

**Arkansas ASCD Annual Board Retreat
Lake Point Conference Center
July 27 – 28, 2007
Minutes**

July 27

Present: Mary Gunter, Matt McClure, Frank Holman, Becky Shopfner, Marsha Jones, Sheila Jacobs, Paula Rawls, Janice Warren, Robert Davis, Kenneth Muldrew, Debbie Miller, Phoebe Bailey, Diana Peer, Karen Endel, D'Anne Barrow, Dean Burbank, Angela Olsen, Jim Garvey

Absent: Peggy Woosley, John Calaway, Peggy Walter, Janinne Riggs, and Jeanie Gorham

Welcome and Introductions:

- **President' Remarks:** President Robert Davis welcomed the board members to Lake Point, new home to AASCD. The board members introduced themselves. President Davis thanked the Board members for their continued support. The session was then opened with the Whole Child video from ASCD. Mr. Davis called our attention to the President's letter in the front of our board book. The theme for this year will be *Meeting the Challenge of Educating the Whole Child: fitting the Pieces Together*. He also shared his goals for the organization this year. 1) To expand the conversation regarding the whole child initiative at the local and state level. 2) To support the parent (ASCD) organization's whole child initiative at the local and state levels. 3) To continue to move forward the mission of Arkansas ASCD.
- **AASCD Board Book:** Dr. Gunter reviewed the two-day retreat agenda with the board. She also walked us through the board book. In section one, she pointed out the article *The Source: Twelve Principles of Governance that Power Exceptional Board*. She requested that the board review the article before the September board meeting and be prepared to update priorities. The view of the future possible should not be conference deliverance sustained, but other sustainable resources should be considered. We need to self-assess. Reviewed job description section. The membership coordinator description needs to be placed in procedures. This is the year to review the constitution and policies. President Davis will appoint a committee to work with Dr. Jones, the past president, to review the constitution. In the constitution, we may need to review the purpose – look at possibly adding a membership coordinator. Dr. Gunter pointed out that it takes half the members of the board to establish a quorum. Also she pointed out that there are guidelines in the constitution for committee structure. Under policies, we may need to review secretarial support. There needs to be a discussion on the Affiliate Leadership Conference. It actually no longer exists. There may need to be a generic statement or add LEAP. Mileage needs to state: State reimbursement as of July 1 each year. The AASCD calendar for the year was reviewed. Dr. Gunter reported that ASCD no longer pays for affiliate representatives to attend. It will now be an affiliate expense. New this year, selected Presidents or Executive Directors will be trained on September 19 to do state conversations on the whole child. President Davis has requested Dr. Gunter to represent AASCD. Homework is for the board members to read the 'Graduate Act'. The strategic plan needs to be revised. This work is what has taken us to make application for the Affiliate Excellence Award.
- **Director's Report:** Dr. Gunter has taken the allocated budget amount and set it up with ATU. We have requested a secretarial position to be shared with ACEL. Dr. Gunter will screen applications and set up interviews. She hopes to have the position filled by August 16. She has requested a phone number and phone system. The budgeted amount should be sufficient. The sharing of the position helps.
- **Professional Licensure Standards Board Report:** Sheila Jacobs represents AASCD on this board. She provided handouts of ACT 846 that was passed in the last legislative session creating this board and a list of the committee members. Sheila reviewed the

law with the board. Beverly Williams will chair the board. There are four areas: 1) licensure for teachers and administrators, 2) audits of university programs of study, 3) establish code of ethics, and 4) complaints/investigation. Three subcommittees were formed: 1) Fees, Chair Ron Tolson, 2) Investigation procedures, Chair Andrew Tolbert, and 3) Ethics, Chair Beverly Williams. Sheila provided the board with handout on rules governing/burning issues. Sheila felt it was very important for some of the AASCD board members to attend some of the meetings to speak to critical issues. Scott Smith is the legal advisor to this board. Discussion followed Sheila's presentation. Sheila assured the board that she was committed to being a voice for AASCD. Upcoming agendas will be sent to Dr. Gunter to send to the AASCD board members. Michael Lucas was hired to do program approvals and audits of colleges and universities.

