



BOARD MEETING MINUTES
Doubletree Hotel - Cascade 5-6
Thursday, October 13, 2011
8:45 a.m.-3:00 p.m.

In attendance: Jill Burnes, David Denton, Josh Garcia, Suzann Girtz, Barry Hoonan, Brent Howard, Karen Johnson, Kyle Kinoshita, Dave LaRose, Andrew Lumpe, Tim Nootenboom, Janet Regge, Jose Rivera, Jessica Vavrus, Mike Villarreal, Ismael Vivanco and Kathy Clayton.

I. Call to Order

Tim called the meeting to order. He introduced Dr. Suzann Girtz, professor at Gonzaga University and a 2011 ASCD Emerging Leader. Suzann had a special invitation to the meeting to learn more about the Washington affiliate. Tim also introduced Dr. David Denton, associate professor at Seattle Pacific University as our new co-editor. Mike Dunn, superintendent, NEWESD 101, is our other co-editor, but will not be attending board meetings. Tim reviewed the agenda.

II. Opening Activity

Kathy guided us through an opening activity called People Bingo, designed to help us get to know each other better.

III. Consent Agenda

A. Minutes of the September 23rd Online Board Meeting

Minutes were emailed with this agenda.

B. Goal 3 – Programs, Products, and Services - Professional Development Calendar for 2011-2012 with board hosts

- November 1 (CCSS Symposium) at Lakota Middle School in Federal Way – **Josh Garcia**
- November 5 (Jeanine Butler - Assessment) at University High School in Central Valley– **Becky Cooke/Tim Nootenboom** – hosts
- December 9 & 10 (Mike Mattos - RTI) at Orchard Center Elementary School in West Valley– **Becky Cooke/Mike Villarreal** – hosts
- January 12 (CCSS Symposium) at Bowdish Middle School in Central Valley – **Tim Nootenboom**
- February 29 (Austin Buffam - RTI) at ESD 112 in Vancouver – **Jessica Vavrus and Barbara Lomas** - hosts
- March 2 (Austin Buffam - RTI) in Federal Way Public Schools site TBD – **Jill Burnes and Janet Regge** (after 10:00) – hosts
- March 13 (BJ Stone – Class Instruction that Works) site to be determined – **Mike Villarreal** – host
- May 4-5 **<Note date change>** (Whole Child Conference) at South Kitsap High School - **Karen Johnson, Barry Hoonan, Jose Rivera, and Josh Garcia, Jessica Vavrus** - hosts

C. Goal 2: Communications & Publications

1) Critical Question Series

Based on the board's earlier discussion about featuring a tenet every two months, they decided that all topics will align with this concept. Following is the general plan for the 2011-12 Critical

Question series, with board members soliciting authors from their regions.

- Tenet: Engaged
 - August - **Jeff Halstead** - What are the instructions? – done
 - September – **Karen Johnson** – Is Engagement of the Whole Child a Sustainable Educational Practice? – done
 - October – **Becky Cooke** – How can we be more like Bob? – done
- Tenet: Supported
 - November – **Jill Burnes** - Topic TBD
 - December – **Jill Burnes** - Topic TBD
- Tenet: Safe
 - January – **Patricia Shanander** – Topic TBD
 - February – **Mike Villarreal** - Topic TBD
- Tenet: Challenged
 - March - **Jose Rivera** – Topic TBD
 - April – **Tim Nootenboom, Molly Carolan, Leslie Camden Gould** - Topic TBD
- Tenet: Healthy
 - May – **Ismael Vivanco** – Topic TBD
 - June – **Barbara Lomas** – Topic TBD

It was suggested that each CQ contributor send a photo that can be used with their article for the blog. Another suggestion involved having board members contribute to each new blog to get them started. Following the discussion of the consent agenda, the consent items were approved. **Mike** made the motion; seconded by **Janet**; the motion passed.

IV. Strategic Plan and Action Items

A. Goal 5: Leadership and Governance

1. ASCD Emerging Leader Program

Dr. Suzann Girtz, Gonzaga University and Hannah Gbenro, Federal Way are new Emerging Leaders from Washington state. Suzann talked about their involvement at the Leader to Leader Conference last summer. Board members had an electronic version of a brochure that Hannah put together related to their reflections from the L2L Conference and their next steps. Suzann also talked about her plans to get her students at Gonzaga University more involved in WSASCD through our regional workshops and plans to start a new ASCD student chapter. Hannah joined us at the board/conference committee dinner.

2. Financial Status of Professional Development Activities

Kathy provided information related to our PDAs over past 18 months. In general, the data shows that we do better financially when we partner with school districts, host workshops in schools and provide PD regionally. The pattern with our annual conferences shows that we've made a profit twice in the past five years – in 2009 at the Seattle Doubletree; and in 2010 at the Spokane Convention Center. Had we not partnered with WAEYC in 2010, we would have lost money.

3. 2011-2012 Financial Report

Kathy shared the August report related to the 2011-2012 budget. The report shows that Kathy we started the year with an increase of \$21,000 over last year in our beginning cash. Beginning cash is not included in our operating budget, but can be utilized if we experience a shortfall. In addition, we were able to put an additional \$12,500 into our Savings CD in July. As of September, our financial shows a profit of \$40,000 in our operating budget. Because our financial picture is healthy, we should be able to handle the loss we anticipate with this year's annual conference. **Barry** made a motion to approve the 2011-2012 budget; seconded by **Andrew**: the motion passed.

