

NETA Retreat Minutes
July 11-13, 2016
ESU 3, Omaha, NE Calamus/Platte Room

The day started with strategic planning in the morning led by Don Fritz.

The business meeting was called to order Monday, July 11, at 3:30 p.m. by Jackie Ediger. Board members present were: Josh Allen, Craig Badura, Lynn Behounek, Lucas Bingham, Jackie Ediger, Heather Callihan, Peg Coover, Stephanie Dannehl, Ann Feldmann, Lynne Herr, Matthew Lee, Darci Lindgren, Wendy Loewenstein, Becky Miller, Rich Molettiere, Julie Moore, Eliu Paopao, Tom Rolfes, Tina Sauser, Jason Schmidt, Patty Wolfe, and Nick Ziegler.

The meeting started with a team building activity, a demonstration of 'Keep Talking and Nobody Explodes' online game.

The agenda for this meeting was developed by the President's Council at the Denver ISTE Conference. Minutes from previous meetings were offered for review. Jason Schmidt made a motion to approve the minutes from the April, 2016 board meeting with a second by Rich Molettiere. A voice vote was taken and the motion carried. Jason Schmidt made a motion to approve the minutes from the Annual Meeting held at the NETA 2016 Spring Conference, with a second by Heather Callihan. A voice vote was taken and the motion carried.

Jason Schmidt made a motion to move into Executive Session, with a second by Matt Lee. A voice vote was taken and the motion carried. After discussion, Nick Ziegler made a motion to move out of Executive Session, with a second by Matt Lee. A voice vote was taken and the motion carried. Nick Ziegler made a motion to accept Becky Miller's resignation, with a second by Rich Molettiere. A voice vote was taken and the motion failed by unanimous vote. Becky Miller will remain on the NETA board.

Julie Moore gave the Nebraska Fall Ed Tech Conference report. Workshops will be recruited and conference sessions will be selected on Monday, July 18th. Registration will open in August along with exhibitor registration. More administrator focus sessions were submitted this year. The NETA board of director's meeting will be held the Wednesday before the workshops. The existing fall conference committee format is working well. Hotel rooms have been reserved for the board.

Jackie Ediger closed the day with positive comments looking forward. Everyone is encouraged to share with the group during the next two days of meetings. Monday's meeting Recessed at 5:00 p.m.

Jackie Ediger called the board of director's meeting to order again at 8:35 a.m. Tuesday, at ESU 3. First item of business was **Outreach Committee Sub-group meetings.** Action plans were created to go with the goals set on Monday. Key performance indicators were created for each goal.

Darci Lindgren presented the **Goal 1 (Conferences) subcommittee report.** The goal is to, "Demonstrate continual growth in quality, attendance and offerings at our conferences." Key Performance Indicators include: to Obtain feedback from at least 10% of attendees a year for each conference; solicit current, relevant, and forward thinking sessions; increase offerings (workshops, sessions, virtual); and increase attendance (subgroups, etc.). Details and action plans were recorded in the shared workbook.

Nick Ziegler presented the **Goal 2 (Conference+) subcommittee report.** The goal is to, "Expand

Learning Opportunities Beyond the Conference.” Key Performance Indicators include: to Increase sponsored groups; Market presenter resources/content; Solicit and disseminate high quality resources on a regular basis; and Expand/enhance statewide partnerships. Details and action plans were recorded in the shared workbook.

Tuesday afternoon began with **Executive Board committee meetings**. Contest, Finance, and Governance committees met in separate locations to go over business and present back to the full board.

The **Contest Committee report** was presented by Lynne Herr – The previous ‘new teachers’ drawing contest will be replaced by a new Scholarship contest that all teachers can participate in. A scholarship to the NETA Spring Conference would be based on answering the question, “How will attending the NETA Spring Conference change your classroom story?” Responses could be recorded for future public relations use. This will fund ten teachers conference registrations and substitute pay. All contest winners will be encouraged to submit poster sessions. The Submittable contest entry system will continue to be used. The board is encouraged to recruit the leaders and teachers in technology applications. Becky Miller made a motion to fund up to ten scholarships to teachers for the 2017 NETA Spring Conference to cover registrations and substitute pay with a second by Tina Sauser. A voice vote was taken and the motion carried.

