

NEBRASKA EDUCATIONAL TECHNOLOGY ASSOCIATION
BOARD OF DIRECTORS, MEETING
February 7, 2014

The Board of Directors of the Nebraska Educational Technology Association met on Friday, February 7, 2014. The meeting was held at Waverly Middle School, 13801 Amberly Road, Waverly, Nebraska. A meeting agenda and reports were made available for board members to review prior to the meeting. A spreadsheet of conference evaluations were also linked to the agenda for review.

NETA President Jason Everett called the meeting to order at 10:02 a.m. and asked for additions to the agenda. Board members present at the meeting: Craig Badura, Lynn Behounek, Lucas Bingham, Heather Callihan, Jackie Ediger, Jason Everett, Bob Goeman, Pam Krambeck, Matt Lee, Darci Lindgren, Rich Molettiere, Julie Moore, Dawn Prescott, Gregg Robke, Tom Rolfes, Evi Wusk and Mike Burns. Absent from the meeting were Lynne Herr and Nicole Badgley. Brent Catlett, Angie Wassenmiller, Jason Schmidt, and Josh Allen entered the meeting at 10:06.

Minutes from the October 4, 2013 meeting were reviewed and one correction was made to the minutes. A motion was made by Rich Molettiere and seconded by Bob Goeman to approve the amended minutes. A voice vote was taken and the motion carried.

The president's council met prior to the February board meeting to review session proposal reviews, involvement in an ISTE contest, vendor prize drawing at the spring conference. Committees and membership were discussed and an agenda for the February 7th meeting was formed.

President elect Gregg Robke led the conference discussion and shared that the University of Oregon is again handling registration. A total of 390 sessions were submitted and 189 were selected for the spring conference. Bob Goeman gave an update on volunteers and how they may be utilized during the conference. Jackie Ediger is working on door prizes with a \$3000 budget. Gregg Robke shared that the presidents council is working with vendors for prize donations and an efficient way to collect and handle prizes. Julie Moore and Bob will follow up with the vendor from Higher Ground on iPad covers. Lucas Bingham shared that FETC scheduled a dedicated time before vendor closing for prize drawings. Julie indicated that we are trying to cut down on purchased signage for the spring conference in preparation for the move to CenturyLink. Julie asked the group to e-mail suggestions on signage needs. Gregg shared strands and locations for the spring conference. The NETA Tech coordinators will be meeting from 4:30-5:30 p.m. Vendors during the pre-conference and user groups were also discussed.

Pam Krambeck shared that the contest committee is meeting at 9:00 a.m. Saturday, February 8, 2014 for contest judging. Judging will be held at the Waverly Middle School library.

Printers, staging and pre-keynote entertainment was discussed. A March 10th facility meeting will be held for board members involved in conference logistics. Josh Allen volunteered to again create a conference program eBook. Suggestions for the conference evaluation were solicited. Recognition for Embassy Suites was discussed. Pam and Julie will work on this project and incorporate ideas from the group. Gregg shared that a student group will be putting together a promotional video for the move to CenturyLink.

Logistics 2014 subcommittee meetings were held and members provided the following reports.

Retail: Jason Schmidt shared that the group has selected a cooler bag for the conference and is working on selecting books. Rich Molettiere addressed questions concerning book sale expenses indicating that NETA breaks even or makes a slight profit on book purchases. Retail group members are working on branding and making apparel with the NETA brand available at the conference.

Facilities/Registration/Vendors: Bob Goeman reported that CCS is bringing in a trailer for a mini classroom at the spring conference for training on Smart products. A monitor/projector showing Twitter feeds during the day is being considered. Epson is providing projectors for presentation rooms and keynotes in exchange for a booth at the conference. Transportation/driver support for conference keynote speakers was moved from the marketing subcommittee to the facilities/registration/vendor group.

Volunteer Room Support: Jackie Ediger shared that the spring conference has worked well without room hosts. Board members will be assigned to a group of rooms this year to have a NETA face in all areas. The group is working with Bob Goeman on volunteers during the conference. Board members will collect projectors from their assigned rooms at the end of the conference to streamline post conference packing.

Conference Marketing: Pam Krambeck and Lucas Bingham reported that a NETA themed NebEd Twitter chat was held by Heather Callihan. Josh Allen has been using Twitter and Facebook to promote NETA. It was suggested that press releases be sent to area newspapers concerning the spring conference. Evi Wusk suggested reaching out to pre-service teachers and Matt Lee brought forward increasing group discounts. The group wants to explore promoting NETA as a professional development activity in districts.

The group broke from 12:00-12:30 for lunch and NETA conversations

Groups working on NETA's visioning goals met to review and provide updates.

Goal #1: Increase Statewide support for the promotion of educational technology

Gregg Robke provided an update on the activities and actions toward promotion of educational technology across the state.

