee’s September 25 meeting. The conference theme will be *Getting to the Heart of It: Sound Practices to Reach All Learners*. So far, the action lab presenters are Nancy Weber (gifted education) and Larry Lowry (inquiry-based science). The keynote speakers are Steve Gering (First Things First) and Mike Schmoker (Results Now). The presenters for the Saturday Institute are Marcia Tate (Worksheets Don’t Build Dendrites) and Dennis Sparks (Leading for Results). Helene Paroff and Debbie Lahue, the conference co-chairs will be at the 2007 conference in Seattle to invite folks to the conference in Spokane.

**d. Review of Professional Development Activities** – Kathy report on the August Kelly Gallagher workshops, which took place in Bremerton and Spokane. The Bremerton workshop (Building Deeper

Readers) was held at ESD 114. Because we partnered with the ESD, we did not pay a site fee in exchange for their advertising and the fact that they offered, and received the financial benefit of, clock hours. We partnered with ESD 101 for the Gallagher workshop in Spokane (Teaching Adolescent Writers). Again, the ESD helped to advertise and offered the clock hours. They also provided on-site support at the Mirabeau Park Hotel. There were 25 participants in Bremerton and 66 at the Spokane workshop.

Janel reported on the two Rick Wormeli workshops (Elementary – Differentiated Instruction; Secondary – Assessment and Grading) that took place in White River School District. Because the entire school district attended the two days, they paid Rick Wormeli’s fees. Janel invited other districts to send people, who registered through WSASCD, so we got the benefit of their registrations. She also ordered food at a reasonable price, which helped us financially. There were 34 non-White River participants at the two workshops. Tim Nootenboom, from Snoqualmie Valley School District hosted the Rick Wormeli (Secondary – Assessment and Grading) workshop in Bellevue. There were 36 participants at the Bellevue site.

**e. Awards** – Gene and Missy shared that, at this point, we have no nominations for our State Recognition or OYEA Awards. Kathy will put out a Newsflash next week to remind members to make nominations. The board reviewed two nominations from board members for the new ‘Educating the Whole Child’ award. A motion was made by Gene to name two winners – an east side and a west side winner. The motion was seconded by Paul and the board voted unanimously to approve. The eastside winner is Steve Barnes, Principal of Holmes Elementary in the Spokane Public Schools; and the Westside winner is Tom Murphy, Superintendent of Federal Way Public Schools. Kathy will notify the winners and order the awards.

### **3) Goal 2: Communications and Publications**

**a. Curriculum in Context** – In Joan’s absence, Mike presented the fall themed journal on educating the Whole Child. He commented on the various articles in the journal, including the fact that the keynote speakers for our upcoming conference, each wrote articles. Many positive comments were made regarding the content of the journal. The journal will be distributed at our upcoming conference. Mike shared that the theme of our spring journal will be related to social justice issues. The board recommended that our fall 2008 journal have a theme similar to the 2008 conference theme – ‘Getting to the Heart of It: Sound Practices to Reach All Learners.’ It worked well to use the journal as a precursor to the fall conference. The board recommended ‘Educators as Learners’ as a theme for the spring 2009 journal.

**b. Critical Question Series** - The board identified topics and contributors for the 2007-08 Critical Question series. They are as follows:

September – Monty Syrie (via Mike) – Professional Development

October - Mike Jacobson (via Janel) – RTI

November – Erin Laverta (via Janel) – Instructional Coaches

January – Deb Palfenier (via Sharon) - Reflection

February – Barry Hoonan – How do you create an intentionally safe, inviting learning environment?

March – Tammi & Jeff Jackson (via Gene) – Migrant Students

April – Missy Hallead – What are we looking for in today’s educator?

May – Luke Thomas (via Mike & John Hook) – Student-led Conferencing

**4) Goal 4: Influence and Policy**

**a. Influence Grant** – High School Forums: Gene shared that he is prepared for a forum that will take place at Bridgeport High School with Senator Parlette on October 9<sup>th</sup>. He will share the experience at our October meeting.

**b. Leadership for Effective Advocacy and Practice (LEAP) Review**

– Mike and Kathy attended this ASCD conference in Washington DC in September. Also attending were Becky Cooke, ASCD International board member and past WSASCD President; and Faith Chapel, former WSASCD board member, now continuing to serve on the ASCD Leadership Council. Mike and Kathy shared information about the conference, the ASCD Legislative Agenda, and their experiences with their ‘Day on the Hill.’ The WSASCD team visited the offices of Senators Maria Cantwell and Patty Murray, Congressmen Adam Smith, Norm Dicks, and Dave Reichert, and Congresswoman Cathy McMorris Rodgers. Kathy will send follow-up ‘thank you’ letters to the legislators with copies of the fall journal.

**2:35 Adjournment**

Next Board Meeting:            Wednesday, October 31, 2007  
   SeaTac Doubletree Hotel  
   8:30 a.m. – 3:00 p.m.