



BOARD MEETING MINUTES
Puget Sound ESD
Friday, March 27, 2009
8:45 a.m.-3:00 p.m.

In attendance: Alan Burke, Dave Colombini, Mike Dunn, Josh Garcia, Barry Hoonan, Joan Kingrey, Andrew Lumpe, Gayle Mar-Chun, Tim Nootenboom, Susana Reyes Gene Schmidt, and Kathy Clayton.

Absent: Missy Hallead, Gary Plano, and Patricia Shanander

I. Call to Order

Mike called the meeting to order and each board member shared something personal or professional about themselves.

II. Consent Agenda

A. Minutes of the January 23 Board Meeting

Minutes were emailed with this agenda.

B. Critical Question Series

Following are the planned Critical Questions for the rest of the year.

March – *Janet Regge and/or Karen Soine* – Reflection from a Success Perspective

April – *Gayle Mar-Chun* – Involving Parents Who Feel Voiceless

May – *Susana Reyes* – Role of Professional Development Opportunities

Gene made a motion to accept the consent agenda as presented; seconded by Joan. Motion passed.

III. Board Development

Josh Garcia guided the board through an opening activity whereby board members came prepared with three words to tell a story, using visuals from wordle.net.

After the 'wordle' activity, the board welcomed our newest board member, Dr. Alan Burke, representing OSPI. Alan introduced himself and explained a bit about his role as the Deputy Superintendent for Teaching and Learning with the agency.

IV. Celebrations

Kathy presented the framed certificates for the two ASCD Affiliate Excellence Awards, which were presented to WSASCD (Kathy, Josh, and Tim) at the ASCD Annual Conference in Orlando. Kathy shared the reasons for WSASCD's recognition in the area of Membership:

- Cleaning up membership database
- Numbers of members on conference committees
- Members hosting workshops and/or serving as presenters
- Associations with other non-ASCD groups (LFA, WORD, WASA, WAEYC)
- Honors members' contributions to education through Awards program
- Participation in ASCD leadership activities (regional ASCD meetings, annual conference, LEAP)

Kathy also shared the reasons for our recognition for the award for Programs, Products, and Services:

- Professional development calendar posted to website
- Record of high quality presenters who advance our mission
- Partnering with ESDs and school districts to provide professional development
- Upcoming partnership with WAEYC for 2010 conference in Spokane
- Use of data to determine best financial plan for providing professional development
- Use of data to determine future of bookstore
- Presenter materials available on website following conference and workshops

IV. Strategic Plan and Action Items

A. Goal 5: Leadership and Governance

1. **New Board Members for 2009-2012** – Elections took place in March and as a result, Barry Hoonan will continue to represent ESD 121 South. Barbara Lomas will fill Missy’s ESD 112 (Vancouver) position and Janice Sauve will represent ESD 105 (Yakima), which is a new position on the board. New board member orientation will take place at the retreat on Friday, June 26.

2. **Appointed Board Positions** – New to the board in an appointed position representing OSPI, is Dr. Alan Burke. This appointment has no term limits.

3. **Budget Discussion – Reality and Recommendations** – Kathy shared information related to our current budget reality including an analysis of our revenue and expenses and recommendations for the future. In general:

- According to our February 31, 2009 financial report, our overall revenue is \$174,707 less this year than last year, roughly half of what was expected. This is a result of a lower number of conference and workshop registrations, book sales, and memberships.
- As a result, our expenses are exceeding our revenue, causing us to spend our reserves.
- Mike, Tim, Josh and Kathy looked at the financial situation and made some significant cuts to get us through June. One cut involved the \$2500 scholarship for WSU for hosting the journal for the past three years. We are committed to reinstating the scholarship when our financial picture is better. This year, we will only send one person to the Leader2Leader Conference in Washington, DC in July, because the expenses are reasonable, but we will be unable to send anyone to the LEAP (legislative) conference in September. It appears that we will end the year with approximately \$53,000 in assets.
- The Executive Committee also recommended that we look at our management contract with WASA for 2010-2011. They will be involved in a conference call with the WASA leadership to discuss options for next year. Kathy is also investigating an online registration program to help with some portions of the management contract.
- The 2010-2011 budget will be built on lower projected revenues.

