

**NEBRASKA EDUCATIONAL TECHNOLOGY ASSOCIATION
BOARD OF DIRECTORS MEETING**

October 4, 2013

ESU 10 - Kearney, NE

The Board of Directors of the Nebraska Educational Technology Association met on Friday, October 4, 2013. The meeting was held at Educational Service Unit #10, 76 Plaza Boulevard in Kearney Nebraska. A meeting agenda and reports were made available for review prior to the meeting. A spreadsheet of conference evaluations was linked to the agenda for review prior to the meeting date.

Call to Order & Attendance: NETA President Jason Everett called the meeting to order at 9:01 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,, Heather Callihan, Brent Catlett, Jackie Ediger, Jason Everett, Bob Goeman, Lynne Herr, Pam Krambeck, Matt Lee, Darci Lindgren, Rich Molettiere, Julie Moore, Dawn Prescott, Gregg Robke, Tom Rolfes, Jason Schmidt, Angie Wassenmiller and Evi Wusk. Board member absent: Mike Burns

Approval of Minutes of Previous Meeting: Retreat minutes from the July 16-17, 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's Report: Jason Everett led a discussion of highlights and feedback from the fall technology conference and challenged board members to reach out to membership to expand the NETA vision and goals. Jason shared that select appointed positions are evaluated each year and that process has begun. Jason is also working on speakers for the 2014 spring conference and is completing details for the contractual paperwork with Angela Maiers, Dean Shareski and Erin Klein.

President's Council: The president's council met prior to the October 4th board meeting to discuss the session proposal process, involvement in an ISTE contest, vendor prize drawing at the spring conference. Committees and membership were discussed and an agenda for the October 4th meeting was formed.

Treasurer's Report: Treasurer Rich Molettiere suggested that NETA renew its relationship with the accountant and auditor on a yearly basis and the board agreed. Separate expense forms need to be completed for the fall conference, tech coordinators meeting and board of directors meetings for accounting clarification. The online payroll for the executive director position is working well. Budget approval and timing were discussed and the treasurer suggested that the budget cycle be revisited in the coming year. Rich walked the group through the balance sheet ending September 24, 2013 and a profit and loss document. Copies of both documents were

made available online for board members. A motion was made by Josh Allen and seconded by Nicole Badgley to approve the treasurer's report. After discussion, a voice vote was taken and the motion carried.

Executive Director's Report: Julie Moore provided a link to the executive director's report prior to the meeting for board members to review that included an update on vendor mailings, upcoming conference deadlines, and web site updates. Julie shared that November 15th is the deadline for spring conference session proposals and hotel registrations are open for the conference. CenturyLink provided \$15,000 for grants with a due date of January 15th.

The executive director shared that audio for the Marriott Library will be provided by Lightspeed. Collaboration with the Assistive Technology Partnership Education group will continue. The group provides a featured speaker and breakout sessions in the assistive technology area. Conference order confirmation with AAA Rents was submitted. NETA will display at the NASB conference in November and offer school board members a coupon for free NETA registration as well as promotion of the "Excellence in Leading with Technology" contest. Newsletters will be mailed in November and will include information on board nominations. The executive director shared that deadlines for the February newsletter will be December 20th and the April issue deadline is February 24, 2014.

The ISTE 2013 Co-marketing report and the 2014 agreement were completed to provide NETA members extended early bird registration, a preferred housing block and other co-marketing services. ISTE 2014 will be held in Atlanta, Georgia from June 28-July 1st.

An update on The Learning Web Grant was given and an application for grant funding is being prepared for submission with an expected January notification. Board members updated contact information and were asked to finalize punch list updates. Julie Moore also asked board members to review information provided on Leading Edge Certification. Rich Molettieri recommended that discussion of Leading Edge Certification be tabled until more information is gathered.

Site Coordinator Report: Lynn Behounek, site coordinator, shared that board retreat dates were set for July 14-16, 2014. The retreat will be held at the Residence Inn Marriott for proximity to the CenturyLink Center Omaha where the 2015 conference will be held. Board retreat dates are: July 14 (contest & president's council), July 15th & 16th full board.

Executive Liaison Report: Tom Rolfes reported that the Nebraska legislature's appropriations committee is inviting people to provide input on a digital learning system. The January legislative session could have a bill for K-12 education that includes reshaping of lottery fund

designation and distribution in 2015. Information on nation-wide rule making for E-rate 2.0 was shared as well. Funding is being discussed and the rules governing e-rate are being visited.