The **Finance Committee report** was given by Rich Molettiere. The accounting external review is still in process, and not expected to be completed for two weeks. Rich will be meeting with NETA’s financial planner in one week. Linda Dickeson and the University of Oregon agreements were approved. One new budget item for new shirts for the entire board was approved. The Mobile 1 to 1 group reduced their budget amount requested. Nick Ziegler made a motion to approve the budget requests as presented with a second by Patty Wolfe. A voice vote was taken and the motion carried.

The **Governance Committee report** was given by Tom Rolfes. One issue discussed pertained to conference expense reimbursement to outgoing board members. Wording was modified to cover any expenses that could be prepaid before the September 1 deadline after leaving the board. Matt Lee made a motion to accept the three changes suggested by the governance committee, seconded by Nick Ziegler. A voice vote was taken and the motion carried. Minor labeling letter changes were updated. The Governance Committee has added a section to begin discussion of electronic meeting procedures. Those will be worked on for submission for board approval at a later date.

At 1:00 p.m., Stan Pierce, Executive Director of the Technology Association of Nebraska, addressed the board. TAN is a young non-profit organization focused on maintaining technology infrastructure and talent in Nebraska. TAN works with the department of economic development and labor to define needs and gather data. Future collaboration between our organizations could benefit both.

The afternoon continued with **Conference Subcommittee meetings**. Logistics, Programming, and Public Relations/Marketing committees met in separate locations to go over conference plans and present back to the full board for discussion and action.

Lynn Behounek presented the **Logistics Conference Committee Report**. The registration layout will remain the same as last year. Smaller signs and a ladder will be needed to hang modified letters to indicate registration lines on Friday. Exhibit hall hours and breaks will stay the same. Prize tickets will still be submitted in vendor hall, but move Thursday drawing to two hours later to help with traffic flow. For the 30th anniversary, an 80’s hair band may be invited, and a history of technology

display will be included near the Junior Ballrooms. The Hilton Omaha agreement was presented, and approved, with an additional 4th room to be added for another workshop. Eliu Paopao reported University of Oregon will provide an interactive map allowing vendors to select their own location. Vendor registration will be increased by \$50 to cover additional cost. An interactive vendor map will be available for attendees during the conference.

Ann Feldmann presented the **Programming Conference Committee Report**. Three workshop times were set allowing for Morning, Afternoon, and Evening workshops, as well as one full day workshop for Future Ready. Several workshop topics were detailed.

Tina Sauser presented the **PR/Marketing Conference Committee Report**. To streamline social media presence, “hootsuite” will be used to cover multiple platforms at once. Discussion took place on re-designing the NETA website. NETA will reach out to the Omaha code school to see if they will help with the website re-design. Purchasing Facebook ads will be explored during the fall conference registration time. Online clothing sales will be explored to make NETA items available to all members. Creating a NETA ambassadors (former board members) group was discussed. Goose Chase and the match game will be used again as conference games this year. The 5K run during the Spring Conference will be repeated.

Jackie Ediger continued with the **2016 Conference Summary Report**. 2016 General evaluations were examined on Monday. Pre-conference workshop evaluations were shared. Attendance, registration, finances, and statistics, as well as notes from the debriefing meeting were summarized.

Matt Lee then began the **2017 Conference Planning** discussion. The upcoming 2017 Spring Conference will be the 30th Anniversary, so the theme is, “Pearls of Wisdom.” Activities will include pre-conference posts reflecting 87 hits, 80’s band or music before keynotes, videos of students reacting to old equipment, and a ‘museum’ of old electronics. Session submission questions were reviewed, and some changes suggested. Sessions will be accepted through November 11, 2016, and registration will open February 1, 2017. Current early bird registration costs are \$139/\$159 – and the board saw no need for changes at this time. Exhibitor sponsorship levels will stay the same.

Meeting recessed at 4:30 p.m. on Tuesday.

Jackie Ediger called Wednesday’s meeting at ESU 3 to order at 8:30 a.m.