2007 Conference Review: Dr. Gunter shared the composite of the conference evaluations with the board members. There was much discussion of moving the conference to a different hotel. President Davis appointed Matt McClure and Jeanie Gorham to check out the possibilities of other sites in Hot Springs for the conference. Dr. Gunter will check on errors and omissions insurance.

Planning for 2008 Conference: Frank had the board members to brainstorm about what was good about the summer conference. Some of the responses were: good general speakers, good kid entertainment, traffic thru vendor area, business panel perspective, good attendance at coop planning session, variety of professional development sessions, registration, book sales, pre-conference, dance well attended, Texas Hold'em, and professional development certificates. He then had the group brainstorm revisions. Some of the responses were: registration in vendor area, paper trail of sponsors and vendors, more done with curriculum networking, professional development hours, larger meeting rooms, Arlington, vendor set-up, golf team organization (at least one AASCD member on team), reception – golf awards – PA system, and ADE registration (confusion with ADE paying). Planning for the 2008 with theme of the Whole Child. The group brainstormed speakers: Jimmy Cabreara (What's in your Backpack), Pedro Negreua, Dave Shepard (The Middle Matters), Cheryl Limpky (21st Century Skills), Jocelyn Elders (Health Issues), Gentleman from Jonesboro (Killing our Children), Debbie Silver (social/emotional), Monte Selby (social/emotional – Emporia State), Stephen Barkley, Marilyn Carpenter, Bryan Fiese, Marcia Tate, and Marie Parker (A+ arts). Discussed the possible move of the conference. Discussed the confirmation of small group/round table sessions earlier. Need presenters e-mail information on the form. Discussed vendors and sponsors – recognition. Suggestions: board nominees – facilitators, have a meet and greet for the nominees (have to check with ASCD), look at conference attendees demographics, vendor interest, invite a representative group of vendors to come to a planning meeting and be part of the conversation, advertise sponsors of main activities, big speaker at general session on Wednesday morning, have only one person deal with sponsors and vendors, have more time between sessions to visit vendors, reinstate an in-depth session (all three time slots), offer additional late afternoon sessions to make it their choice to get 6 hours of professional development per day, 4.5 + 4.5 + 3 = 12 hours, advertisement of number of professional development hours clear, and make the conference at a glance more specific. President Davis appointed a 'core planning committee': Frank Holman, Janice Warren, Jeanie Gorham, D'Anne Barrow, Phoebe Bailey, Angela Olsen, Mary Gunter, Becky Shopfner, Karen Endel, Matt McClure and Diana Peer. Matt McClure reported on availability of other hotels in Hot Springs. Neither the Austin or the Embassy Suites had room capacity for participants, but there would be enough meeting rooms.

Legislative Review 2007: Frank Holman had the board think about key legislative issue that we thought would be coming up next legislative session. Some of the issues were: High School reform, funding, instructional day (teacher time), licensure system, whole child – health, professional development, assessment/accountability, school choice and merit pay. Next steps were discussed: share our issues with other educational groups such as AAEA, ASBA, etc.; need formal protocol on presentation of position to legislators. Matt McClure added that the legislators recognized AASCD/s visible presence. He shared that AASCD has gained respect

from the legislators. We need to be more proactive. Diana Peer stated that we need to approach it from the whole child perspective. Marsha Jones asked who are our partners? Who do we need to keep on our side? She stated that we need to continue our relationship with the legislators. There was a discussion centered on the reauthorization of NCLB and our role. We encouraged to contact our congressmen.

Three strands came from this session: Arkansas issues, NCLB and a process of involvement and impacting educational decisions before they happen.

Dr. Gunter will create a list for people interested in issues to sign up and begin to research on for white papers and position papers.

Matt McClure shared the growth model for AYP.

Dismissed at 8:20 p.m.

**Executive Committee Meeting
Minutes
July 28, 2007**

Present: Robert Davis, Janice Warren, Frank Holman, Marsha Jones, Mary Gunter, and Paula Rawls

Absent: D'Anne Barrow

Business:

President Davis called meeting to order at 7:45 a.m..

LEAP: We are over budget in board development. We will need to adjust the budget by \$3,000 for LEAP.