Contest Coordinator Report: Lynne Herr shared that information on contests was published in the most recent newsletter. Information for contests is also provided at the NETA web site: <http://netasite.org> Board members were encouraged to promote contests and NETA during work with groups throughout the year. Jason Schmidt asked if contest entrants must be NETA members and the contest committee shared that entry forms state, *Nebraska Educator*, and do not require current NETA membership to participate.

ETAN Representative Report: Lynne Herr had nothing new to report from ETAN. She recommended that we continue setting up a table at NETA to share information about ETAN and the importance of political action that supports funding educational technology in our schools.

Web Coordinator Report: Lucas Bingham, web coordinator, shared that the fall conference site will remain up and be edited for the following year. The Big Deal Book & Newsgrams are sent out in a large mailing and currently when members ask to be taken off communication lists they are taken off individually by hand from the communication list. Lucas asked for feedback on how to handle mass communications and if a tool should be explored to streamline the process. The Mail Chimp system was suggested by Jason Schmidt. Pam Krambeck recommended exploring systems that will automate the mailings. Jason Everett and Lucas will explore systems and provide feedback. Web site statistics from the fall conference were requested by Darci Lindgren. Lucas will check into stats for the site.

Exhibitor Coordinator Report: In Mike Burns' absence, Bob Goeman provided an update on level sponsors for the spring conference. Numbers are very similar to last year at this point. Jason Everett asked the group for feedback on non-profit booths at the conference and a short discussion followed. The topic was assigned to the facilities/registration/vendor group.

NETA Sponsored Group Reports:

- Technology Coordinator Group - 50 people attended on Wednesday, October 2nd at the Younes Center in Kearney, Nebraska. The group meets again on February 19th in Grand Island. Positive feedback on the technology coordinators group was provided.
- 1:1 Group – The 1:1 group will meet on October 23rd at ESU 10 in Kearney, Nebraska. Questions arose about paying lunch for groups that are hosted at remote sites. An e-mail was sent out to TAG stating that NETA would pay for remote site lunch offerings. The last 1:1 group lunch was \$1200. Nov of 2012-present \$3310 has been spent on the 1:1 group. Lynne, Pam, Nicole and Graci Gilming will meet and discuss the 1:1 meeting and lunch issue. The budgeted amount is \$3000 for the year.

- An e-mail was received from SuAnn Witt asking NETA to add a sponsored group that could meet and discuss eRate issues. A discussion of the request followed. A motion was made by Josh Allen and seconded by Matt Lee to provide \$500 to the eRate group to offset lunch expenses. Following the motion a discussion centered on separating political advocacy from eRate discussion and work. NETA does not want to become involved in political advocacy with the e-rate sponsored group. A voice vote was taken and the motion carried.

A break was taken for lunch from 12:00-12:30. Dawn Prescott left the meeting at 12:15.

Conference Committee Reports: The conference committee met. Dates for the spring NETA conference are April 24-25, 2014 with the theme Mission:Possible. The review session proposal process was outlined. The deadline for session submissions is November 15th. Eight reviewers were involved last year. Volunteers for this year include: Jackie Ediger, Matt Lee, presidents council (Jason Everett, Bob Goeman, Gregg Robke), and Jason Schmidt. Reviews are to be completed by December 6th. Lynn Behounek is working on an exchange of services agreement on behalf of NETA with Xirrus, Epson and Lightspeed audio. Last year, Xirrus provided access points and Scott Isaacson was paid to shape the wireless network. We also paid \$1.80 per person for a maximum of 1600 people for wireless connectivity for the conference in 2013.

- **Audio/Video streaming** and storing of selected speakers from the conference was discussed. Strive and Safari Montage were both mentioned as options that were being explored. The topic was assigned to the facility /logistic/vendor group. Cost from Strive for long term storage \$15 a month per Craig Badura. Servers at ESUs across the state have Safari Montage and may be willing to house videos captured. Matt Lee asked about the possibility of purchasing our own streaming server at some point to house videos. Strive has the capability to record sessions, although the group was not sure how many simultaneous sessions. Lucas asked about membership requests for video streams. The recommendation is to start small and see how they are received by our membership with a possible exchange of services.
- **The conversation group** will continue at the Marriott. When planning rooms, a Nebraska speakers group will be housed in one room throughout the day. Various options were discussed for featuring teachers and providing an honorarium for a mid-west educator spotlight. The president-elect can select a featured Nebraska speaker for each day and move forward with the suggestions provided.
- **Closing Session:** During the closing session the group would like to thank the Embassy Suites in some way and usher in the move to CenturyLink. It was suggested to have larger prize drawings for the closing. Only Levels 1, 2 & 3 gave prizes away from the

stage at the closing last year. Also during the closing it was suggested to display Twitter feeds from the conference or highlight apps shared in sessions.

