



**BOARD MEETING MINUTES**  
**Kohlwes Education Center - Renton**  
**Friday, February 3, 2017**  
**8:45 a.m.-3:00 p.m.**

Present: Celina Brennan, Kathy Clayton, Christie Christman, Abby Dekoekkoek, Hannah Gbenro, Heidi Hellner-Gomez, Lori Johnson (afternoon only), Jennifer Klauss, Carrie Lam, Keith Lambert, Thomas Mosby (afternoon only), Dave Myers, Kevin Parr, Janet Regge, Brian Stewart, Marie Verhaar

Absent: Sheree Clark, Lisa Laurier, Marissa Rathbone, Marci Shepard

**I. Call to Order**

**President Janet Regge** called the meeting to order and reviewed the agenda. She introduced **Carrie Lam** as the new executive coordinator and commented on her transition with **Kathy Clayton**. She mentioned that will go to Jimmy Mac's Roadhouse (across parking lot) for lunch.

**II. Opening Activity**

**Christie Christman** guided the board through the opening activity. She brought items from the kitchen for us to make a connection with where/how we are feeling. To help us see how we are all connected, we made a human chain by linking up to someone with a similar reason for selecting their kitchen tool.

**III. Consent Agenda**

**A. Minutes of the November 4<sup>th</sup> Board Meeting**

Minutes were emailed with this agenda and are located in the Dropbox. Board approval of minutes and consent agenda was needed. Heidi made the motion to approve the minutes, Keith second the motion. The motion carried.

**IV. Action Items**

**A. Goal 5: Leadership and Governance**

**1. 2015-16 Financial Report & Membership**

**Kathy** shared the financial report related to the 2016-17 budget, as well as related information.

**a. Membership Report**

We will review membership again in April, membership is always fluctuating as renewals and new members join throughout the year.

<i>Member Types</i>	<i>March 2013</i>	<i>March 2014</i>	<i>March 2015</i>	<i>March 2016</i>	<i>Current</i>
<i>ASCD joint dues</i>	314	278	255	263	209
<i>Complimentary</i>	7	90	54	22	11
<i>Members result of PDAs</i>	251	390	147	366	253
<i>Renewed from previous yr</i>	279	262	249	242	348
<i>Retired/Student/Para/Intern</i>	40	29	9	5	8
<i>Totals</i>	891	1049	714	899	829

**b. Budget Report**

**Kathy** reviewed the December budget comparing the year to date current with the proposed budget columns. Our general revenue at the YTD reflects that our profit from the WTC was very close to what we spent to put on the event. We also had to refund Eastern for their sponsorship as a result of cancelling the WTC on the eastside. In expenses, we have

budgeted for the L2L conference but not the LILA this year due to our financials. When asked why we did not send anyone to LILA, **Kathy** reminded the board that we made the decision to send a team to the Poverty Simulation training instead. Management budget and YTD expenses in this category are going fine (travels expenses for Kathy's training sessions with Carrie, home offices supplies, etc.) With Professional services, **Kathy** pointed out that we she projected \$1,250 for the website and estimates that \$1,000 of that will be spent on website updates. The \$5,582.10 of the \$10,000 YTD professional development/workshops reflects the Poverty Training that those attended in St. Louis. Miscellaneous expenses is a category that funds our School of Distinction Awards program. This budget report shows a loss of \$18,320.84 due to the outcome of the WTC. We are spending more than we are generating. **Kathy** anticipates an incoming revenue of about \$30K from now and June through from memberships, profit from the November Poverty Institute with ASCD, affiliate sponsorships for the Anaheim receptions, refund from poverty simulation kit, clock hours, accounts receivable from December balance sheet. Our anticipated expenses are projected at \$35K, with a projected loss in our operating budget of roughly \$23K. Since we began the year with beginning cash at \$104k that will carry us through the loss this year. Any loss we incur this year will be subtracted from \$104K to become our beginning cash for 2017-18. We need to be mindful of the future PD events that we offer and reflect on past PD profit and loss and what contributes to those factors as we move forward in our planning. We want to maintain and replenish our beginning cash budget versus on relying on it year to year.

c. WTC Financial

**Kathy** referred to the WTC financial document on profit from the conference (\$4.44) showed a breakdown of the event expenses. This event did result in \$3,400 in memberships.

d. ASCD Institute Financial

**Kathy** reflected on the profit made from this event est. \$7,810. \$75 was spent by Janet for coffee and gift cards to thank the those who were a great support (Vice Principal at Sequoia and Brad Brown's secretary)

e. Overview of Summary of PD events – Rather than reviewing the document, which is in the Dropbox, **Kathy** reminded the board that we've learned that hosting events in schools, partnering with school districts and ESDs, and seeking sponsorships, increases our chances of financial success.

