



BOARD MEETING MINUTES
Kohlwes Education Center - Renton
Friday, April 21, 2017
8:45 a.m.-3:00 p.m.

Present: Celina Brennan, Christie Christman, Sheree Clark, Abby Dekoekkoek, Hannah Gbenro, Marci Shepard, Keith Lambert, Thomas Mosby, Kevin Parr, Janet Regge, Marie Verhaar and Carrie Lam. Present Virtually: Lori Johnson Absent: Marissa Rathbone, Brian Stewart, Heidi Hellner-Gomez, Jennifer Klaus, Dave Myers.

I. Call to Order

President Janet Regge called the meeting to order and reviewed the agenda. Thank you to **Janet** for arranging to have the meeting at KEC and **Carrie** for the snacks. Lunch will be across the street at Jimmy Mac's Roadhouse.

II. Opening Activity

Abby guided the board through an opening activity, two truths and one lie. Board members paired off with a partner and then shared the truths and lie with the large group.

III. Consent Agenda

Consent Agenda items were reviewed by members with limited discussion. Minutes from the February 3, 2017 meeting were emailed with this agenda and are located in the Dropbox. **Hannah** made a motion to accept the minutes, seconded by **Keith**, the motion and the February 3rd Board Meeting Minutes were approved.

A. Critical Question Series

Janet checked in with Celina and Sheree on their progress and both are in touch and have authors lined up for the May and June Critical Question articles.

B. Board Candidates for April Election

Janet reviewed the following educators for the April election. Dr. Forrest Griek is from Tacoma and has been involved with ASCD as an Emerging Leader. Ashley sounds like a great candidate with a strong technology background, and Dr. Shannon Thompson came highly recommended by Christie. The election ends tonight and the following will join us on the board in June. Celina and Jen will continue to serve on the board for another year.

C. Affiliate Reception in Anaheim

Janet gave a recap on the WSASCD reception. The turnout wasn't what we expected as from talking with folks at the annual conference, everyone is planning to go to Boston in 2018, which was surprising since Anaheim is so close. Curriculum Associates representative, Linda Ridgway attended our reception. **Marie** added that the conference in general had a different feel this year. There was no keynote, the format was just different the opening address was at different time, there were long lines. WSASCD participated with CA and OR in a lunch on a PE study. Next year we are planning to host a reception with CA and OR in Boston. They did have some big-name presenters in big ballrooms and then smaller mini breakouts. The venue and access to convention center was good. Scheduling for us was hard since we had leader meetings that conflicted with sessions. There was an extra cost for special lunch sessions with presenters like Eric Jensen. **Janet**, over all we would have liked to have more people at the reception. An idea was shared to have a raffle during the reception for next year to increase attendance.

D. June Retreat Schedule for June 23-24

Janet reminded members that the June Board Retreat will take place at the Holiday Inn Airport, in Spokane and the hotel block/reservation cut-off date is June 2.

After **Janet** reviewed the June Retreat information Keith asked about the future of the student chapter and the board discussed ideas on how the student chapter could evolve. **Keith** is willing to ask for university for financial support of the student intern. **Marie** and **Janet** mentioned that we haven't budgeted for our student chapter this year. **Keith** wondered if it makes sense to also

have the given university also handle the work of producing the Curriculum in Context Journal and to have them continue a 3-year term. There was discussion that the next student chapter should come from the westside of the state and each side will take turns. **Hannah** agreed that the thought to have the C in C come from the same university as the higher education representative and student chapter. **Keith** will talk with his colleagues about this in an upcoming meeting. Keith is happy to stay on another year to work for this cycle to end accordingly for our university and student chapter. A brief discussion about ballpark budget for the student chapter to be set at \$600, a vote will need to be approved if added to the operating budget.

E. Upcoming Professional Learning Events

Janet reviewed that Christie, Celina, Marci and Carrie will attend the event, she gave an update on the June 2nd event with Kristin Souers. **Celina** questioned whether she should book her flight for June 2nd as there are only 37 registered for the event. The board discussed the current registration list. **Kevin** is thinking about registering. **Sheree** is hoping to send another team. **Marci** is sending it out the information to various teams versus a blanket email to get help get more registrations. **Marie** is working to get more registered from Tacoma.

IV. Action Items

A. Goal 5: Leadership and Governance

1. 2016-17 Financial Report

The membership report was not directly addressed but included in this agenda as a reference. The membership numbers are always fluctuating as new members join or are renewing or dropping.