- **Conference Strands:** Lucas shared that the tech strand would like to have two days of offerings. The 1:1/mobile strand group has not met but will recruit sessions if needed. Josh Allen has begun contacting people for the conversation strand. The digital citizenship strand met on September 14 and plans to meet again on October 19th. The group is recruiting sessions on digital citizenship and has some in place. Jackie Ediger reported that the playgrounds/posters/learning web strand has not met but plans to have five sessions with an effort made to include more preservice teachers in poster sessions. Poster & playground sessions will be housed together during the same time slot. Brent Catlett would like to add a Google Strand and make it more hands on with additional time available for the sessions. Gregg Robke and Brent will communicate and work on the session selection and time frame.

Evi Wusk left the meeting at 2:00.

Logistics Meeting and Reports

- Retail Committee: Jason Schmidt shared that the retail committee is having a discussion on NETA branding possibilities for conference offerings in addition to the conference logo.
- Facilities/Registration/Vendors: Bob Goeman met with Lynn Behounek and Mike Burns to work on a vendor comparison document and possible locations at CenturyLink. A discussion of vendor locations took place with the full board. The facilities committee would like the finance committee to determine vendor costs and levels for the February meeting.
- Volunteers/Room Support Committee: Jackie Ediger will work with Julie Moore on a punch list from the past president concerning work with volunteers, their roles and sign up. Jason Everett will work with Jackie and the committee on defining the work that needs to be completed.
- Marketing Committee: Included in this group is social networking, conference drivers, sponsored groups and the organization web site. Pam will set-up a Google Hangout for Lucas, Nicole, Dawn Jason and Angie to meet at make plans for getting the word out on the spring conference and the move to CenturyLink. Gregg Robke is working on the conference app update. Board members suggested that the group explore LinkedIn and Edmodo.

Lynne Herr left the meeting at 2:53. Jackie Ediger left the meeting at 3:00.

Governance Committee Meeting and Report: Gregg Robke made a motion to accept policy changes as presented to the full board by the governance committee with a second by Jason Schmidt. A discussion followed concerning wording changes on reimbursement. Josh Allen made a friendly amendment to the motion on the floor changing it to “accept the policy changes as amended.” Matt Lee added a second. The 15 voting members present voted by a show of hands and the motion carried 15-0.

Finance Committee Meeting and Report: Rich Molettiere will meet with the finance committee and compose a letter to NEPSUG to address monies owed from the Power School User Group. Rich led a discussion of realigning the budget to correspond with the fiscal year (January-December) rather than the September-August budget that NETA has followed. Rich will pursue the change and keep the board informed. Rich will be purchasing a shredder for proper financial document disposal.

Outreach Report: Rich Molettiere made a motion that the board go on record for support of a continued partnership with NCSA for the Fall Ed Tech Conference unless substantially changed. Second by Josh Allen. A discussion followed. A voice vote was taken and the motion carried. Dates were set for October 9-10, 2014.

Goal committees on partnership and membership shared their activities and accomplishments with the group. Jason Everett will call a meeting of the membership committee to clarify the goal, activities and assignments.

New Business:

- 2015 CenturyLink committee is in discussion and asked board members to share notes and resources on the shared Google drive folder. The group was also asked to review the brainstorming document and add notes or ideas to the document.
- All official documents will be stored at the netasite.org site and Google drive. Board members were asked to check mail at the NETA site or make sure it is forwarding to the account used.
- Bob Goeman asked board members to encourage individuals to run for the board of directors. A reminder was also given to all board members seeking re-election to submit materials using the deadline published in the NETA newsletter.
- Selected appointive positions are in the process of evaluation.

Upcoming Calendar Dates:

- November 15, 2013—Spring conference session proposal deadline
- December 6, 2013—Deadline to submit information for the NETA ballot
- December 20, 2013—Deadline for February newsletter items

- February 7, 2014—NETA board meeting
- February 8, 2014—Contest judging

Adjourn: A motion to adjourn was made by Josh Allen with a second by Jason Schmidt. A voice vote was taken and the motion carried.