



## Washington State ASCD Board Meeting MINUTES | Zoom Meeting Friday, September 27, 2019 | 10:00am-11:30am

**Present:** Mike Lollar, Ken Turner, Andra Kelley-Batstone, Dr. Shannon Thompson, Dr. Jill Heiny-Smith, Marie Verhaar, Dr. Hannah Gbenro, Todd Setterlund, Kindra Clayton, Pam Schaff, Michael Baskette, Dr. Ginger Callison, Angel Carrizales, Erica Walters, Carrie Lam  
**Absent:** Kasana Funk & Alicen Gaytley?

**President Dr. Hannah Gbenro** called the meeting to order at 10:03am and thanked everyone for joining the meeting and taking time away from their workday.

### Consent Agenda

**Carrie** led the board through the following consent agenda items.

Minutes from June 21 & 22, 2019 Board Retreat were sent out with the meeting agenda and available in the Dropbox prior to the meeting. **Carrie** asked if there were any questions or discussion about the minutes, there were none. **Hannah** asked for a motion to approve the minutes. **Todd** motioned to approve the minutes from the June retreat and **Erica** seconded the motion. **Hannah** asked all in favor, none opposed, the motion carried.

**Carrie** and **Hannah** gave an overview of Learning First Alliance/LFA. Dues for the 2019-2020 Learning First Alliance will be \$500 (dues go towards the lunch provided before the meetings as well as LFA related business.) Carrie asked for the board to approve the annual dues for LFA. **Hannah** asked if there were any questions or discussion about the dues or WSASCD's participation with LFA, there were none. **Shannon** motioned to approve the \$500 dues for LFA and **Ginger** seconded the motion. **Hannah** asked all in favor, none opposed, the motion carried.

**Carrie** gave an overview of the June 2019 income statement that was provided with the meeting agenda and available in the Dropbox. Carrie highlighted where revenue and expenses were related to in the statement. WSASCD did end with a loss at the end of June. The board was aware of the state of the budget last year with less PD activity/revenue. **Hannah** asked if there were any questions or discussion about the June 2019 financials, there were none. **Jill** motioned to approve the June 2019 financial income statement and **Angel** seconded the motion. **Hannah** asked all in favor, none opposed, the motion carried.

Next **Carrie** reviewed the August 2019 financials and highlighted the overall budget -WSASCD's fiscal year runs from July 1-June30. We have generated income this summer from clock hour requests from the CharacterStrong events and really need to work on enrollment for the fall events to sustain our affiliate. We will have upcoming expenses related to the attending the L2L/CEL conference in DC in November -which Carrie and Hannah will attend and we will also have expenses related to the PD events. Since Hannah is on

the ASCD nominations committee they will be covering her flight to attend L2L/CEL which is helpful in offsetting some of the WSASCD expenses for attending the conference. *Hannah asked if there were any questions or discussion about the August 2019 financials, there were none. Mike motioned to approve the August 2019 income statement and Marie seconded the motion. Hannah asked all in favor, none opposed, the motion carried.*

**Association membership report** was included in the update sent with the agenda, **Carrie** shared that our membership is around 500, we are always looking for ways to strengthen membership, WSASCD generally builds its membership through PD events. Membership is built into the registration fee for PD. We tend to see members drop off at the end of the 12-months from the event. Last year we did invest in ordering cards and purchased postage to send out personal cards from board members. We sent the cards to current members that recently renewed their membership within 90 days and have been consistent members for 3 or more years -we wanted loyal members to know that we appreciate their continued support for WSASCD. Carrie asked if there were any questions related to the recent membership report, there were none.

**Association activity & updates** – a document with recent affiliate news (important dates, membership report, Critical Question Series schedule, PD information, partnership opportunities, etc.) was included with the meeting agenda to update the board of directors about affiliate activity that has occurred since the June retreat.

## **Strategic Actions**

### **Goal 1 Diverse and Active Membership & Goal 4 Influence and Policy**

**Hannah** shared with the board the opportunity to attend the Western Affiliate Retreat in Mt. Hood this July. Due to some unforeseeable circumstances the executive board was not able to attend as planned. We appreciate **Todd, Shannon, and Emerging Leader Alissa Farias** for being available to attend in Mt. Hood. The retreat did not cost WSASCD to attend, we had support from ASCD to attend. It was a great opportunity to meet with ASCD executive director/interim CEO Ronn Nozoe and Walter Mackenzie, ASCD director of constituent services, also present were affiliates from OR, CA, TX, HI, AK, and WA. Affiliates shared problems of practice and some ideas on how their affiliates faced some of their problems. **Hannah** spoke to the top three priorities, specific to WSASCD, that resulted in the retreat (1) Align communication strategies and increase brand awareness, EL Alissa Farias is not a current board member but is gathering information to share with the board in November in this area. (2) Begin exploring WSASCD's legislative influence (3) Sponsorships and sustainability. **Todd and Shannon** shared their takeaways from the retreat and that the opportunity to participate and collaborate with other affiliates was a positive and beneficial experience.

### **Goal 5 Leadership and Governance**

The Leader2Leader & Conference on Educational Leadership, is this November, in DC. ASCD will launch the Whole Child Network at L2L/CEL, more information will come about the rollout of this program and how it is designed to support schools in serving the Whole Child. Carrie and Hannah will share takeaways from the conference with the board.

