

**NEBRASKA EDUCATIONAL TECHNOLOGY ASSOCIATION**  
**BOARD OF DIRECTORS MEETING**  
**July 16-17, 2013**

The Board of Directors of the Nebraska Educational Technology Association met on Tuesday, July 16, 2013. The meeting was held at Embassy Suites, 13801 Westport Parkway in La Vista, Nebraska. A meeting agenda and reports were made available for board members to review prior to the meeting. A spreadsheet of conference evaluations was sent to all Board members for review prior to retreat.

NETA President Jason Everett called the meeting to order at 10:01 a.m. and asked for additions to the agenda. Board members present at the meeting: Josh Allen, Nicole Badgley, Craig Badura, Lynn Behounek, Lucas Bingham, Mike Burns, Heather Callihan, Brent Catlett, Jackie Ediger, Jason Everett, Bob Goeman, Lynne Herr, Pam Krambeck, Rich Molettiere, Julie Moore, Dawn Prescott, Gregg Robke, Tom Rolfes, Jason Schmidt, and Evi Wusk. Darci Lindgren joined the meeting at 10:15 a.m. Lucas Bingham left the meeting on July 16 at 1:05 p.m. Board members absent: Angie Wassenmiller and Matt Lee.

Board President Jason Everett welcomed new board members, Heather Callihan, Brent Catlett, Jason Schmidt and Evi Wusk to the board and recognized members serving as mentors.

Meeting agenda order was revisited prior to the meeting and a new agenda order was used for the retreat. Members responsible for budget items were asked to complete budget forms in advance of committee work to allow budget committee members an opportunity to review requests.

Minutes from the April 24, 2013 meeting were reviewed. A motion was made by Bob Goeman and seconded by Jason Schmidt to approve the minutes. After a short discussion, a voice vote was taken and the motion carried.

President Jason Everett formed an ad hoc committee to develop procedures and budget recommendations for handling courtesy gifts. A list will be developed and submitted to the governance committee for approval in the policy and procedures document before the October 2013 board meeting. Lynn Behounek, Nicole Badgley, and Darci Lindgren will meet and forward suggestions to the governance committee.

**Board Goals and Visioning:** Visioning and goals were revisited and action plans were updated. New members were added to the partnership and membership goal work groups. Each work group reviewed assignments and action plans reporting out to the full board on progress. The membership goals group recommended that organization of all volunteer efforts become the responsibility of the past president. The membership goal group also recommended that the full board consider appointing a chairperson for future fall conference efforts.

**Fall Conference Committee Report:** Julie Moore provided an update from the sub committee involved in organizing the Fall Ed Tech Conference. Items shared:

1. *How the offering addresses board goals:* Working collaboratively with the Nebraska Council of School Administrators (NCSA), ESU Technology Affiliate Group (TAG)

members and statewide technology coordinators, NETA is providing a fall conference in the western half of the state that addresses the organization's goals of increasing statewide support for the promotion of educational technology and improving member services.

2. *Sessions submissions*: 68 sessions were submitted with 48 selected for inclusion in the program.
3. *Registration* is ready and will open no later than August 15<sup>th</sup> with a goal of 500 registrants. The registration fee includes two meals and was set by NCSA and NETA at \$125. Group registrations for six or more receive \$10 off each registration. A presenter discount of \$75 was set for the conference. Three pre-conference workshops are planned and will be offered for an additional \$50 with a minimum of 15 attendees and a maximum of 40. Workshop topics include Google Collaboration, iBooks Author and Social Media.
4. *Vendor packets* were sent in July.
5. *Tech coordinators* have scheduled their meeting to coincide with the conference.
6. *Patrick Larkin* begins the conference with the evening keynote at 6:00 p.m. on October 2<sup>nd</sup>. The conference schedule for October 3<sup>rd</sup> was shared as well as a map of the Younes Center.

**CenturyLink Tour:** A tour of the CenturyLink Center was held for the entire board to tour presentation and vendor spaces. The board of directors discussed the venue tour over a working dinner and then broke for the evening.

Board members reconvened on Wednesday, July 17 at 8:30 a.m. President Jason Everett asked board members to share thoughts about the CenturyLink Center in a Google Doc.