Member Types	March 2013	March 2014	March 2015	March 2016	Current
ASCD Joint Dues	314	278	255	263	183
Complimentary	7	90	54	22	6
Members result of PDAs	251	373	147	366	176
Renewing Member previous year	279	264	249	242	329
Retired/Student/Para/Intern	40	31	9	5	8
Totals	891	1036	714	899	702

Carrie reviewed the financial report, speaking to the beginning cash in the 2016-2017 budget column and the operating budget set at around \$99,500. In the general revenue category, we are low in compared to last year’s spending due to the low PD activity this year. Looking at the expense category there are expenses that we incurred from last year’s events that show in our current YTD along with expenses that have been paid for this year’s event (i.e. L2L flights and June retreat expenses from last year). The organization did not have D&O coverage which has increased our payment for insurance this year. The \$5,000 in red reflects an accrue for contract service-staff fees that were paid out this year, from here on out they should accrue monthly. Carrie anticipates additional costs for website renewal fees that Kathy has made and Abby’s flight for this meeting and as mentioned earlier we may want to consider a budget for future the student chapter if we cannot get support from the university. Over all we are looking to end with about a \$19,000 loss, we will be okay if this is the outcome as we have beginning cash to cover us, however Carrie cautions depleting this resource and encourages the board to continue to advertise the June 2nd event as with our current registration numbers at 37, we can anticipate and estimate of \$4,000 as income, with 50 attendees, \$6,000, with 100 attendees, \$20,000 and with 200 attendees, \$39,000.

The board responded to the financial report with a brainstorm of ideas of how to get more registered from neighboring districts near Tukwila, Highline, and Renton. **Carrie** will resend the flyer and google doc to avoid overlap in members asking the same people to attend. **Marci** shared her approach to inviting staff and teams and suggested a more personal invite to smaller groups and teams in her district and ESD connections. **Thomas** mentioned he will check in with a colleague, Jennifer Ryan in the inclusive department to help gain additional participants. **Hannah** will ask **Marissa** to send flyer to ESDs. **Marci** is sharing and presenting the Souers event to MTSS teams and will continue to target other teams by sharing how the Souers information is relatable to a given team’s core work. **Sheree** will be in contact with the

Southwest Washington area, Evergreen and Washougal. **Marie** and **Marci** continue to spread the word.

B. Goal 3 – Programs, Products, and Services

1. Annual Conference

Janet reviewed who attends the conference and how expenses are paid for those attending. She also spoke to the cost associated with the reception that we had last month and how it differed in the way we hosted receptions in suites in the past. Janet shared that this year ASCD contracted with an outside vendor paying to organize the annual conference so we didn't have the support to secure a suite like we had done in the past which allowed the reception to be held in the suite and allowed for the food to be brought in from outside versus paying a higher cost for hotel food and beverage services. This year it was very last minute when ASCD told us there were no suites available for our reception. Next year we plan to host the reception with CA and OR and have a sponsorship offer from Curriculum Associates.

2. Awards Program

Kevin shared information related to nominations for the following awards we received 5 applicants for OYEA which is up from last year and we have 5 Whole Child Awards. **Keith** and **Hannah** suggested we should recognize the winner at the June 2nd event, it might help promote participation. **Marie** has paid her own registration herself and can give her initial spot to the winner.

Marissa was not able to attend the meeting but asked **Carrie** to ask the board to consider \$500-\$1,000 to be tied to the Whole Child Award. The board had a discussion and is interested in seeking a sponsor for the Whole Child Award. **Hannah** suggested to decide on the winner with an honorary mention. **Keith** would be willing to ask for a sponsor for the Whole Child Award from the Committee for Children/Second Step? **Marci** would ask Houghton Mifflin for sponsorship, if it's not conflicting with McGraw Hill. The board didn't think it would be a conflict. **Keith** checked the Kaiser website and found that Kaiser doesn't sponsor awards.

a. Distinguished Educator Award

No action has been made towards this award.

C. Goal 4 – Influence and Policy

- 1. Marissa** emailed the April OSPI News Release to the board prior to the meeting and offered to answer any questions by email following the meeting.
- 2. Marie** shared information on various topic and updates from her CARC- Curriculum Advisory and Review Committee. The following topics were mentioned:
 - Delinking assessment and the delay in the science standards requirement
 - OSPI's work on the third-year math course
 - Elementary science viewed as an equity issue.
 - Development of online PD that is tied to STEM teaching tools.org
 - OSPI is working to boost thinking and teaching of science
 - Modules will be available on AWSP website
 - There was also lots of discussion of standards and the alignment of K-12 standards

3. Learning First Alliance (LFA) Report

Carrie shared the topics discussed at the March LFA meeting were the Levy Cliff Bill and the Teacher Shortage Campaign. Dave was unable to make it to the meeting due to illness, he did attend the April LFA meeting and reported that they have made progress in developing the Campaign for the Teacher Shortage and had planned to share details on how that will roll out.

D. Goal 3 – Programs, Products, and Services

1. Review of Professional Development Activities

A proposal to offer 6 clocks on June event was made by **Janet**, **Marci** motions vote, **Thomas** seconds and **Keith** approved.