4. **Membership Report** – Kathy provided the membership report with information about membership types. The report shows a comparison over the past year. Kathy explained that our numbers change each month as new members come in and others opt not to continue when their membership lapses. The board discussed that fact that the numbers show the importance of continuing to provide regional workshops, as roughly half of our membership is a result of attendance at these events. Here is the report:

Member Types	March 2008	November 2008	March 2009
--------------	------------	---------------	------------

ASCD Joint Dues	302	470	563
Members not paid through District	5	17	14
Members result of PDAs	666	850	643
District-paid	946	771	483
Retired	2	2	6
Student	6	5	4
Totals	1927	2115	1713

5. Curriculum in Context Considerations – Joan presented and the board celebrated the Spring/Summer issue of the journal, ‘Educators as Learners.’ Mike and Joan shared information regarding recommendations for changes related to the journal publication.

- Thanks to Joan, we will be continuing with WSU as the host for our journal. With Joan’s encouragement, we have a new team of editors - Dr. Becky Cooke, Dr. Jim Howard, and Dr. Gene Sementi. Kelly LaGrutta will continue to work with the formatting of the journal, and we will continue to use Sir Speedy for printing. Joan talked about the importance of keeping the journal with a university, so that we keep the K-20 ties alive.
- It is a celebration that Joan was able to produce the journal (with mailing) for under \$8,000 for each publication, which also included \$1,000 for Kelly LaGrutta. As costs for producing the journal increase, we will need to increase the budget for each publication.
- Because of our budget situation, Mike and Joan made the recommendation that we produce only one journal next year – in November. If for some reason, our finances improve through the year, it is possible that a spring journal could be created. The November journal may involve articles that serve as a follow up to the October conference.
- Also recommended, was the concept of advertising in the journal. This spring we will seek advertisers for the November journal.

6. Sponsorships – Kathy shared the draft of a plan to solicit corporate sponsorships for our organization. The plan involves four partner levels with specific benefits for each. The levels are as follows:

- Diamond Partner - \$10,000
- Platinum Partner - \$5,000-9,900
- Gold Partner - \$2,000-\$4,900
- Silver Partner - \$500-\$1,900

There are benefits associated with the annual conference, as well as benefits throughout the year. Board members are encouraged to give Kathy the names of contacts for corporations that may be interested in a partnership. She will begin sending our solicitation letters this month. The board shared a caution, saying there should not be a benefit related to having the opportunity to present a session at the conference.

7. OSPI Report – Alan Burke provided a wealth of information relative to the status of OSPI projects and initiatives. The highlights of his report were:

- The budget numbers coming out of the House and Senate are not anticipated to be good for education.
- Alan provided a handout on Superintendent Randy Dorn’s five budget and policy priorities for the 2009 legislative session.
- Alan shared the organizational chart for the agency to show how the structure has changed. OSPI has had to cut \$750,000 out of their budget, having to let 30 people go. Special Ed and Title are fine, but lead people in subject matter areas are slim. Basically, there will be one person per area.

- Watching what is happening with STEM programs, funded by private corporations – designed to promote curriculum and instruction in science, technology, engineering, and mathematics. Focus also on teacher recruitment and retention. OSPI is working with Partnership for Learning regarding STEM programs.
- Schools will be affected by the passage of H.B. 1562 – Removes the requirement that high school students must take the math WASL, or another appropriate assessment, to qualify for graduation. Instead, will be able to take 2 additional credits in math instead.
- Stimulus funds - Title and Special education will have funding.
- Professional Development - OSPI will not be hosting the Summer Institute or the January Conference any longer. Instead, they will roll out new curriculum information through WERA and WSASCD. OSPI will provide a slate of curriculum leaders as presenters for the 2009 conference in Seattle without cost to WSASCD. Kathy will work with Alan and Jessica Vavrus to determine who the presenters will be at the conference.

