



BOARD MEETING MINUTES
Puget Sound ESD
Friday, March 19, 2010
8:45 a.m.-3:00 p.m.

In attendance: Mike Dunn, Josh Garcia, Barry Hoonan, Barbara Lomas, Andrew Lumpe, Tim Nootenboom, Susana Reyes, Janice Sauve, Gene Sementi and Kathy Clayton.

Absent: Alan Burke, Dave Colombini, Becky Cooke, Jim Howard, Gayle Mar-Chun, Gary Plano, Patricia Shanander and Ismael Vivanco

I. Call to Order

Josh called the meeting to order and reviewed the agenda.

II. Board Development

Kathy facilitated a board activity that involved our usual 'once-around' sharing. From a large variety of photos, board members selected 1-3 pictures that represented something personal or professional that they wanted to share. They explained the relationship between what they saw in the photo and their experience.

Retreat Preparation – The photo sharing activity inspired a conversation about an activity for the retreat. It was decided that each board member (including new board members) would create their own 1-minute picture presentation about themselves. The focus would be on 'who you are and what you're trying to do.' Two websites were mentioned as possibilities for creating your own presentations: prezi.com and creativecommons.org, although other programs could be used. Board members in attendance selected partners for the activity for the purpose of informing others about the project and reminding them as we get closer to the retreat. The partnerships are as follows:

- Janice – Patricia
- Barbara – Gayle and Gary
- Mike – Alan and Miguel
- Barry – Ismael and Dave C.
- Josh – Janet and Jill
- Gene – Becky and Jim
- Andrew – Dave L.
- Tim – Susana - Kathy

Book Titles – During the photo sharing activity several board members mentioned book titles that would be of interest to everyone. They were:

- *Drive* by Daniel Pink
- *A orillas Del Rio Peidra Me Sente Y LLore (On the Edge of Rio Piedra I Sat and Wept)* - Paulo Coelho
- *Mindset* by Carol Dweck
- *Sway: Irrestible Pull of Irrational Behavior* by Ori Brafman and Rom Brafman
- *Catching Up or Leading the Way* by Dr. Yong Zhao

III. Consent Agenda

The following consent items were approved. **Andrew** made the motion; seconded by **Barbara**: the motion passed.

A. Minutes of the January 22 Board Meeting

Minutes were emailed with the agenda.

B. Financial Report

The financial report as of February 28 was emailed with the agenda.

C. 2011 Conference Committee

The committee roster was emailed with the agenda. **Marti Shefveland**, Assistant Administrator of Surprise Lake Elementary in Fife School District, and **Janet Regge**, Instructional Coach from Renton School District will co-chair the Committee.

D. Critical Question Series - Following is the schedule for the remaining Critical Question series for 2009-2010:

- April – **Jason Robertson** & 2 Algebra II teachers <**Becky Cooke** > Standards-Based Grading
- May – **Ben Small** <**Tim Nootenboom**> How Leadership at different levels comes together to make an impact in the classroom.
- June – **Barbara Lomas** and **LaCenter Team** – How observing classroom practices can change leadership practices. What impact does it have on planning for next year?

E. New Board Members for 2010-2013 – Elections took place in March with the following results. New member orientation will take place at the retreat on Friday, June 25.

- a. **Tim Nootenboom** will serve as our President-elect
- b. **Ismael Vivanco** will continue on the board serving a new 3-year term as the representative for the ESD 171 area
- c. **Dave LaRose** will fill **Dave Colombini's** ESD 114 position
- d. **Jill Burnes** will serve in Tim's former position as the ASCD representative
- e. **Barry Hoonan** will serve the North PSESD region taking **Gary Plano's** place
- f. **Janet Regge** will serve the South PSESD region
- g. **Miguel Villarreal** will represent ESD 123, which is a new position on the board

Janice Sauve informed the board that she will be leaving Highland School District and will serve as an elementary principal in Ridgefield next year. Because there will no longer be representation for the ESD 105 (Yakima) region, the executive committee will check the Constitution and Procedural Guidelines to determine what to do regarding this position. We also discussed that fact that to keep our balance on the board, we need to fill the position with an elementary or middle school principal or assistant principal.

