



BOARD MEETING MINUTES
Puget Sound ESD
Friday, February 3, 2012
8:45 a.m.-3:00 p.m.

In attendance: Jill Burnes, David Denton, 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.
Absent: Josh Garcia

I. Call to Order

President Tim Nootenboom called the meeting to order and reviewed the agenda.

II. Opening Activity

Brent Howard guide us through the opening activity. Brent taught the board the benefits of Dropbox and guided us through the process of downloading it to our computers. Kathy will begin posting all WSASCD materials to Dropbox as an alternative to flash drives and email attachments. Brent also showed us the changes that have occurred with Prezi that make it more user-friendly. Last, Brent shared a new website entitled, Go Animate, that makes it possible to create your own cartoons. It was decided that, for our board retreat in June, each board member would present a 1-2 minute presentation on 'A Day in the Life of...' and can be presented any way he/she would like.

III. Consent Agenda

A. Minutes of the October 13th Board Meeting

Minutes were emailed with the agenda.

B. Critical Question Series - Following is the schedule for the remaining Critical Question series for 2011-12:

- Tenet: Safe
 - February – **Kevin Peterson** – Social Emotional Learning
 - 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

C. Regional Workshops

Board members volunteered to serve as hosts for the remaining 2012 regional workshop series.

- February 29 (Austin Buffam - RTI) at ESD 112 in Vancouver – **Jessica Vavrus and Barbara Lomas** - hosts
- March 2 (Austin Buffam - RTI) in Renton – **Jill Burnes, Janet Regge, and Barry Hoonan** (after 10:00) – hosts
- March 13 (BJ Stone – Class Instruction that Works – Part I) in Spokane – **Mike Villarreal** – host
- May 4-5 ('Whole Child, Whole Community: Treasure Hunting' Conference) in SKSD Port Orchard –Host: **Dave LaRose**; Support team:

**Karen Johnson, Barry Hoonan, Jose Rivera, and Josh Garcia.
Jessica Vavrus**

Barry added his name as another host to the March 2nd RTI workshop in Renton. Following the discussion of the consent agenda, the consent items were approved. **Brent** made the motion; seconded by **Janet**; the motion passed. *<Note: Subsequent to this board meeting, the March 13th workshop was cancelled due to low participation.>*

IV. Strategic Plan and Action Items

A. Goal 5: Leadership and Governance

- 1. Affiliate Action Plan** – Kathy and Tim guided the board through the ASCD document which outlines our biennial goals:
 - a. Spotlight each Whole Child tenet for a two month period to develop awareness and reinforce the concepts related to our brand and revised mission statement – this has been in place this year.
 - b. Revamp entire State Recognition Awards Program to fit more closely with the Whole Child tenets – Mike, Jose, and Brent are working on this.
 - c. Ensure there is one breakout session for each tenet at our Whole Child Conference in May and Annual Conference in October 2012 – The tenets will be used to organize partner stations at the Whole Child Conference; Efforts will be made to involve the tenets in some way with the annual conference, which will focus more on standards-based education.
 - d. Consider the resources provided by ASCD to support our influence and advocacy work related to the Whole Child Conference in South Kitsap School District – ASCD has provided folders with pamphlets and materials that are being used to advertise the conference at events such as conferences and ESD meetings. Our \$3,000 influence grant has been used for the promotional video, WSSDA booth fee, and advertising materials.

B. Goal 3: Programs, Products, and Services

- 1. State Schools of Character Update** – Jose informed the board that Hidden Creek Elementary from South Kitsap School District has completed the rigorous award process and will be honored as the State School of Character Award recipient at our annual conference in October. After this conference, WSASCD will honor our own Cultivating Character Award winner, as we will no longer be co-sponsoring the SSOC award.
- 2. Schools of Distinction Award** – WSASCD co-sponsored this award, organized by the Center for Educational Effectiveness. Kyle, Tim, and Kathy shared their experience as they attended ESD award presentations. Schools were honored for dramatic increases in reading and math for 2011. Tim and Dave also shared their perspectives as their schools from their districts honored this year. We will continue to serve as a co-sponsor of this award and hope to have WSASCD board representation at each of the ESD award recognition events next year.
- 3. Awards Reconstruction Update** – Mike, Jose, and Brent are working on plans for the revamped awards program based on the tenets of the Whole Child Initiative. The plan is similar to that of the South Carolina ASCD's awards program. They will communicate their final plan with Kathy, so that nomination materials can be created. The nominations window for the new awards will be March 1st – April 30th.

4. **Conference Planning - Whole Child, Whole Community: Treasure Hunting –** Dave and Kathy shared plans for the May 4-5 conference that will be held in South Kitsap School District (see Whole Child Conference Planning Notes). Dave is working on finding a keynote speaker for Friday, possibly Pete Carroll, from the Seattle Seahawks. We are also hoping to have Molly McCloskey, from ASCD, serving as a speaker on Saturday. Board members provided input as to what schools and districts should be invited to share their stories at the conference. Central Valley will bring a team that will also host a partner station. All board members are also encouraged to bring teams and help out at 'partner stations' at the conference.

C. Goal 4 – Influence and Policy

1. **OSPI Report –** Jessica reported on the latest activities from the agency, which included a review of the symposiums we hosted in Federal Way and Spokane. She thanked Josh Garcia and Tim Nootenboom for their work in securing the sites for each of the symposiums. Jessica said that comments from attendees at each of the CCSS events were very positive.