A workshop fee for new full day option was the first item of business. The board decided to charge \$135 for full day Future Ready presentation, lunch included. The administration strand on Thursday will include follow up sessions to build on the Future Ready strategic planning process. Three-hour workshops will cost \$75, the same as last year.

Chad from NPPD will be able to sponsor the maker space again in 2017. Sparkfun will be sending a couple of reps to help as well. Additional seating is needed throughout the conference center- another vendor will be included. Charging stations will be included. Round tables & chairs from

convention center could also be used.

Speakers for 2017 are continuing to be explored. Kent Steen has helped arrange Hadi Partovi from Code.org as Friday's keynote. Options for printed programs were reviewed. A paper option will be available, but will not be the full expensive printed booklet copy. Exhibitor map, QR codes and shortcuts for online resources, and 'at a glance' schedule will be provided. Bags will continue to be ordered. Flyers and logos from high-end vendors are included in conference bags. Discussions with vendors will help guide bag decision for next year.

Strand subcommittees met to choose details for room and day requirements as well as began recruiting sessions. Four strands will be only one day, and the others will run both days. Several rooms for breakout sessions will not have a strand focus, and will be open to other topics not specified as a strand. Quality and inclusive sessions for all learners will be available.

The meeting continued with **Executive reports**. Julie Moore gave the **Executive Director's Report**. She thanked board members for helping with Administrator Days' coming up. Some conference bills are still outstanding, which is not unusual. Board member newsletter articles are expected once a year. Project Tomorrow recognized NETA with a certificate for outstanding participation. The Midwest reception was well attended and a positive reflection of Nebraska. The 990 form is almost ready for public review. Conference liability insurance is being renewed for next year.

Rich Molettiere gave the **Treasurer's Report**. Our external review is ongoing, but they have not asked for much information at this time. Tuesday Julie and Rich will be meeting with the financial planner. The balance sheet, profit and loss, and 2017 budget documents were presented and summarized for the board of directors. Nick Ziegler made a motion to approve the treasurer's report with a second by Jason Schmidt. A voice vote was taken and the motion carried.

Tom Rolfes gave the **Executive Liaison Report**. The largest funding request for the Department of Ed will be coming this fall. "Breaking Down ESSA" document was shared - with good explanation of possible funding resources. NETA could help with the required District Wide Needs Assessment such grants would require.

Lynne Herr gave the **ETAN Coordinator Report**, while sharing information from Tom Rolfes. Tomorrow the house is taking up a bill for 1.65 billion dollars. The board was asked to use his or her own personal email account to contact Representative Fortenberry to support the bill if they chose. Lynne continued with the **Contest Coordinator Report**. No changes since yesterday's contest update. Main challenge is still getting the word out to advertise contests and encourage entries. Teaching and leading with technology awards especially need entries, and can now be self-nominated.

Lucas Bingham gave the **Web Coordinator Report**. Lucas will be contacting the Omaha Code School to help design and update the look of our web site. The leadership page has been updated with current board information.

Eliu Paopao gave the **Exhibitor Coordinator Report**. 139 booths will be available this year by adding ten spaces on the side, but could be removed if not in use. This allows for expansion beyond past 128 spaces being filled last year. University of Oregon and Julie will be contacted to activate the interactive map and begin the automated process. Mini sessions for vendor areas will be

explored.

Lynn Behounek gave the **Site Coordinator Report**. She presented a spreadsheet looking back at 2016 to get a basis to expect new costs. Main base of what things cost stayed the same. Some food cost increase, but prices were raised rather than more food purchased. Price is not expected to change this year. Added facility cost was due to workshops, but revenue from workshops covered the expense. Due to technical problem during keynote recording in 2016, J&S audio will be providing staging for 2017 at no extra cost.

Jackie Ediger gave the **President's Council Report**. New shirts for the board were considered. Size samples will be brought to the Fall board meeting. Anyone who does not have a polo will get one ordered. An additional shirt will also be ordered. Royal blue color - quarter zip, polo's, and cardigans will be available to select from.

Executive Committees were given time for follow-up meetings, with no new reports needed at this time.