IV. Strategic Plan and Action Items

A. Goal 5: Leadership and Governance

1. Budget Update – Kathy shared information about the general picture of our budget. She made comparisons between the February 28, 2009 financial and the February 28, 2010 financial. Following were elements of that discussion:

- a. We have increased our revenue by \$100,000 this year, making it easier to meet the obligations of our Management Contract (\$90,000) with WASA. The increases in revenue over 2009 are attributed to increases in conference registrations, book sales,

- membership, and regional workshop registrations. The \$5,000 Influence Grant from ASCD is also included in our revenue.
- b. As of February 28, 2010 our net *profit* was \$26,898.10 as compared to 2009 when we had a *loss* of \$13,812.39. There are several reasons for this improvement:
 - i. We renegotiated our Management Contract with WASA.
 - ii. One expensive contract with Solution Tree was cancelled.
 - iii. Regional workshops were held in school districts which covered site expenses in exchange for complimentary memberships.
 - iv. Hotels were used at a minimum, with the exception of the annual conference.
 - v. Instead of utilizing caterers with high taxes and gratuities, food for regional workshops was purchased from Costco, Safeway and Albertsons.
 - vi. While some regional workshops operated at a loss, others made a profit that made up for the losses.
 - vii. Our editors were able to find a printer that made it possible to print one journal and produce an electronic journal within the budget generally allowed for one print journal.
 - c. **Kathy** reminded the board that the February 28, 2010 financial is just a snapshot in time. The financial is fluid, as timing for school districts paying registration fees is variable, as well as the fact that some outstanding bills need to be paid. Based on the fact that the February financial does not reflect all revenue or expenses from the March 5-6 Eaker/Keating workshops and the fact that we will have two more regional workshops before the end of the school year, our budget picture could definitely change. With this in mind, Kathy projects that we will profit approximately \$20,000 this fiscal year.

2. Membership Numbers – Kathy shared our membership numbers noting that our Professional Development Activities (Conference, regional workshops) have resulted in an increase in membership.

Member Types	March 2008	March 2009	March 2010
ASCD Joint Dues	302	563	452
Members not paid through District	5	14	21
Members result of PDAs	666	643	1119
District-paid	946	483	427
Retired/Student/Para/Intern	8	10	45
Totals	1927	1713	2064

3. Leader2Leader Conference – Josh gave an overview of the ASCD leadership conference, which will take place July 22-24 in Leesburg, Virginia. **Kathy** and **Tim** will be attending. Josh encouraged board members to consider attending, as the cost for the conference is only \$100 per person which includes registration, lodging, and food. The only other expenses involve travel. Since Kathy is a member of the ASCD BOD, her registration and travel will be covered by ASCD, therefore, we decided to support the expenses for three more people, to include Jill Burnes, our new ASCD rep. Board members interested in attending were encouraged to let Kathy know as soon as possible, as they will be accepted on a first-come, first-served basis.

B. Goal 3: Programs, Products and Services

1. Regional Workshop Reviews – Kathy shared the evaluations, as well as the financial report for the January 29-30 workshops with **Debbie Miller**

which showed a net gain of \$18,389.31. The workshops also generated \$10,450.00 in membership fees. **Janice** shared information from the January 29th Debbie Miller workshop at the Yakima Red Lion. In attendance was a small, but appreciative group of classroom teachers. Janice expressed her appreciation for the support of **Forrest Griek**, a high school assistant principal from Federal Way who drove to Yakima to help.

Barry reflected on the January 30th workshop at Todd Beamer High School in Federal Way, sharing his own enthusiasm for **Debbie Miller's** presentation. He also complimented the work of our host, **Rex Tucker** and the team of people who managed registration and lunch preparations for 240 people. Also noted was the fact that Starbucks donated coffee for this event.

2. Kathy also shared the evaluations, as well as the financial report for the March 5-6 workshops with **Bob Eaker** and **Janel Keating**. While the financial report is not final, it appears that WSASCD will profit approximately \$20,000. \$13,450.00 was generated through membership fees. **Barry** had rave reviews for **Michael Swartz**, the principal and host at Silver Lake Elementary in Federal Way for the March 5th workshop. Michael had staff members stationed in the parking lot, welcoming 240 folks to the workshop and with the exception of a microphone issue, managed the entire day flawlessly. This, in addition, to managing his students, as this was a school day. It should also be noted that 15 CWU education students attended this workshop.