Relative to the Common Core State Standards, Jessica shared documents related to OSPI's implementation plan, citing that OSPI is committed to developing a statewide system with aligned resources to support school districts in their preparation of educators and students to implement the CCSS. She shared a draft of 'Outcomes for System-wide Implementation of the CCSS' and asked the board for input on the content, as well as soliciting information regarding how the document could be used in school districts. The document included a continuum to help districts to assess their level of implementation. Jessica also shared their timeline of activities from 2010 through 2015 and beyond. The Professional Development Plan for Mathematics was also provided.

2. **LILA Conference Report –** Dave and Mike shared their experience at the Leadership Institute for Legislative Advocacy in Washington, D.C. They attended the conference with ASCD president-elect, Becky Cooke and ASCD Emerging Leader, Suzann Girtz. Following the conference, they visited the offices of the following legislators on Capitol Hill: Senator Maria Cantwell, Senator Patty Murray, Congressman Norm Dicks, Congresswoman Cathy McMorris Rodgers, and Congressman Doc Hastings. Dave, Mike, Suzann and Becky were able to share information with our legislators about the realities of education in our state. Dave and Mike shared with the board the importance of sharing positive messages and stories about education in everything we do.

D. Goal 2: Communications & Publications

1. **Curriculum in Context Update –** David gave a report on the status on the next issue of the journal. The theme is 'Enhancing Teacher and Administrator Effectiveness to Improve Student Learning.' David and Mike Dunn have solicited articles from authors such as Michaela Miller, Paul Sturm, David Phelps, Judy Harmon, Helene Paroff, Max Silverman, Bill Williams, Phil West, and others. The journal should be ready in April. After hearing some discussion related to Common Core State Standards, David brought up the idea of using that as our theme for the fall edition. We will discuss this again at the March meeting.

E. Goal 3 – Programs, Products, and Services

1. **2011 Conference Review** – Kathy provided evaluations, survey results, and financial information related to our October conference. Evaluations were very positive with regard to our keynote speakers, concurrent session presentations and action lab presentations. Although we had inexpensive presenters and approximately \$27,000 in sponsorships, the fact that we only had 295 people in attendance and high hotel costs, we experienced a financial loss of \$16,043.41. This loss was a major factor in our decision to partner with WASA, as well as OSPI, for our 2012 annual conference.
2. **Regional Workshop Review** – Kathy provided information regarding the Jeanine Butler Assessment Workshop, which was held in Spokane. There were 60 Gonzaga students, 30 WSU administrative interns, and 5 other educators in attendance. Because we offered low registrations, our profit was \$1,728.50. Evaluations were very positive.
3. **2012 Conference Planning** – Kathy provided information regarding plans for the annual conference, which will be co-sponsored by OSPI and WASA. With input from the board last October, and with WASA as a new co-sponsor, the conference committee was expanded, the theme revamped and a new schedule created (see proposed conference schedule). Kathy shared that the committee came up with the revised theme, Empowering Learners: Teaching and Leading through Standards. Strands were created that reflected topics related to standards-based education and a focus on the whole child. The Thursday schedule will involve a general session with keynote speaker, three concurrent session blocks (proposal submissions) and the awards luncheon. The Friday program will involve a general session with keynote speaker, two concurrent session blocks (invited presenters) and a buffet lunch with team time. There will be no private president's reception, but instead will have a more robust conference reception on Thursday with all conference participants.
2. **Future Regional Workshops** – Kathy guided a discussion related to the upcoming Classroom Instruction that Works series, slated to occur in Spokane beginning March 13, 2012. As we reviewed the workshop description, it became clear that the description is too wordy and does not adequately describe the topics that will be presented in the five sessions of the series. The workshop also has the appearance of being closely aligned with the Marzano Teacher Evaluation Model. While it is not, the workshop may not appeal to districts that are working with the Danielson Framework for Teaching or CEL's Five Dimensions of Teaching and Learning. It was recommended that Kathy work with the presenter, BJ Stone to come up with a title and description that would appeal to educators, no matter what evaluation model they are using.

F. Goal 5: Leadership and Governance

1. **2011-2012 Financial Report** - Kathy shared the December report related to the 2011-2012 budget. In general:
 - o According to our December 31, 2011 financial report, our overall revenue is \$111,631 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.
 - o As a result, our expenses are exceeding our revenue, causing us to spend our 'beginning cash'.
 - o At our March meeting, we will look closely at the impact of this year's projected loss on our overall budget.

2. Membership Report

Actual numbers were not available; therefore, Kathy will share our membership numbers at the March meeting.

3. Candidates for Upcoming Board Election

Tim guided the board in a discussion of potential candidates for the March election. Tim worked with Barbara Lomas and the superintendent in LaCenter to find David Cooke, a middle school principal who has consented to serve on the board. Jose will contact some educators from his region for a candidate; Kathy will contact someone in Northshore to find a representative for North Puget Sound. Positions open are as follows:

- President-elect
- ESD 105 (Yakima) – Jose is finishing Janice Sauve's term
- ESD 112 (Vancouver) – Barbara Lomas' term
- ESD 121 N (Puget Sound) – Barry Hoonan's term

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

Board Retreat: June 22-23, 2012 – hotel rooms provided

For Future Planning:

- Online Meeting: Friday, September 21 (2 hours – time to be determined)
- Annual Conference: Thursday-Friday, October 11 & 12 – Seattle Airport Hilton Hotel
- Board Meeting: Saturday, October 13 – Seattle Airport Hilton Hotel (day after conference)
- Board Meeting: Friday, February 8, 2013 – Puget Sound ESD in Renton (8:45 am-3:00 pm)
- Board Meeting: Friday, March 22 or 29, 2013 - Puget Sound ESD in Renton (8:45 am-3:00 pm)
- Board Retreat: June 22-23, 2013 – in Spokane

Respectfully submitted by Kathy Clayton