B. Goal 2: Communications and Publications

Curriculum in Context – Dr. David Denton, our new editor shared plans for the Spring journal. The theme will be *Enhancing Teacher and Administrator Effectiveness to Improve Student Learning*. David guided the board to the website where they can find the manuscript submission guidelines and were asked to support by encouraging educators to contribute articles related to the Teacher/Principal Evaluation Project. Because several board members have been involved as pilot districts or as MERIT districts, the conversation was rich with information that can be utilized for the journal. The deadline for articles is February 10, 2012.

C. Goal 3 – Programs, Products, and Services

- 1. 2011 Conference Update** – Kathy provided information about schedules and board responsibilities during the conference. She also discuss the fact that our numbers are extremely low and that we have been unable to meet our contracted numbers for the room block. It is anticipated that we could use approximately \$30,000 on this conference.

- 2. 2012 Annual Conference** – Tim guided the board in a conversation about the 2012 annual conference based on information on participation for this year's conference. The lengthy discussion brought forth ideas that could be put in place before next year to make it more possible for next year's conference to make a profit. Ideas generated included: 1) Renegotiating the hotel contract to use less space and decrease our room block expectations; 2) Find a partner that can share expenses, the risk and the profits (recommended: WASA, AWSP, WLMA, WACTE, or Middle Level Association); 3) Survey this year's conference attendees to determine content that would appeal to educators; 4) Utilize team pricing – for every four attendees, one goes free; 5) Work with the committee to revamp plans based on information from conference survey and the board's conversation.

Toward the end of the discussion, Josh created a schematic with content ideas that are interrelated. The central theme would relate

to Standards-Based Education. Sub themes were: 1) Common Core State Standards; 2) Assessment; 3) Grading/Reporting; 4) Communicating with the Public; 5) Evaluation; and 6) Policy Work.

Thinking beyond the 2012 annual conference, the board discussed what the conference could/should look like for 2013. General ideas included: 1) Hosting in a school or university rather than hotels; 2) Finding another way to honor award recipients, such as at a banquet on the day of a board meeting; 3) Partner with school districts or ESDs for the annual conference; and 4) Rather than hosting a conference, host a regional conference-like event. To get an impression of how each board member was thinking, we surveyed each person. With the information we discussed at this time, it was almost unanimous that we discontinue the conference and host regional events. This will be a major topic of discussion for our February 3rd meeting.

- 3. Whole Child, Whole Community Conference** – Dave shared plans for this conference, which will be held in South Kitsap School District on Friday-Saturday, May 4-5. Dave, Josh, Kathy and Greg Williamson, from OSPI, have been involved in the planning. A video, developed in SKSD, was shared which provided information to entice educators and community resource people to attend the *Whole Child, Whole Community: Treasure Hunting* Conference. The video will be used on Saturday, following Richard Thomas' keynote to invite conference attendees to determine who should be part of their 'crew' and attend the conference. Dave will use the video and 'save the date' cards as he presents information at various venues around the state between now and May. Dave and his school board members will also host an exhibit booth at the WSSDA conference in November to help get the word out. More information on plans for the conference will be shared at the February 3rd board meeting.
- 4. Schools of Distinction Award** – Center for Educational Effectiveness invited WSASCD to join several other state education associations as partners for this award. Each ESD will honor the schools in their region. Kathy will notify board members of any award presentations that may occur in the regions they represent, so that someone can be in attendance.
- 5. State Schools of Character Award** – Jose gave a brief report on the award process for this year. This year there were no nominees that met the criteria for the actual State School of Character award. Hidden Creek Elementary from South Kitsap School District came close enough to receive the 'Cultivating Character' Award. There are a few schools in the state that will be applying for the SSOC award to be honored next year. After a conversation about the award, it was decided that we would back away from our partnership with Leadership Innovations Team and Whitworth University for the SSOC award after this next cycle of the award process. Instead, as we revamp our entire state recognition

awards process, we will include a character award with nomination requirements that are similar to our other awards. Tim recognized Jose and Dave Colombini for their efforts as they've served as the liaisons in the partnership.

D. Goal 4 – Influence and Policy

1. **OSPI Report** – Jessica provided a written report to the board with the latest activities from the agency. She shared plans for the upcoming Common Core State Standards symposium that will take place at Lakota Middle School on Tuesday, November 1st. An eastside symposium will take place in January.
2. **Influence Grant** – Kathy reported that the \$3,000 influence grant that ASCD has provided will be used to pay for marketing the Whole Child, Whole Community Conference, specifically for the promotional video, save the date cards, and PD brochure that includes specific information about the conference. ASCD will also be providing 500 folders with information about the Whole Child campaign.
3. **LILA Conference (January 23-25)** – The board decided that we should send delegates to the Leadership Institute for Legislative Advocacy in Washington, D.C. this year. The board approved three people: Mike Villarreal, Dave LaRose, and Suzann Girtz.

V. Strategic Planning

Affiliate Action Plan – We ran out of time, so will focus on our Action Plan at our February meeting.

Board/Committee Social and Dinner: 5:30-7:30 p.m. Cascade 5-6

Jim Howard was given a golden apple for his service as a co-editor for the past three years

Future Board Meetings: Friday, February 3, 2012, Puget Sound ESD
8:45 a.m. – 3:00 p.m.

Friday, March 16, 2012, Puget Sound ESD
8:45 a.m. – 3:00 p.m.

Board Retreat

Friday-Saturday, June 22-23, 2012
Spokane Valley