Keith shared the process of applying for sponsorship with Kaiser Permanente was not too lengthy and went smoothly. Keith thinks we received less (\$2,000 verses \$5,000) because we are new to them. He feels that we could build a partnership following June 2nd by sharing feedback from the event and Kaiser Permanente could be a potential sponsor for a fall event.

Janet, shared the desire to develop this partnership like the one OR has with Kasier, which is now strong and they have continued to support OR in their PD events following their initial event. **Keith**, shared that WSACD has obligations to fulfill to Kaiser Permanente as they become a sponsor for the Kristin Souers event (i.e. 3 spots at the event, advertising, table at the event to display their swag...etc) over all he feels the opportunity is there for future with Kaiser Permanente for future events like this.

Christie sought a sponsorship—**Christie** approached Aaron Palmer with AXA Advisors, he will check in with his team regarding the sponsorship.

- a. **Brian** will check in for an update on A4LE development this in June.
- b. **Carrie** shared her communication with Dr. Gene Sharratt regarding the desire to share schedules for PD offered by the ESDs. He was warm to the idea and would reach out in the future to let WSASCD know of major conferences and workshops offered by any ESD that we could share on the website.
- c. **Carrie** shared her meeting with Jane with Educurious and her request for WSACD to be a clock hour provider for a workshop this July. Carrie will also be meeting with myOn representative Dave McMullen and asked if anyone else on the board besides Janet/Renton uses myON in their schools. Janet shared that myOn is a great tool that teachers and students really love and enjoy. Teachers can load students' libraries with content that is engaging and at the student's level. Parents also like it and have received it well. Marie would like it for Tacoma and has seen it but does not currently have myOn in her schools.

E. Goal 5 – Leadership and Governance

Janet reviewed candidates briefly as we touched on them earlier in the meeting. Our new board members will be a great addition to our board as Hannah, Kevin and Christie's term end in June. Jen and Celina are willing to stay on and that will be great for consistency with Carrie being new.

F. Goal 2 – Communications and Publication

1. **Update on Communications and Marketing Plan** – **Keith** share that it was difficult to meet and asked if committees could have time to develop together at the retreat. **Hannah** and **Janet** support this idea as well as other board members. **Keith** speaks to ideas for how to use this committee time. **Hannah** spoke to the way CA had specific committees on their board. **Janet** shared that although it was mentioned that they included community members outside board members on the committee in CA, it was a good idea but in the end not productive. Hannah supported the idea of developing committee work during the retreat.
2. **Social Media Report** – **Hannah** gave insight to how she has managed social media for WSASCD. Hannah could offer a training session at the June retreat for those interested. Hannah speaks to the strategies to use social media tools and asking people to think about taking on this role and helping with this as she moves on. Hannah would like to have a training at the retreat to help. **Marci** would like to volunteer to help with this and feels fluent with social media. Hannah shares how she spends 10 minutes to filter prior to posting on social media. **Janet** suggests asking Ashley (especially based on her background in technology) if she would help with this since she is on the other side of the state and Marci is on the westside, they could work collaboratively with their knowledge of what needs are in each region.

3. Website Input

Carrie asked the board shared ideas for updating the website.

- Hannah- inviting Emerging Leaders to view the opportunities for writing articles for the C in C journal
- Marie- speaks to what the purpose or use of the website is, define terms like, "practitioner's best friend." Add a banner that says, "looking for articles?" "looking for PD?" "want to be a member?"
- Abby is there a way to make account, ie: for membership, can a user just log in and fill out an online application form and pay online verses, downloading form and resending? **Carrie** will follow up on this question.
- Marci, shared membership ideas in relation to her experience on the membership committee from another board and wondered if we have a membership committee,

Keith shared that is under the communications and marketing committee, perhaps we can have a sub category for the committee.

- Keith suggests checking out the layout of other websites, i.e. Whitworth, Renton, add pictures and kids to reflect who we are and pictures that show “learning in action” what our work looks like, a rotating banner of pictures that engages, shows that we have activity and build excitement. Add videos ... have the home page come to life.
- Abby, have what ASCD stands for on the front so that it’s easy for people to get us right away.
- Keith, the information that we have is good.
- Christie there is not link to OSPI and PESB --- is that intentional?
- Hannah, find out what comes up when people are getting when someone is searching WSASCD
- Janet, maybe this is a work that a committee could work on, thinking of Ashley and her tech experience/knowledge.
- Hannah offered to have Carrie look at another platform to see what my preference is. Use flash to embed pictures/video...etc.
- Carrie will take these ideas as she updates the website over the next year.