B. Goal 3: Programs, Products, and Services

1. Review of Recent Professional Development Activities – Kathy provided information related to the Barry Hoonan workshop in Spokane, the IDEAS/PLC Conference in Spokane, and the PLC Seminar in Pasco. While each event had lower participation than anticipated, the evaluations were very good. The attendees were very pleased with each event. It should be noted that Barry was willing to accept a lesser fee to make our literacy workshop break even.

2. Professional Development Activities for 2009-2011 – Kathy provided information regarding planned PDAs for the future with recommendations for changes. In general, it is recommended that we:

- Janel Keating and Bob Eaker are willing to host a PLC event in White River School District on June 22-23. This will benefit WSASCD, as they are willing to present for free and will give us the funds for membership and clock hours. Kathy will work with Janel on the details and get a registration form out via newsflash soon.
- Postpone our August (Sharon Kramer – Common Formative Assessments) and the November (Mike Mattos – RTI) to 2011, and focus our energies on having a successful October conference.
- Find schools and sites, other than hotels, to host the six PDAs we have planned for January through March, 2010.
- Andrew brought up the idea of utilizing Web 2.0 as another way of providing professional development to our members. Several members of the board are interested in learning more about how we might do this. Andrew volunteered to get a group of board members together to explore this option.

3. 2009 Conference Update – Kathy shared information related to our fall conference, and the board discussed considerations based on the new information that OSPI will be a part of the conference:

- We need 275 participants on Friday and 225 on Saturday to meet our expenses.
- Scott Seaman reports that we have only 3 nominations for our state recognition awards, all for Award 1 – Individual. Board members will be encouraging their colleagues to nominate folks for the team, program, and community awards, as well as the OYEA award.
- Changes in the schedule will need to be made to accommodate more sessions. Kathy will work with Alan and Jessica Vavrus to determine

what three curricular areas will have full strands in the schedule, as well what other areas will need a block of time.

- The board recommended we add an hour to the day on Friday, making it possible to add a third (1-1/2 hr.) session to be added to the day.
- It was recommended that we add a full-day session to the Saturday Institute for curriculum directors. This session would involve several curriculum areas through OSPI to give district-level administrators the most current information.
- The 'Call for Proposals' date will be moved to May 15th rather than May 1st, thinking more people will be interested in presenting since we are connected with OSPI.
- The conference registration form will be posted on the website as soon as Kathy can make the changes indicated above. It will be mailed to all schools and districts in August.

4. Educating the Whole Child Award – Mike guided the board through a discussion of the nominees for the Whole Child Award. The board selected the following recipients:

- Dave LaRose, Superintendent, South Kitsap School District as the Westside recipient
- Megan Itani, Special Education Pre-school teacher, Pullman School District as the Eastside recipient

C. Strategic Plan Goals – Sharing our progress

1. Sharing the Goals and Action Plan – Because time did not allow for sharing our progress, this activity will be postponed to our June retreat.

Goal 1 Diverse, Active Membership: *Susana, Barry, Gene*

Goal 2 Communications/Publications: *Patricia, Missy, Andrew*

Goal 3 Programs, Products, Services: *Kathy, Dave, Gayle*

Goal 4 Influence and Policy: *Josh, Gary, Alan*

Goal 5 Leadership/Governance: *Mike, Tim, Joan*

Next Board Meeting:

Friday, June 26, 2009

Holiday Inn – Spokane Airport

3:30 -4:00 p.m. – New board member orientation

4:30 – 6:00 p.m. – Board Meeting

7:00 p.m. – Dinner at Mike Dunn's home

Saturday, June 27, 2009

Holiday Inn – Spokane Airport

8:30 a.m. - 3:00 p.m. – Board Meeting

If you have not made your hotel reservation for the retreat, please call 1(888) 465-4329 to reserve your room at the Holiday Inn (Spokane airport). Let them know you are with WSASCD. If you have any problem with your reservation, call Teresa LeGate directly at (509) 789-1255. Remember, WSASCD is not paying for this reservation - so thank you to your districts!! If you plan to attend the WASA/AWSP Summer Conference, the dates are Sunday-Tuesday, June 28-30.