Barbara shared information from the **Eaker/Keating** workshop in Vancouver, which served less than 100 participants and was held in an auditorium. Barbara shared that this site had its challenges. Bob and Janel tried to have participants interact with each other which was problematic, given the setting. There were microphone issues and having less than 100 people in an auditorium did not have an intimate feeling. Barbara said that our host, **Starla Manchester**, was exceptionally organized for the workshop, but felt that picking up all the food from Costco was more difficult than she had anticipated. It was recommended that we work with Starla to find a more suitable location for the August workshop where participants can be seated at tables... and that we find an easier way to bring in food for the continental breakfast and lunch.

The board expressed their appreciation to **Federal Way** and **Vancouver School Districts** for their strong support of our professional development program.

3. Upcoming Regional Workshops – Kathy shared plans for upcoming workshops.

- a. Barry Hoonan Reading Workshop
 - April 24, 2010 at Prairie View Elementary in Mead School District
 - On-site coordinator: **Becky**
- b. PLC On-Site Workshop
 - June 21-22, 2010 at White River High School in White River School District
 - On-site coordinators: **Mike** and **Kathy**

4. 2010 WSASCD-OSPI-WAEYC Conference Update – **Kathy** passed out an advertising flyer outlining the conference plan with our keynote speakers and Action Lab presenters. She also discussed the general conference schedule and announced that the keynote presenter for Saturday's luncheon,

sponsored by WAEYC, will be **Jose-Luis Orozco**, a musician who will take us on a journey through Latin America with his music. With regard to the concurrent program, our planning committee has received three proposals thus far. **Jessica Vavrus** has sent a preliminary list of OSPI workshops to Kathy to be considered. **Jason Thompson**, our Awards co-chair reports that we have had no award nominations as of March 15th. Hopefully, more proposals and nominations will come in after spring break. **Kathy** has been working with several board members on ideas for panelists, a facilitator, and possible questions for the Leadership Panel. This information was shared with the board (see handout). **Susana** will also send Kathy information from the OSPI Starting Strong Conference that will be useful for planning for the panel. She will meet with **Agda Burchard** from WAEYC next week to plan next steps for the panel.

5. Future Conferences – Tim guided the board in a conversation regarding specific information we would need to make a decision about a venue for our 2012 annual conference. The decision about whether to host the conference in a hotel/convention center or in a school will be made at our June Retreat. The following questions were generated during the meeting.

- Considerations if conference is held in a school
 - How do we serve lunch?
 - Will it feel professional?
 - How will we present awards?
 - What about the ambiance?
 - Are there hotels in close proximity?
 - Are there places to sit around and network?
 - Would we have to limit participation?
 - How many people could attend a break-out session in a classroom?
 - Some conferences in high schools have worked well (Lewis & Clark- Spokane) and others not so good (Davis – Yakima)
 - What about the evening reception?
 - Where will people informally gather in the evening?
 - How would the exhibit hall work in a school? Would we still need to pay for drapers?
 - What have we learned from hosting at White River High School?
- Broader Questions
 - Do we still need a conference?
 - What is the role of a conference?
 - What other venues are out there (i.e., Community College)?
 - How did educators feel about the OSPI Summer Institutes not being in a hotel or convention center?
 - Will we limit participation from educators on the west side if not held in a hotel or convention center in Spokane?
 - What is the difference in expenses between hosting in a school and a hotel really?

Board members were encouraged to ask educators they know what they value in a conference and what should be included. This information, as well as specific cost projections provided by Kathy will be brought to the board for further discussion and a decision at the June Retreat.

B. Goal 4: Influence and Policy

1. OSPI Report – Since **Alan** and **Jessica** were unable to attend the meeting, **Mike** emailed some information to the board during the meeting,

which included a .pdf of the power point regarding a FEDERAL update that Bob Harmon from OSPI had presented in the ESD 101 region. Mike also reminded us, in his email message, that the RTTT proposal (state reform plan and MOU) will be publicly shared (likely via K-20 presentations) the first full week of April, and that the i3 RFP is out with a May 11 due date. Mike also reminded us to review and comment on the draft of the common NATIONAL (not federal) standards.