**B. Goal 3 – Programs, Products, and Services**

**1. Upcoming Professional Development Activities**

- a. Review Exit Surveys for WTC – **Kathy** shared feedback from the participants. Not every presenter had feedback as only 22 participants responded to the exit surveys, we would have liked to have heard from more. In general, feedback was very positive about the event. The exit survey is available to our members on the website.
- b. ASCD Institutes - **Jenn** reported that the event in Kent was easy and simple event to host. She greeted participants and helped with name tags and registration sign in. The PD was especially powerful as

participants heard from a panel of students on the second day that directly related to the topic of poverty. The event was also held at an alternative middle school which also physically made the venue relevant to the topic. Participants could go out to lunch near by the school, that help save on cost.

- c. Learnings from attendance at Oregon ASCD Summit –**Janet** shared that the Oregon Summit was related to creating a trauma-sensitive classroom with Kristin Souers. The event was very successful and had a waiting list of 700, so they are offering it two more times.
- d. Progress related to items discussed in November
  - i. What should we pursue for fall event? The board was in agreement that the topic of ACEs or Trauma would draw participants as much or more than a big-name presenter.
  - ii. Twitter Chats – **Hannah** said we only had 1 Twitter chat since November due to lack of volunteers. Twitter chats are a good way to engage teachers. We might want to think about how to continue these, on the first Sunday of the month at 7pm, the following Sunday chats are hosted by other well known education groups and it helps us hold our audience and get followers.

The board will need to consider how to maintain our presence on Twitter and FB when Hannah's term ends? She spends about 20 min a week checking around school website pages and posts on Twitter and FB.

- iii. A4LE Washington Chapter – After **Marie** and **Hannah** shared information about this organization at our November meeting, **Brian** contacted A4LE, and has been invited him to visit new schools that they have built in the Puget Sound area. He is willing to build this relationship with A4LE and asked for what we want out of a potential partnership with this group. **Marie** recommended that our goal with A4LE could be to help them understand that school buildings are important but not as important as the teachers that are leading our students. They need the educators' voice.
- e. Other PD ideas from the board? What should our future professional development look like? **Marie** and **Janet** facilitated the discussion; then put the board into 3 groups to brainstorm ideas. Following are notes from each group.
  - i. **Jenn, Brian, Christi, Heidi, Dave**
    - Begin communication early on the event, how do we get this out?
    - Considered time of year for the PD (maybe move to mid Oct vs end of Nov)
    - Partnering with ESDs and what they are focusing on
    - Large geographic ESD, partnering with ESDs 105 and 103
    - ESD professional calendars linked on our website
    - Possibility with us providing the key note, broadcasted to other sites and have break outs, then can be hosted in our own areas
    - What sets us apart? Could we develop our website to include all ESDs PD trainings that are offered across the state?

**ii. Keith, Abby, Celina, Hannah, Kevin**

- The WTC is a lot of work for small profit
- How many opportunities are there like WTC in our state
- Could try again now that we know what to anticipate maybe our second go would be better?
- Feedback from participants on why there may have been low attendance (maybe offer on a Fri instead of during the weekend)
- What would it look like to partner with ASCD for an event?
- Could we offer a summer institute at a university?
- When, what would it look like?
- Bring a teacher leader for overnight retreat?
- Off setting cost with generating membership