Goal #2: Increase Member Services

Matt Lee updated work on increasing membership services including the Fall Ed Tech Conference, and the possibilities of adding special interest groups (SIGS) to the NETA membership and spring conference. Social media work by Josh Allen and Lucas Bingham was commended. It was suggested that members revisit past presenters and collect sites or handouts to include in an upcoming newsletter. Board members were encouraged to invite others to "like" the NETA Facebook page.

At the conclusion of the goals review sessions, board members discussed the move to CenturyLink in 2015. An FAQ document and notes from planning committee meetings were shared. Committees reported as follows:

2015 Logistics Committee: The second Tuesday of the month at 7:00 p.m. has been selected as the meeting time for the 2015 logistics committee. The group will be meeting via Google hangout. Vendors, registration and food will be located on the lower level at CenturyLink with keynotes held in the large main floor ballroom. Adam Bellow has been selected as the Thursday keynote speaker in 2015. The group continues to work on parking options and communications.

2015 Programming Committee: Julie Moore will let the programming committee know when their next committee meeting will be held. A Google Strand will be added and the group is exploring student involvement at the conference, a bloggers café, workshops, trending sessions and site visits.

2015 Marketing Committee: The 2015 marketing committee has tentatively set their meeting time for the 3rd Wednesday of the month at 10:00 a.m. and will be working to promote the conference move. A public service announcement will be developed. It was recommended that one of the

giveaways from this year promote the 2015 spring conference. Suggestions were laptop stickers from School House Graphics, water bottles, or post-it notes. The group also suggested developing a database of regional area schools from surrounding states to invite to the conference with a hand addressed envelope in addition to reaching out to pre-service teachers and 1:1 schools.

Julie Moore provided an update from the planning committee for the NETA/NCSA Fall EdTech Conference. The conference will be held on Thursday and Friday, October 9-10. Planning meeting notes were shared and Julie highlighted that the planning group recommended continuation of the NETA/NCSA team approach and format. Additional pre-conference workshops were suggested due to their popularity in 2013. Session proposals will open on May 1 and close on July 7 with session review on July 14, 2014. Exhibitor information will go out in mid-July. Revenue will again be split 50/50 with NCSA who will provide registration services and clerical assistance. A discussion of possible keynote speakers was held. It was decided to retain the existing logo for fall conference branding. The next planning committee meeting for the fall conference will be held on February 27th at 4:00 p.m. The NETA fall 2014 board meeting will be held on October 8th in Kearney to coincide with the fall conference.

Jason Everett gave the president's report and shared information on membership services and the value of being a NETA member. One suggestion was a district membership with an "up front" fee along with suggestions on growing the membership through member services. Jason has set member services as a goal for his tenure on the board and plans to have a working model by retreat to share with the group. President council notes were linked in the agenda for viewing by the board or other NETA members upon request.

Treasurer Rich Molettiere gave his report and walked the group through the following documents: February 5, 2014 balance sheet, a review of the 2014 budget, 2013 investments and a profit and loss document. Copies of documents were made available online for board members to review prior to the meeting. Rich shared that Quick Books are being utilized for payroll and checks and is working well at the present time. The following actions were taken related to the treasurer's report:

A motion was made by Gregg Robke and seconded by Jackie Ediger to move \$25,000 from NETA checking/savings to investments. A discussion of NETA investments was held concerning access to investment funds. After discussion, a voice vote was taken and the motion carried.

Rich Molettiere asked that the board go "on record" as allowing board members to attend the fall educational technology conference at no personal expense as long as the board meeting is held adjacent to the conference.

A motion was made by Matt Lee and seconded by Darci Lindgren to allow board members to attend the fall educational technology conference at no personal expense as long as the board meeting is held adjacent to the conference. After discussion, a voice vote was taken and the motion carried.

A motion was made by Bob Goeman and seconded by Josh Allen to approve the proposed 2014 budget as presented. After discussion, a voice vote was taken and the motion carried. The approved budget is available for review by the membership if requested.

A motion was made by Gregg Robke and seconded by Jason Schmidt to approve the treasurer's report. After discussion, a voice vote was taken and the motion carried.

Gregg Robke joined the board in thanking Rich for his hours of service as the treasurer of NETA.

Julie Moore provided a link to the executive director's report and thanked the board for their support during the past few months with the new addition to her family. Julie shared thank you notes from Angie Wassenmiller and the Moore family. Tax forms were mailed in January and payroll tax reports were

completed. Event cancellation insurance was completed through EXPO-PLU\$. Updates on a number of areas were shared including:

Spring Conference 2014: Sessions have been selected and presenters contacted. Julie thanked Gregg for his work in selecting session proposals for the spring conference. Gregg shared that the proposal review process went very well and made the process go smoothly. Bags and give away items have been ordered and the NETA app is moving forward with Crescerance. All rooms at the Embassy Suites are full and a few rooms remain at the Marriott. Over 4,500 pre-conference flyers were mailed the first of February. Conference registration opened February 1st and board members were reminded to register at the lead presenter rate of \$25.