-----Break for lunch 11:15am-12:15pm-----

4. Curriculum in Context Report

Lori has called in for this portion of the meeting to discuss the journal. She shared with the board that this has been a twice a year journal spring/summer and fall/winter, Deb Ramsey ESD 101 puts it in the electronic format and plans to have the upcoming journal published in the first week of May. **Lori** asked for some input to include from the board for the upcoming journal. She had a request to put in a click-able link to the feed from a pdf, **Hannah** will send the appropriate feed to the newsfeed. The topic suggested for the next issue was Trauma. **Lori** and **Lisa** talked about this topic and wanted to make it more general, they came up with the title: Resilience at the Face of At Risk Factors. **Marci** shares some thoughts and would like not to focus on just on those “at risk.” **Hannah** suggested the inclusion of core and tier 1 and 2 strategies and system...**Marci** suggests, Resilience for All. **Marie** adds that she keeps thinking of the word “access,” what systems are you setting up in your schools for all students? **Lori** rephrases, Supporting Resilient Students and then listing some at sub categories to support the tier intervention, core system, provide access for all. Lori speaks to the 3-year term that Keith mentioned with the editors, and introduces Doreen Keller as the upcoming editor. She and Lori are working to put in place checklists and systems for the next person who will be taking this position over. **Keith** will do some recruiting for the next higher ed student rep from a westside school and that school will also host the C in C. **Janet** asked to have the title for the next journal reviewed, **Christie** and **Celina** would like the title to address adults and other support. **Lori** suggests, we address that with the subcategories suggested by various members (trauma, social emotional learning, core Tier 1 (RTI) strategies and systems in addition to Tier 2 & 3, PBIS, ACES. **Marci** suggests the title, *Building Resiliency*. The board reaches consensus on the title. **Lori** adds that the work (and submissions) can include working with adults as well as students) within the journal.

G. Goal 5 – Leadership and Governance

Janet shared that Carrie, Marie and herself will attend L2L, The Leader to Leader Conference. The conference is an opportunity to meet as a lead team and plan, we will work with other affiliates and leaders in organization. **Hannah** adds (she attended as an Emerging Leader) that it is focused on leadership and best practices and a time for affiliate to share and work together, there are affiliates at a national level too, it’s a networking opportunity as well. **Janet** notes, we have had a good representation of Emerging Leader from Washington State in the past, Forest, Hannah, Celina and Kevin.

V. Goal 3 – Programs, Products, and Services

1. **Janet** begins our discussion on a fall PD event. The board had a lengthy discussion and each board member shared their thoughts pertaining to hosting a fall event on the eastside, the board considered the risk of cancellation from previous WTC experience last fall, and came to the consensus together that an eastside event at Whitworth would be a low risk opportunity. **Keith**

will approach Kaiser Permanente to sponsor the October 27th event following the June 2nd event. The board decided that an event would be hosted on the eastside of the state at Whitworth University on October 27, with presenter Kristin Souers. **Carrie** will put together a contract and be in touch with Kristin Souers (for fee of \$5,000).

Hannah, do have a proposal?

Janet made the motion to vote whether we do Whitworth October 27, **Hannah** voted in favor, **Thomas**, seconded, all in favor, all members in consensus.

Celina, will ask Kristin Souers to pencil in the date.

Keith and Kathryn will do the location work, call Kaiser, to support \$5000, check to see if Kristin Souers will charge travel. **Keith** will take charge of venue.

Janet, followed up on the advertising will need to go be ready for the June 2nd event, **Keith** will work with Kathryn on the flyer, **Carrie** will contact Kristin October 27, we will talk about food and schedule and specifics in June. Will we consider **Marie's** wonderings about sharing information from OSPI with teachers at the fall event when we plan in June. **Janet**, motion to vote on offering 6 clock hours for October 27 at Whitworth, motion approved by **Keith** and **Thomas** seconded. *Additional notes with details of this discussion will be included in a separate attachment and will be sent out with the board minutes.*

In addition to the agenda these items were discussed:

- **Janet** any feedback on wishes for the June retreat
 - Keith, if it's available do something fun like a comedy club...Browns Edition/bar
- **Marci**, membership booth idea for June 2nd, promote membership forms/brochure, QR code for membership page on badge...enter to win a prize
- **Awards/Janet**: presenting awards on June 2nd. **Marie** sooner the winner we need to make sure they can make it to the event...etc.
- **Janet** confirms who is planning to come to the June 2nd event? Responses: Thomas, Sheree, Christie, Marci, Kevin/maybe, Celina, Carrie, Hannah/maybe, Marie will not attend.

Meeting Adjourned

Future Meetings:

- June 2, Kristin Souers Trauma Training, Tukwila Community Center
- Board Retreat: June 23-24 at Spokane Holiday Inn Airport

Save the Dates for Next Year's board meetings

- September 22, 2017 - Teleconference 10:00-11:30 am
- October 26, 2017 – in Spokane, TBD
- October 27, 2017 – in Spokane, Whitworth University, (Eastside) PD with Kristin Souers.
- 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