**iii. Marie, Janet, Kathy, Carrie**

- Janet attended OR affiliate conference on trauma
- It was very well attended
- Hot topic trauma/ACES
- WTC teachers underserved group, it's a cost for teachers to attend
- Tap into the teacher group, teams come from schools, charge a rate for a group of 10 (5 admin/5 teachers)
- Heidi, teachers going to the PD feel supported when going with a group/team
- Kaiser sponsored
- Kristin Souers S/Pete Hall, coming to Renton/Cascade
- Pete Hall is a friend of ASCD
- Kristin Souers will not charge for travel, she charges \$4,000/day
- Morning with Kristin, break out in afternoon
- What days offered? Fridays, and mid winter break
- Grace, worked with new teachers and behavior incidents, well received by staff (at 3 new schools) Tacoma
- David Rosenthaw—Region ASCD
- Marie asked David for a partnership with WSASCD
- ASCD has a rep for having restrictions for presenters
- Could we build a relationship with Kaiser (medical insurance)
- looking for ways to support schools and the whole child
- Not sure that WTC is the way to go
- Chris Emdin poverty (Tacoma in August) can we piggy back with them on this event
- Brian shares that his district received a grant from Verdant Health Commission (100k granted)
- Possible opportunity with Edmonds
- Seymour (Dave) mental health and counseling
- Kaiser sponsored Oregon ASCD with community health grant
- Brian got the connection with Verdant Health Commission as they were near his school and they pay for school support advocates.
- Planning offer trauma PD in spring or summer

As a result of each group sharing out and whole group discussion, the board came up with the following options/ideas for PD between now and December: 1) Create an event with Kristin Souers on a Friday in the Puget Sound area for spring – if successful plan an event on both sides of the state in the fall; 2) Seek sponsorships from Kaiser Permanente and/or

grants from the Yakama and Kalispel tribes; and 3) Possibly partner with Edmonds with an event related to trauma-informed practices.

**Janet** also reminded the board that we are a 'working board' and the necessity to keep our commitment as we provide quality PD.

### **C. Goal 3 – Programs, Products, and Services**

1. **Revisited Plans for Future PD** – After a review of our discussion before lunch, **Keith** made a motion to host a spring event, and if successful host two more in the fall on each side of the state, and partner with Edmonds SD for another event. **Heidi** seconded the motion; the vote was unanimous, so the motion carried.

The board will host a one day event with Kristin Souers on June 2. We will utilize a sub-committee (**Marie, Celina, Christie, Keith, Carrie**) to plan the details for the event. Following are details discussed relative to the events:

- Offer event at \$500/person or \$5,000/team of 10
- Advertise/flyer ... use the Oregon ASCD and COSA model
- Celina communicating with Kristin
- Secure venue: 100-150 people/10 tables (may try for 200)
- Janet will look into RTC
- Thomas will look into Highline
- Keith Highline Community College
- Keith will connect with Kaiser (Lori & Lisa) and Carrie will support Keith
- <https://share.kaiserpermanente.org/article/northwest-corporate-sponsorship-program/>
- Janet will connect us with Kaiser rep Janet
- Partnering with Edmonds (Brian) for a spring or summer event would be a bonus event – perhaps we can sell seats to their event

2. **Whole Child Awards and OYEA** - Nomination Window February 1-April 14  
**Kevin** spoke about the work that he and **Marissa** did on the Whole Child Awards. They revised the award so that schools can reflect on as many tenets as they wished versus focusing on one tenet. The nominations window for the Whole Child Awards and OYEA are now the same. Another change is that nominators no longer provide a summary paragraph. **Kevin** and **Marissa** felt that there was enough information provided, so a summary is not needed. **Kathy** said that as the person who creates the press release, she has utilized the summary paragraph to a great extent. **Kevin** assured her that he and Marissa would be preparing a summary paragraph for each recipient that **Carrie** could utilize for press releases.

Regarding the Outstanding Young Educator Award, a venue will be needed for the presentation of the award. Generally, it has occurred during our fall conference. Without a conference, the venue will need to be determined.

We do plan to have a Distinguished Educator Award for next year. **Marie** and **Celina** will work on the details for this award.

**Janet** mentioned that Oregon ASCD has an award for student teachers. A student teacher receives a \$500 scholarship. This could help increase our membership and spread the word about WSASCD on at the collegiate level. She also suggested we host a collegiate event which could take place before the job

fair so that districts could meet teachers who are seeking employment. **Janet** would be willing to volunteer to develop this.

#### **D. Goal 2: Communications and Publications**

1. Curriculum in Context Update – **Lori** joined us by phone and shared the topic for the upcoming Spring/Summer edition of the journal. She asked for us to collect names of potential authors. The deadline for articles is March 15<sup>th</sup>, with a release by the end of April. **Janet** solicited information from board members which will be sent to Lori. **Lori** also asked us to begin thinking of the topic for fall to discuss this at the April meeting. **Keith** suggested that based on our previous discussion, trauma may be a good topic.