2. 2010 ASCD Legislative Agenda – At our last board meeting, it was decided that when representing WSASCD, board members would view the work of RTTT through the lens of ‘whole child,’ utilizing the five tenets of the ASCD Whole Child Initiative. **Josh** shared ASCD’s 2010 Legislative Agenda, which is organized by the five tenets of the Whole Child. It should be noted that Josh has been a part of the national committee that created the 2010 agenda. It was decided that we should have copies of the Legislative Agenda available at our annual conference in Spokane.

C. Goal 3: Programs, Products and Services

1. ‘Educating the Whole Child’ Award – Board member brought their nominations to the board for selection. It was decided that more information was needed regarding the nominees, therefore, a decision will be made at the June Retreat.

Kathy shared a brochure from New York ASCD related to their Whole Child Award. The award nominations are made by their members. We decided to put this idea on the agenda for the June Retreat.

D. Goal 5: Leadership and Governance

1. Rebranding Update – **Barbara** shared the progress that has been made with regard to rebranding efforts. After our January meeting, Barbara gathered information from various board members using questions from the ESD 112 Graphics Department related to: 1) What do we want people to think when they see our brand? 2) What is the goal of the brand? 3) Who is the audience? 4) Why do we want something new? And 5) What kind of visual representation do we want? With this input, the Graphics Department created six draft logos, which Barbara shared with the board and asked for feedback. The board liked the logo that showed a tree in red, blue and black with ‘Learn Teach Lead’ as the tagline. Discussion focused on the fact that the tree could be seen as being related to the apple in our current logo, honoring our history, and that the tree represents ‘growing and changing.’ It was also suggested that it might be possible to put an apple on the tree as part of the new logo. Barbara will take the board’s input back to the committee and the ESD 112 Graphics Department. They will be ready to present a new logo for board approval at the June Retreat.

E. Goal 2: Communications & Publications

1. Curriculum in Context – **Gene** provided information regarding the publication of the spring electronic journal. **Gene, Becky** and **Jim** are working with **Eric Jurasin**, a teacher at Spokane Valley High School and **Brent Howard** from ESD 101 on the details related to the technology needed for the journal. **Kelly LaGrutta**, from WSU, is also working on the layout. Gene said they have nine excellent articles that did not have to meet any word count criteria since the journal does not have page limitations. The

journal will have links to more information, as well as one embedded video. The electronic journal will be ready for publication in April.

2. The Role of Technology and WSASCD – Josh, Andrew and Barry shared that they hope to be ready with an online class presented by Barry and hosted through SPU in June. **Kathy and Andrew** will work on creating a Memo of Understanding between WSASCD and SPU with regard to the host responsibilities and limitations.

3:00 Adjourned

June Retreat Information:

Friday, June 25, 2010

Central Valley School District –19307 E. Cataldo Avenue, Spokane Valley
Hotel: Mirabeau Park Hotel – 1100 North Sullivan Road, Spokane Valley

12:00-2:00 p.m. – Executive Committee Meeting at Mirabeau Max

3:00 -4:00 p.m. – New Board Member Orientation @ CVSD

4:30 – 6:00 p.m. – Board Meeting @ CVSD

7:00 p.m. – Dinner at Tim Nootenboom's home - 2708 S. Man O War Lane, Spokane Valley

Saturday, June 26, 2010

8:30 a.m. - 3:00 p.m. – Board Meeting @ CVSD

Please make your hotel reservation for the retreat (Friday, June 25), no later than May 26th, by calling (509) 922-6210 to reserve your room at the Mirabeau Park Hotel in the Spokane Valley. Let them know you are with Washington State ASCD. If you have any problem with your reservation, ask for Kay Riplinger. Rooms are \$105.00 a night.

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 27-29.

Possible Topics for June Retreat:

- 'Educating the Whole Child' Award process
- Future Conferences
- PD Calendar for the future
- 2010 Conference Update
- Strategic Planning with Helene Paroff
- Technology and WSASCD Update
- 1-Minute Personal Presentations

Respectfully submitted: Kathy Clayton