



BOARD MEETING MINUTES
Seattle Airport Doubletree Hotel
Evergreen 1-2
Saturday, October 13, 2012
8:45 a.m.-1:00 p.m.
Lunch – Evergreen 4 – 11:30 a.m.

In attendance: Jill Burnes, David Cooke, David Denton, Suzann Girtz, Brent Howard, Karen Johnson, Karin Manns, Tim Nootenboom, Janet Regge, Anastasia Sanchez, Ismael Vivanco, and Kathy Clayton.

Absent: Dave Colombini, Jessica Vavrus, and Mike Villarreal

I. Call to Order

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

II. Opening Activity

As an opening activity, board members introduce themselves and share a 'star' and a 'wish' related to our conference. Comments related to all aspects of the conference. The 'stars' related to having excellent presenters, the right content, and positive events. Most of the wishes had to do with the low number of attendees at the conference. Comments were positive about our partnership with OSPI and WASA this year.

III. Consent Agenda

A. Minutes of the September 21st Board Meeting

Minutes were emailed with this agenda and are located in the dropbox.

B. Celebrate Curriculum in Context – Many thanks to David Denton for a great journal and for having 75 copies made and paid by SPU. Since Jessica Vavrus had an article published in the journal, many participants who missed her session due to her illness, were pleased to have some information provided by the article.

C. Critical Question Series - Following is the schedule for the Critical Question series for 2012-13:

- October – David Cooke (his article on student engagement is the perfect follow up to Dr. Tammy Campbell's keynote address)
- November – Mike Villarreal
- December – Janet Regge
- January – Anastasia Sanchez
- February – Greg Borgerding
- March – Jill Burnes
- April – Suzann Girtz
- May – Jessica Vavrus
- June – Tim Nootenboom and Ismael Vivanco

IV. Strategic Plan and Action Items

A. Goal 3: Programs, Products, and Services - 2012 Conference Review

The board thanked Greg Borgerding for co-chairing the annual conference. While it will be awhile before we know how we did financially, it is clear that with low numbers, it is likely that we will lose money. We did, however, meet

our commitment for sleeping rooms, so will not have attrition costs. The board was positive about the new Whole Child Awards and will discuss the process for adding a new Cultivating Character Award for next year. This award will be sponsored by WSASCD and will not be a collaboration with Whitworth University and Leadership Innovations Team. It will also not be aligned with the national School of Character award program.

B. Goal 5: Leadership and Governance - 2012-12 Financial Report and Membership Report

Kathy shared the August report related to the 2012-13 budget which shows a definite decline in our financial picture. In addition to the decrease in participation at our PD events, our membership has also declined, as indicated below. With our existing financial commitments (WASA Contract, ED salary) and the fact that our PD offerings have been poorly attended, we will struggle to pay our bills this year. The board decided that we would not send board members to the legislative conference (LILA), the ASCD Annual Conference or to the Leader to Leader (L2L) Conference this year. We will also cancel the BJ Stone series if we do not get enough registrations to pay all the expenses associated with each workshop.

Member Types	Sept 2008	Sept 2009	Sept 2010	Sept 2011	Sept 2012
ASCD Joint Dues	463	586	551	458	370
Complimentary	3	4	8	12	8
Members result of PDAs	781	579	1387	1040	471
District-paid	940	460	433	380	320
Retired/Student/Para/Intern	9	60	62	131	125
Totals	2196	1700	2444	2025	1300

C. Goal 3: Programs, Products, and Services – Professional Development for 2012-13

Kathy shared information regarding our partnership with Richland School District for their 4th Annual RTI-PLC Institute for August 20-21, 2013. This partnership will be a ‘no-risk’ venture whereby Richland School District will hire the keynote speakers, provide the site and all A-V equipment, select the sessions and manage the catering. WSASCD will market the event, manage registrations for all non-RSD participants, and pay for food, folders and name badges out of registration revenue. WSASCD stands to gain approximately \$7,500 for every 100 non-RSD registrants. Kathy is working on the contract with Richland School District.

Regarding the 2013 annual conference, Karin Manns and Forrest Griek, co-chairs of the conference, did a good job of presenting minimal information with their invitation to next year’s conference at the 2012 conference luncheon. This was a challenge, as planning for the 2013 Annual conference has been put on hold until Kathy meets with Paula Quinn at AWSP and Mack Armstrong at WASA and Jessica Vavrus at OSPI regarding possible partnerships. The board discussed the fact that it is clear that the high cost of hotels and low participation prohibit us from attempting to host a conference with OSPI alone. This will be an important topic of discussion at our February meeting.

D. Goal 3 – Programs, Products, and Services – Professional Development Calendar for 2012-13

Board Hosts need to be selected at this meeting.

- a. December 4 – (BJ Stone – Instructional Strategies – Part I) **Jill Burnes and Greg Borgerding**
- b. January 22 – (BJ Stone – Instructional Strategies – Part III) - **TBD**
- c. January 26 – (Assessment Institute – Spokane) - **TBD**
- d. March 6 – (BJ Stone – Instructional Strategies – Part IV) - **TBD**
- e. May 9 - (BJ Stone – Instructional Strategies – Part V) - **TBD**

**E. Goal 5: Leadership and Governance
Strategic Planning**

Kathy had to leave the meeting at 10:00. Rather than breaking into the sub-committees as previously planned, it made more sense for Tim and Ismael to guide the full board in a discussion of ideas related to solving our financial problems. Much of the discussion related to the pros and cons of an annual conference, how to increase membership with relevant PD events. This will continue to be a topic of discussion at our February 8th meeting.

For Future Planning:

- Board Meeting: Friday, February 8, 2013 – Renton School District Office (8:45 am-3:00 pm)
- Board Meeting: Friday, March 29, 2013 – Renton School District Office (8:45 am-3:00 pm)
- Board Retreat: June 22-23, 2013 – in Spokane