Learning First Alliance update- **Carrie**, attended the LFA meeting this week. The current focus of the group is to bring awareness to mental health and point members of each organization within LFA to the mental health resources from OSPI. The group also approved the updated LFA bylaws and that doc will be available in the Dropbox when it is available. In updating the bylaws the group also elected officers: President/Randy Spaulding-SBE, Vice President/Scott Seaman-AWSP, Secretary/Carrie Lam-WSASCD, Treasurer/Tim Garchow-WSSDA. The next meeting will be in November, the group will continue to develop their efforts around bringing awareness to mental health and plan to revisit the mental health resolutions from the State Board of Education/SBE and Washington State PTA. An end goal for the project is to design a logo/button (to reflect our collective effort) for our respective websites to point members to the mental health resources.

### **Goal 3 Products Programs & Services**

Clock Hour Provider policy changes -**Carrie** spoke to the recent clock hour policy updates. The update around course approval no longer allows providers to use a blanket approval for all courses within that organization. This changes the ability for WSASCD to continue to provide clock hours for ASCD PD online clock hour requests. Carrie will attend a webinar next month to ensure WSASCD is in alignment with the policy updates. Following the webinar, Carrie will re-evaluate whether it is worth our while to begin the process of approving individual ASCD PD online courses. **Hannah** also noted another clock hour policy update now the minimum class eligible for clock hours has changed from three hours to a minimum of one hour. **Jill** asked if the update for the clock hour minimum holds for college credit, **Carrie** will ask about this when she attends the webinar.

CharacterStrong Partnership 2019-2020 -**Carrie** shared details of the CharacterStrong partnership that we had last year. We served as the clock hour provider for CharacterStrong trainings and agreed on a revenue share of \$65 early bird/\$75 regular rate for each registration that mentioned WSASCD. After revisiting the partnership with CharacterStrong, they have proposed continuing to have WSASCD serve as clock hour provider and a lower revenue share \$20 early bird/\$30 regular rate. Their other proposal offered an increased amount for the revenue share if we also supported in locating the venue for trainings. **Marie** commented that this model will still provide WSASCD some revenue. There seemed to be consensus that it would be in our best interest to continue this partnership, however without serving as support for locating venues for their trainings. **Hannah** spoke to her experience attending the training, and she would urge others who have the opportunity to attend a future CharacterStrong training to do so, not just for the informational benefit but also to observe and take away ideas on how to engage educators.

Next the board discussed the upcoming 10/29/19 PD w/Dr. Webb. **Hannah** shared the background information about the partnership with Curriculum Associates/CA. CA is supporting two PD events with Dr. Webb and Grace Kelemanik and Amy Lucenta. We currently have 3 enrolled for the October event which has been promoted in Newsflashes, social media, and by board members. **Ginger** shared potential interest from her district to attend, however they have not registered yet. There maybe someone from Mercer Island and

Orting might have a team interested in attending. The board brainstormed ways to ramp up enrollment. **Jill** shared that WSASCD won't be faced with charges even if we end up canceling, we have until 10/22/19 to order from food services. The board agreed that we will keep registration open and if we have at least 20 enrolled by 10/11/19, we will go forward with the event. The board will continue to reach out to networks and colleagues to promote the event. Carrie will give Curriculum Associates an update on the plan and give Dr. Webb a heads up on the number attending the event.

The other PD we have is on 11/18/19 PD w/Kristin Souers -Carrie shared that we currently do not have any registered for this event either. **Erica** commented that the Kirstin Souers events were well received before. **Pam** shared that the districts she is working with are participating with other SEL supports through grants. The board discussed the financial risks that are involved with this event. **Carrie** has connected with Kristin Souers about the enrollment and she is aware that we will need to cancel the venue by October 18. WSASCD will incur a cancellation penalty of \$150. To break even we would need about 30 registered (Kristin's presenter fee is 5k, venue \$800 and lunch costs). Ken mentioned that Renton Tech did not charge him to use the space in the past. **Ken and Carrie** will connect on this potential. If we can change the venue and keep registration open longer we might be able to have more register. The group agreed and Carrie will keep the board updated on enrollment for both PD events.

We are not going to have time to discuss the math PD event in January. Carrie will give an update to the board about this event.

## **Goal 2 Communications and Publications**

Fall/Winter Curriculum In Context updates – **Jill** has received one article for the upcoming fall issue of CinC, she has been in contact with several other prospects and anticipates more articles coming in on the deadline, October 1. Todd may have a potential writer as well as Mike. Jill thanked Hannah for pushing out to many of her contacts to support the journal too. We will be thinking of spring/summer themes for the next meeting.

## **Close**

The next WSASCD board meeting is scheduled for November 17, 2019, scheduled the day before the event with Kristin Souers. Jill has reserved a space for the meeting -thank you! Carrie will share those details with the board. **Hannah** thanked everyone for attending and collaborating this morning. The meeting adjourned at 11:30am

## **2019-2020 WSASCD Activity**

Tuesday, October 29, 2019 – Ensuring Equity and Access to Complete Tasks and Rigorous Learning  
w/Dr. Norm Webb

**Sunday, November 17, 2019 Board Meeting, SPU-location & time/TBD**

Monday, November 18, 2019 Fostering a Trauma Sensitive Learning Environment: A Team Approach  
w/Kristin Souers PD Tukwila Community Center

Wednesday, January 22, 2020 – Teaching, Learning, and Leading Mathematics, Tukwila Community  
Center

*February 7 – April 10, 2020 - Awards Program window*

*xxx 2020 Kristin Souers Part 3 east and/or west side? -will need to discuss-*

***Friday, February 7, 2020 – 8:30a-4:30pm, Board Meeting, Renton Administration Building-Conference  
Room, or TBD***

Friday, April 24, 2020 -8:30am-4:30pm, Board Meeting, Renton Administration Building -Board Room

Friday & Saturday, June 19-20 (day 1 -1/2day; day 2 full day)\*still discussing format/duration