



Board Retreat Minutes

July 29, 2017

Call to Order and Welcome

1. Kate called Meeting Called to Order at 9:20.
2. All in attendance
3. Welcome around the table. Each shared name, something we love, a superpower, and a hope.

Reports

Kate

1. No president report.

Debora

1. L2L report. L2L was a productive meeting opportunity. Alice and Debora briefed regarding BillHighway. She will not be attending most meetings of TEC.; however, we are well-represented.

Marie

1. Bank of America closed our account and she has set up an account at DSFCU. New account checks will be ordered with new business cards. AZ ASCD has multiple EIN numbers associated with the organization. We have non-profit status, we are not an individual non-profit. We are "piggy-backing" on ASCDs non-profit status. DSFCU had a different EIN number and Marie came across a letter with a third number. This letter was issued in 1985. Marie is keeping the AZ ASCD related EIN number. She isn't sure what to do about the other two numbers. Alice suggested talking to Sara Marcum, who used to be treasurer. Marie will provide another potential person who might now. Marie doesn't know whose name is associated with the other two numbers. Alice will text Paul Stanton to see if he knows. He replied back that the person to speak with is Vic Mondino, another past treasurer. Alice gave Marie his



contact information. Kate suggested we see what we need to do with the other ones, but feels we should just use the one number.

2. Currently have \$13,000. Earned 308 in membership dues from T2L. \$175 (half) from month of may from BofA merchant services.

Alice

1. We have a lot of potential for AZ ASCD and we should look to triple our membership.
2. Alice said that the Wild Apricot experience was very easy.
3. 8 renewals and 1 new member last month
4. Members indicated there may be some glitches with national membership emails.
5. Alice indicated that you have to check the box state affiliate to join or renew membership.

Old Business

1. Ronda sent out minutes and agenda
2. Kate moved to accept the meeting minutes, Debora seconded. No opposed
3. Wild Apricot update from Marie - We can have up to five admins and up to 250 members. We should consider setting up our website. Marie reviewed what Wild Apricot actually is: it takes up our database, mass emails, hosts website, etc. Our annual fee is \$433.00 per year. CVent was over \$1000. Wild Apricot is scaleable. It's easy to change membership levels and customize by month. Ronda asked if we need a webmaster. Someone in our group should be able to do that. We do have our own domain name. Alice suggests we do this as soon as possible.
4. Marie also updated Bill Highway. Current model is Quickbooks. We want to switch to BillHighway and it would take over for the Square, Merchant Services through BofA, and Quickbooks. It can also take over banking. Easy to transfer, etc. We can purchase and issue gift cards which can be used for expenses. Run through national. We cannot have our account because it has to go through ASCD. Should be up and running in about a year. National keeps indicating they are working on it. Hoping it will be settled by elections, but does not have confidence.
5. Social Media Updates - Kathy proposes we make social media part of our strategic plan. We have FB and Twitter and that if we engaged as a board in those spaces, it would help. Kate indicated that at L2L, social media was a topic with a group who suggested they have gained traction leveraging social media.
6. Newsletter - Marie asked how many times we want to send a newsletter. Ronda said that we should discuss as part of our strategic plan. Kate affirmed that we should align it to the plan.

New Business and Board Planning



1. New members and board members shared motivations for assuming the new positions.
2. Discussion about emerging leader program and how to nominate more. Ideas proposed.
3. Went around the table for each to share.
4. Calendar - Ronda asked if we're sticking with monthly meetings. Conversation about any date conflicts. Discussed that we can still utilize Zoom, etc. Keep 9-11 as time. Kate moved that revised dates are accepted. Alice seconds. All approved.
5. L2L Update - Ronda discussed a potential framework for developing a strategic plan. We have to submit something to AZ ASCD to show we're doing something. Draft strategic plan was passed around from L2L. Kate discussed the Action Plan Logic Model that was created. It was suggested that we become a better presence beyond just a table at a conference.
6. Kathy suggests that Arizona School Administrators as a group to reach out to. Kathy mentioned AZ-NBCT network as another target group. Improve membership and reach to engage people when the time is right. Early childhood also mentioned by Pam Powell.

**Break
(10:57)**

**Reconvened
(11:45)**

1. Ronda presented on the strategic planning process. (See presentation)
2. Ronda facilitated an examination of our Constitution to mine language for mission and vision. Crosswalked with the work from L2L. Discussion around purposes, outcomes, etc. Discussions included potential focus on rural school district focus. Also: Community, connection, ways to be heard.
3. Three goals:
 - a. Membership Interest: Marie, Debora, Alice, Pam
 - b. Developing our Purpose/What we Do and Are (Interest: MIKE, Kate, Danielle, Jen, Alaina)
 - c. Engagement (Interest: Daniela, Kathy, Kate, Pam)
 - i. Advocacy
 - ii. Events
 - iii. Activities
4. Draft goals approved - all agree

To Be Prepared for August Meeting:

1. Be ready to talk share your sphere of influence (groups/people/etc)
2. Connect with people on your subcommittee for action planning



3. Come with thoughts on an elevator speech.

New Business - Board Information and Action Items

1. Everyone is invited to Affiliate online meeting on August 14th.
2. Leadership Conference is October 26th/October 29th - Propose meeting date to October 21, tentative.
3. Annual Conference: March 24-28th in Boston. Cancel March meeting.
4. Motion Passed on items two and three.
5. Move that Ronda attends October conference. Motion passes.
6. Ronda - Regional reps. Discussion to be taken up by subcommittee groups on membership and engagement.
7. Marie - Business Cards being ordered for those who need them.

Additional Supporting Info

Here is a link to make recommendations for Emerging Leaders:

<http://www.ascd.org/programs/Emerging-Leaders/Emerging-Leaders.aspx>

Here are the qualifications: There is no age limit for Emerging Leaders program participants. However, since the program is targeted at educators who have been in the profession for 5–15 years and are just beginning to pursue leadership opportunities within ASCD and the field of education, most ASCD emerging leaders tend to be under the age of 40. We ask for a date of birth on the online application to help ensure that each class of emerging leaders comprises a diverse group of individuals.

Here is a link to a Google Sheet I created for people to add names for those they recommend: <https://goo.gl/tAyuqJ>

Remember, the Google sheet is just for our internal use. People must make the recommendation directly to ASCD Constituent Services.

Future Board Items

1. Discuss our committee action plans.
2. Discuss regional reps.
3. Discuss our elevator speech.
4. Ann Korando invited to attend.
5. In affiliate documents, we should have "Generative Discussions." Hasn't been on agenda, but will be starting next time.



6. Standing committees - we'll add it to the August agenda to establish each.
7. Alice recommends looking at the ASCD Affiliate Handbook that is loaded in the Google Drive.
8. Meeting adjourned at 1:44