The Learning Web: The Improving Teacher Quality grant fund has \$36,197.84 remaining to allow 2013-2014 teams to attend NETA and present poster/playground sessions on their projects. The grant written for 2014-2015 was not funded. Julie shared that only four proposals were funded for 2014-2015 and she has asked Dr. Fimple for feedback on the grant proposal.

ISTE Information: The ISTE conference will be in Atlanta, Georgia from Saturday, June 28-Tuesday, July 1. NETA received four complimentary registrations and has a block of rooms at the Embassy Suites set aside for members to reserve. A reception will be held on Sunday, June 29th at 5:00 p.m. at the Hudson Grille Downtown.

CenturyLink Grants: Funding of \$15,000 was received for CenturyLink Grants. Proposals were submitted and will be selected and announced at NETA 2014.

Tom Rolfes provided the executive liaison report with quotes from Obama's State of the Union address, the FCC Chairman, the SHLC Coalition and congressional leaders. Tom highlighted that eRate is running out of money and will only have funds for priority one. Nebraska will be impacted by changes in funding. Projections were shared on the impact of funding changes and priorities. In the state legislature a change is proposed for use of state lottery funds that would shift funding from technology and distance education to early childhood. Three initiatives were shared at the statewide professional development organization meeting including BlendEd, principal/teacher evaluations, and statewide longitudinal data systems.

Lucas Bingham shared the web coordinator's report and highlighted that he has been updating and maintaining the web site and sending out Newsgrams. Lucas discovered recently that the statistics feature of the web site had not been activated. Statistics are now turned on for the NETA site and Lucas will share statistical information at a future meeting.

An ETAN report was tabled until the July retreat in Lynne Herr's absence. Jason Everett has asked Lynne to share information on an announced change related to ETAN, ISTE & COSN. It was noted that the ETAN web site has been retired.

In Lynne Herr's absence Jackie Ediger provided a brief contest report and update on contest judging for Saturday, February 8, 2014. Judging begins at 9:00 a.m. at Waverly Middle School. The contest committee suggested the possibility of organizing a workshop at the fall tech conference that would support a NETA Contest.

Mike Burns shared the exhibit coordinator report. All 86 available vendor slots for the spring conference are full.

Site Coordinator, Lynn Behounek, reported that Embassy Suites has a new employee coordinating conferences. In response to a crowding issue at last years' conference, Friday's registration will be moved to Fedora II. Lynne is currently working on rooms for keynote speakers. Summer retreat will be held at the Residence Inn on July 15 & 16. Contest committee members and those reviewing fall session proposals will meet on July 14th.

A report on NETA sponsored groups followed. Lucas Bingham reported that the technology coordinators are meeting on February 19th in Grand Island. Darci shared that the 1:1 group is meeting on February 13th and all attendees, including distance learning participants, should register. Jason Everett shared an e-mail concerning a mobile technology group that plans to meet the same date as the Fall Educational Technology Conference. Josh Allen has been in contact and they are working on solving the conflict. Tom Rolfes shared that Sue Ann Witt has invited 10 people to serve on a steering committee composed of ESU representatives for an e-Rate user group.

Tom Rolfes shared discussions from the governance committee concerning membership options and a review of policies and procedures updated at the October 2013 meeting.

One item of unfinished business concerning Leading Edge Certification was discussed. With no new information from the group, Jason Everett made a motion to table the issue with a second by Jason Schmidt. A voice vote was taken and the motion carried.

Angie Wassenmiller left the meeting 4:32 p.m.

A motion was made by Josh Allen and seconded by Gregg Robke to move into executive session for discussion of personnel issues and evaluations. A voice vote was taken and the motion carried. The group entered into executive session at 4:35 p.m.

A motion was made by Jackie Ediger and seconded by Jason Schmidt to move out of executive session at 4:57 p.m. A voice vote was taken and the motion carried.

A motion was made by Bob Goeman and seconded by Gregg Robke to continue the site coordinator position. A voice vote was taken and the motion carried.

A motion was made by Bob Goeman and seconded by Gregg Robke to have Lynn Behounek continue in the site coordinator position. A voice vote was taken and the motion carried.

A motion was made by Bob Goeman and seconded by Matt Lee to continue the contest coordinator position. A voice vote was taken and the motion carried.

A motion was made by Bob Goeman and seconded by Jason Schmidt to have Lynne Herr continue in the contest coordinator position. A voice vote was taken and the motion carried.

A motion was made by Gregg Robke and seconded by Josh Allen to continue the web coordinator position. A voice vote was taken and the motion carried.

A motion was made by Gregg Robke and seconded by Jason Schmidt to have Lucas Bingham continue in the web coordinator position. A voice vote was taken and the motion carried.

A motion was made by Pam Krambeck and seconded by Jason Everett to adjourn the meeting at 5:11 p.m. A voice vote was taken and the motion carried.

The meeting adjourned at 5:11 p.m.