Unfinished business – Goal groups were given more time to work in groups. **Goal 1(Conferences)** met to work on action items of goal. Patty Wolfe reported they went through all the KPI's, added notes and more details for progress to be made. **Goal 2(Conference+)** met again to finish details. Becky Miller reported with the additional work and specifications that were filled in the action plan. Partnership agreement was reviewed and modified to meet current goals.

Sponsored groups then reported to the board. Lucas Bingham said the **Tech Coordinator Group** will have a meeting before the fall conference, meet once in the winter, and a shorter meeting during the Spring NETA conference. Jason Schmidt is planning on one meeting for the **1:1 Mobile Learning Group** on January 12, at ESU 10, called 1:1 summit. Focus will be more toward the administrative end. Tom Rolfes reported for the **E-Rate Group**. SuAnn Witt will be available during the fall conference if the group wants to meet then. The online portal changes have been a challenge. Tina Sauser will be working to organize a new **Technology Integration Group**. It will begin Fall 2016, and has submitted a budget request for a similar amount for other budget requests. Nick Ziegler made a motion to approve \$2000 to fund creation of the Technology Integration group. Becky Miller seconded. Brief discussion was held. A voice vote was taken and the motion carried.

Jackie Ediger turned focus toward locating session handouts using the NETA web site. Resources for sessions are sometimes hard to find. University of Oregon site is the host for handouts and web links. Add 'Search 2016 resources' button for ease of use. Many presenters did not upload resources or provide a link, and need more instructions. Those instructions will be created.

The meeting concluded with **New Business**. Matt Lee and Josh Allen discussed possible **Future Ready partnership**. It helps superintendent's focus on strategic planning. Full day workshop and inclusion with the leadership strand are a start. The only costs to use their professional presenters for us are travel and hotel. Many other states are cooperating with this national nonprofit. Thirty-five

Nebraska Superintendents have already signed the pledge, and will be invited to the NETA workshop and trainings by Future Ready.

30th anniversary recognition of past NETA board members was discussed. Ann Feldmann and Becky Miller will work on reserved seating in front during keynote and photo op of full board group. A social gathering may also be organized. NETA ambassadors Google group has been created. All previous board members who want to continue advocating for NETA will be invited to join. This will be a pool of talent to pull from for future projects if needed. A special 30th anniversary t-shirt will be designed, and be available for board members and given away. A hundred shirts will be ordered. Nick Ziegler made a motion to order T-Shirts to celebrate NETA's 30th anniversary, seconded by Ann Feldmann. A voice vote was taken and the motion carried.

Nick Ziegler made a motion to move into Executive Session for **appointive positions review**, with a second by Becky Miller. A voice vote was taken and the motion carried. Josh Allen made a motion to end Executive Session, with a second by Matt Lee. A voice vote was taken and the motion carried.

Matt Lee made a motion to retain the Executive Liaison appointive position, with a second by Tina Sauser. Discussion occurred. A voice vote was taken and the motion carried. Matt Lee made a motion to retain Tom Rolfes in the position as Executive Liaison with a second by Tina Sauser. Discussion occurred. A voice vote was taken and the motion carried. Matt Lee made a motion to retain the Exhibitor Coordinator appointive position, with a second by Jason Schmidt. Discussion occurred. A voice vote was taken and the motion carried. Matt Lee made a motion to retain Eliu Paopao in the position as Exhibitor Coordinator, with a second by Tina Sauser. Discussion occurred. A voice vote was taken and the motion carried.

Calendar and judging **dates for 2016-2017** were reviewed. Oct. 5, 2016 will be the Fall Board Meeting in Kearney. Fall Conference workshops will be held Oct. 6, and the conference will be Oct 7, 2016. The Winter board meeting is set for Feb 3, with contest judging set for Feb. 4, 2017. NETA's Spring board meeting and Conference will be held April 19-21, 2017 in Omaha. Retreat will be one week later than usual in July, with a location to be determined later.

With no other business, Matt Lee made a motion to adjourn with a second by Jason Schmidt. A voice vote was taken and the motion carried. Meeting was adjourned at 2:06 p.m. on Wednesday, July 13, 2016.

Respectfully Submitted,
Darci Lindgren
NETA Secretary