Dr. Gunter will check to see if there is an open slot for the extended day for Whole Child training.

Dr. Gunter reported that we have approximately \$7,000 not spent from the P-18 grant. She hopes that we can use it to assist with other regional meetings.

Strategic plan has to be updated.

There are two things in the constitution that do not jive: 1) who are the elected members and 2) ex-officio members are non-voting members.

Discussion on adding new secretary position in policy.

Discussed speaker for 2008 summer conference.

Products and Service should be looking at 2009 with a template conference committee calendar (2 year calendar).

2009 conference theme: The Effective Affective Leader: Leadership for All.

Adjourned at 8:20 a.m.

July 28 Retreat Work

Present: Dean Burbank, Jim Garvey, Karen Endel, Diana Peer, Phoebe Bailey, Angela Olsen, Debbie Miller, Kenneth Muldrew, Robert Davis, Janice Warren, Marsha Jones, Becky Shopfner, Frank Holman, Matt McClure, and Mary Gunter

Absent: Jeanie Gorham, Janinne Riggs, Peggy Woosley, Peggy Walter, John Calaway, Sheila Jacobs, and D'Anne Barrow

President Davis called the meeting to order at 9:00 a.m.

Committee Assignments: Mr. Davis made the working committee assignments for the retreat. The committees were: 1) Influence and Policy – Frank Holman, Matt McClure, and Robert Davis, 2) Programs, Products, and Service – Paula Rawls, Phoebe Bailey and Dean Burbank, 3) Communication and Publication – Diana Peer, Angela Olsen, Becky Shopfner, and Jim Garvey, 4) Diverse Membership – Janice Warren, Karen Endel, and Debbie Miller and 5) Leadership and Governance – Marsha Jones, Robert Davis, Kenneth Muldrew, and Mary Gunter. The committees were given the task of working on the strategic plan. The task was to: a) review what accomplished on the continuum, b) what do we need to tackle, c) change dates, and d) review and revise the goal for the strand. The committees divided up and worked on their task.

Arkansas ASCD Board Meeting Minutes July 28, 2007

Call to Order: President Davis called the meeting to order at 11:10 a.m. Quorum was established.

Approval of Minutes: Paula Rawls presented the minutes from June 24th and 27th board meeting and the June 25th business meeting. Frank Holman made the motion to approve the minutes. Kenneth Muldrew seconded the motion. The motion passed.

Finance Report: Dr. Gunter gave the finance report in D'Anne Barrow's absence. She reported that we are in the process of receiving bills from the conference; therefore, we do not know the profit amount from the conference. The membership revenue is about where expected at this time. Still in the process of cleaning up membership renewal. On target for budget completion. Anticipate \$50,000 for investment. Monitor expenses with the commitment of secretary and office.

Membership Update: Karen Endel reported that we have approximately 1,000 members. She will not have complete information until conference data is cleaned up. 396 total attendance at the conference. 2002 membership was 459.

Strategic Plan: Committee reports were given. Reports were given by: Frank Holman – Influence and Policy, Phoebe Bailey – Program, Products and Services, Diana Peer – Communication and Publication, Janice Warren – Diverse Membership and Marsha Jones – Leadership and Governance.

Next Step: Dr. Gunter stated that she will send a draft copy of the document after she receives the information from the committees. The strategic plan will be finalized at the September 27th board meeting. Budget issues from the plan will be addressed at that time.

Other Business:

- Committee Assignments: Mr. Davis made committee assignments for the year. Board members were given a copy of the assignments.
- Core Conference Committee: A planning meeting will be after the September 27th board meeting.
- Matt McClure will provide the Reflective Opening for the September board meeting.
- Karen Endel will provide the Reflective Closing for the September board meeting

Adjourn: Marsha Jones made the motion to adjourn. Dean Burbank seconded the motion. Motion passed. The meeting adjourned at 12:25 p.m.

Respectfully submitted,

Paula Rawls
Secretary

Robert Davis
President

Arkansas ASCD Mission

Arkansas ASCD, a diverse group of educators, is dedicated to the development and support of leadership and best practices in curriculum, instruction, assessment and supervision to ensure success for all learners.