**2013 Conference Report Summary:** Spring 2013 conference evaluations and debrief notes were shared and reviewed. The spring conference had 2412 paid attendees--an increase of approximately 200 over the previous year. Attendance including vendors was 2773.

**Conference Themes and Branding NETA:** A discussion of conference themes and the branding of NETA was held. Retail committee members will explore including NETA items with conference retail offerings. Theme ideas for NETA 2014 were explored. "Mission:Possible" will be the theme for the 2014 conference. "NETA...On the Move" was selected as the theme for 2015. A document was created to begin a list of possible speakers for future conferences.

**Conference Strands:** Conference strands were reviewed and suggestions were made for 2014 and 2015. In 2014 it was suggested to label the 1:1 theme as either 1:1 mobile or 1:1 laptop and make that change on the submit form. It was also suggested to add the following platforms to the operating system checkboxes: Android, IOS, Surface Tablet. Other possible strands for future conferences were: Google using Nebraska certified teachers and trainers, an "unconference room" for sharing without presenting, and a Nebraska featured speakers room to present new technologies in the classroom.

**Conference Speakers:** It was recommended that the keynote contract be updated for future speakers to include a clause for permission to broadcast on the NETA web site for members unable to attend the conference. Striv.TV was given as a possibility to explore for streaming speakers during the conference.

**Conference Subcommittees:** Two conference subcommittees, strands and logistics, were reorganized to include one member from each board year, an appointed board member and an elected officer. Both subcommittees will establish video conferencing times to review and follow-up on assigned tasks. The strands subcommittee reviewed the tech coordinator, 1:1 mobile, conversation, digital citizenship, playgrounds, posters and Learning Web offerings and began plans for the 2014 conference. The logistics group discussed retail offerings and payment options, facilities, projectors, registration, vendors, volunteers, room support, marketing, prizes, drivers, and social networking. These two subcommittees will continue to meet and report to the full board their recommendations and ideas.

**Executive Subcommittee Breakouts:** The contest, finance and governance executive subcommittees met and new members were assigned to each group. Finance members for 2013-2014 are: Rich Molettiere, Jason Everett, Mike Burns, Brent Catlett, Craig Badura and Darci Lindgren. Governance members are: Gregg Robke, Lynn Behounek, Julie Moore, Tom Rolfes, Jason Schmidt, Josh Allen, and Matt Lee. Contest subcommittee members are: Pam Krambeck, Bob Goeman, Lucas Bingham, Lynne Herr, Heather Callihan, Nicole Badgley, Jackie Ediger, Dawn Prescott and Evi Wusk.

**Governance** recommended using Google Apps for the communication and storage of all NETA documents, reviewed the courtesy committee recommendations, discussed the use of email addresses on the registration form, and will research potential vendor contracts for those providing services to the conference.

**Finance** committee members reviewed the University of Oregon contract for 2014 and directed Julie Moore to gather information on per diem amounts in the contract as well as price increases. A recommendation was made to accept the contract with the University of Oregon for conference registrations, AAA for staging, and Linda Dickeson for NETA publication work. Finance also recommended renewing the ISTE affiliate membership. Committee members reviewed proposed 2013-2014 budget requests and approved the following: technology coordinator meetings \$2000, 1:1 statewide meetings \$3000, courtesy committee \$500, contest committee for all teacher and student contests \$29,000.

**Contest** committee members met on Monday, July 15th beginning at 12:00 p.m. to review suggestions on existing contests, edit rubrics and review contest guidelines. A discussion of student involvement at the conference and revisiting student contest winner attendance took place. It was recommended that student opportunities be explored when moving to a new venue where more space is available. Grant opportunities and communication to membership was discussed.

**Executive Session:** A motion was made by Josh Allen, seconded by Jason Schmidt to move into executive session for discussion of the executive director financial agreement options.

A motion to move out of executive session was made by Nicole Badgley, seconded by Bob Goeman, a voice vote was taken and the motion carried.

Board members were presented the executive director payment package and a discussion followed on full time employee status. A review of the proposed executive director payment package was discussed by the full board. Jason Everett stated that contract employee status will be researched by the presidential council.

A motion was made by Josh Allen and seconded by Jason Schmidt to approve the executive director financial package for 2013-2014. A voice vote was taken and the motion carried.