Past Issues on website (since 1976) – **Kathy** shared with the board that former editor Sue Ann Bube had grad assistants from Seattle University scan all our previous journals. The archive of past journals from 1976 to the present are available on our website.

2. Communications and Marketing Plan – **Keith** shared that no progress has been made to date by the committee (**Keith, Brian, Lisa, Lori, Hannah**). **Keith** is going to work on getting the team together with the goal of increasing our footprint across the state. One idea he shared was having board members get on the agenda at each of the ESDs they represent to share what WSASCD is all about.

Website – **Kathy** reported that **Carrie** will serve as our webmaster. **Kathy** explained that the website has been used as an archive of board meeting minutes, journals, event evaluations, etc, as well as the place to go for event registrations. At the April board meeting, **Carrie** will guide a discussion related to content for the future. One idea a board member brought up would be to create links from our website to each ESD so people can see what PD is being offered.

#### **V. Reports**

##### **A. Goal 4 – Influence and Policy**

###### **1. OSPI Report**

**Marissa** was not able to attend or call in to the meeting. Via email, she encouraged board members to pay attention to the TEACH Newsletters each month. She also said she could answer any board member questions via email. **Kathy** reminded board members that the TEACH newsletter is available in the WSASCD Board Dropbox under OSPI.

**Hannah** added to the report by encouraging board members to weigh in on the state's draft of Consolidated Plan related to ESSA. The date for feedback has been extended to September. **Hannah's** concern is that the plan does not call for using a multi metric approach. She mentioned that Tacoma is working on developing this approach in its strategic plans.

**Hannah** also shared that the ASCD 2017 Legislative agenda was released at LILA and is now available.

<http://www.ascd.org/public-policy/Legislative-Agenda/Legislative-Agenda.aspx>

**Kathy** will post the legislative agenda on our website.

The new Arts Learning Standards are undergoing review and seeking feedback through February 5th. There is discussion that special education standards may be developed for students with special needs.

## 2. **Washington State Learning First Alliance (LFA) Report**

**Carrie** shared perspectives from the meeting she attended in January. She shared that the main topic at the meeting was the teacher shortage that Washington State is facing. OSPI is working with an agency Team Soapbox to develop a campaign to attract teachers to the profession in our state. For future LFA meetings, Dave is going to attend with Carrie.

## **B. Goal 5: Leadership and Governance) ASCD Annual Conference in Anaheim**

### 1. West Coast Affiliate Boards Meeting with Oregon and California

Friday, March 24 - Noon-4:00 p.m. – **Kathy** shared that lunch will be hosted by Cal State University – **Kathy** shared that the meeting will start out with an activity related to children and physical activity as part of information gathering for a Cal State project. With board members from Oregon, California and Washington, we will also have an opportunity to share the good things happening in our affiliate. **Brian, Kevin, Hannah** will join **Marie, Janet, Kathy** and **Carrie** at the annual conference.

### 2. Washington Affiliate Reception - Sunday, March 26 – 6:00-7:30 p.m

We plan to host the reception in our suite, still working on the details of this event. We will need support of those attending the conference to help us with this reception. We currently have \$1,000 in sponsorships from McGraw Hill and Curriculum Associates. **Marie** is looking for another sponsor.

## **C. Additions to Consent Agenda**

1. **Janet** added two more people to the list of board members who will leave the board in June: **Christie Christman** (ESD 114) is retiring, and **Abby Koekkoekk** (student board member) will start her practicums. New board members will be sought for the positions.
2. **Janet** reminded the board of the schedule for our June Retreat.

## **Future Meetings:**

- Next Board Meeting: April 21 at Kohlwes Education Center, Renton
- June 2, Kristin Souers Trauma Training, location TBD
- Board Retreat: June 23-24 at Spokane Holiday Inn Express

## **Save the Dates for Next Year's board meetings**

- September 22, 2017 - Teleconference 10:00-11:30 am
- October/November date TBD - Meeting is always associated with a Fall event, which has not been planned
- February 2, 2018 - in Renton
- April 20, 2018 - in Renton
- June 22-23, 2018 in Spokane (tentative - depends on AWSP/WASA's Summer Conference dates)

Respectfully Submitted: Carrie Lam