**Executive Director's Report:** Julie Moore shared the executive director's report and outlined visibility activities including the NCSA technology conference, NSBA showcase, communication of the excellence in leading and teaching awards and the NETA reception held at ISTE in San Antonio. An overview of The Learning Web grant that funded 132 teachers attendance to the 2013 NETA conference and four summer institutes was overviewed and a final report for the Improving Teacher Quality grant is due in August.

A conference overview of registrations and invoices from the University of Oregon were shared. Advertisements and sponsorship income was outlined in addition to book and t-shirt sales at the spring conference. Newsletter articles and deadlines were provided. A summary of ISTE activities included attendance at the affiliate meeting by the executive director, treasurer and executive liaison, exhibitor flyers and 70 attendees at the NETA reception partially sponsored by Academic Superstore.

CenturyLink grants totaling \$35,000 was awarded to seven teachers with a record number of applications submitted and reviewed. Funding for next year is still unknown. The biennial report for non-profit status was completed and a meeting was held with the treasurer and financial advisor to review investments. Liability insurance was renewed.

The Big Deal Book agreement for 2013-2014 was discussed. A decision was made by the full board to continue the Big Deal Book agreement.

**Treasurer's Report:** Treasurer Rich Molettiere sent board members a link to the financial report on July 9<sup>th</sup> for review and provided an overview of auditor reports. Rich, the executive director and the auditor implemented internal processes that will insure segregation of duties and internal control. Recommendations from the auditor were shared. Jason Everett extended a formal thank you to Rich from the board and the presidents' council for his extended work on the organization financial audit and his work with the auditors.

After a discussion of the financial report and a comparison to the previous year a motion was made to accept the treasurer report by Nicole Badgley with a second by Dawn Prescott. A vote was taken and the motion carried.

**Executive Liaison Report:** Tom Rolfes reported that LB497 has been delayed until December 2014 and that the appropriations committee was assigned LR199 to determine the financial requirements to establish a virtual/digital education system. Tom also reported on a ConnectED proposal by President Obama urging the FCC to place a surcharge on phones to enhance rural broadband access. E-rate updates and proposed changes were shared.

**Contest Coordinator Report:** Lynne Herr updated board members on new contests that were added including an "Apptivity Contest" for students and teachers that replace the Web 2.0 competition and a "Use This Lesson Tomorrow" contest for technology infused lesson plans. Contest policies and procedures, ways to increase school participation and partnering

with vendors were also points of discussion. Lynne also shared that the ETAN booth at the spring conference signed up 80 individuals.

**Web Coordinator Report:** In a written report, Lucas Bingham highlighted topics related to NETA's web presence. Gmail has been set up for all board members and will be used as a communication tool with Google docs for board communications. Backupify is being used to back up all Google App services for a cost of \$3 per user or \$72 per month. Lucas reported that Wordpress has been installed for the fall conference web site: <http://fall.netasite.org>.

**Exhibitor Coordinator Report:** Mike Burns reported that vendors were positive about their experience at the spring conference and asked board members to review vendor feedback.

**Site Coordinator Report:** Lynn Behounek provided a spreadsheet of conference site expenses for 2013 and highlighted changes from 2012. A comparison of Embassy and CenturyLink site expenses was shared.

**President's Council Report:** Jason Everett reported that the presidents' council met prior to retreat and reviewed conflict of interest forms, executive director financial proposal options, and committee structure. Goals, sub-groups, meeting agenda and conference agenda items were planned and discussed. Jason Everett will coordinate evaluations for web coordinator, contest coordinator, executive liaison, and exhibit coordinator appointed positions in the coming month.

**Calendar** dates for 2013-2014 were set:

- Fall Board of Directors Meeting: October 4th, 2013 – Kearney
- Winter Board of Directors Meeting: February 7, 2013 – Lincoln/Omaha
- Contest Judging- Feb 8, 2013 – Waverly
- Pre-Conference Board of Directors Meeting: April 23, 2014 – Omaha
- NETA Spring Conference: April 24-25, 2014 – Omaha
- Retreat 2014: July 14-16, 2014 – Location to be determined

A motion was made by Jason Schmidt to adjourn the meeting with a second by Nicole Badgley. The president asked for any discussion before a voice vote was taken and the motion carried. Meeting adjourned at 3:29 p.m. on July 17, 2013.

**Submitted by:** Pam Krambeck, Secretary, NETA Board of Directors