

NEBRASKA EDUCATIONAL TECHNOLOGY ASSOCIATION

BOARD OF DIRECTORS MEETING

October 8, 2014

ESU 10 - Kearney, NE

Gregg Robke called the meeting to order at: 10:11 am. Board members present both days unless noted were: Josh Allen, Craig Badura, Lynn Behounek, Lucas Bingham, Heather Callihan, Jackie Ediger (arrived after lunch), Jason Everett, Bob Goeman, Lynne Herr (arrived after lunch), Matthew Lee, Darci Lindgren, Rich Molettiere, Julie Moore, Eliu Paopao, Kristina Peters (Thursday), Gregg Robke, Tom Rolfes (Wednesday), Tina Sauser (Wednesday), Jason Schmidt, Kent Steen, Patty Wolfe, Evi Wusk (10 a.m.), and Nick Ziegler (Wednesday). The 2014 retreat minutes were reviewed. Josh Allen made a motion to accept the minutes, Rich Molettiere seconded. A voice vote was taken and the motion passed. The board introduced themselves with a comment about what we do outside of work to help get to know each other.

President's Report was given by Gregg Robke. Our new NETA Dashboard google site was shared with the board. The speakers for the 2015 spring conference are Adam Bellow, George Couros and Leslie Fisher. Gregg shared his personal goal of inviting a new person to the spring NETA conference who has never attended before. He challenged all board members to do the same. The NASB showcase will be held November 21, 2014 at the LaVista conference center. Encourage teachers and students to attend and share some of their projects with school board members from across the state.

Treasurer's Report was presented by Rich Molettiere. Balance Sheet, and Profit and Loss statements were reviewed. Rich pointed out any major changes from previous years' numbers as well as specific headings that board members would be interested in. Monthly deposits from the University of Oregon are showing improvements. Darci Lindgren made a motion to accept the treasurer's report, Jason Schmidt seconded. A voice vote was taken and the motion carried.

Executive Director's Report was presented by Julie Moore. November 14, 2014 is the date all session proposals are due. Encourage submissions. Registration will open approximately February 1, and session presenters will be notified before that date. Session, Exhibitor, and Hotel registrations are open online. Encourage people to use our NETA hotels in order to meet our minimum requirements. NETA has been awarded a CenturyLink Teachers and Technology Grant in the amount \$20,000 for Nebraska teachers in the CenturyLink service area. There are additional rules for NETA to follow this year in the distribution process. We will still be administering the contest, but are not allowed to require NETA conference attendance. Administrator Days suggestions were received from Patty Wolfe and Heather Callahan. December 12 is the deadline for the February NETA newsletters. Spring Conference punch lists for set up and tear down have been created. Board applications are due December 5. The 990 form has been completed and a copy has been placed on our web site, with a lot of work and input from Rich Molettiere.

Site Coordinator Report was given by Lynn Behounek. July 13 - 15 is our next retreat. The majority of her report will be presented later with the spring conference heading.

Executive Liaison Report: Tom Rolfes. Tom just came back from Austin, and reported that the Texas affiliate has just purchased a building as big as ESU10. They have so many employees they have an employee of the month parking space. E-Rate changes Nebraska will be receiving \$52,000,000 for hardware improvements. "Urban Clusters" terminology changes will be making many districts receive lower reimbursement levels. A petition to modify that rule has been submitted. Education and technology as well as charter schools and early childhood were well represented at the LB 1103 hearings. They are hearing testimony to help strategic planning of the education committee. LB497 hearings determining the use of Lottery Funds are also being held. NETA may want to have board members attend and testify at those public hearings if possible. Tina Sauser will be presenting a testimony for NETA at the October 15 hearing in Norfolk.

COSN/ISTE Advocacy Representative Report: Lynne H - not currently present to give report.

Web Coordinator Report was presented by Lucas Bingham. Digital contest submission platform has been researched and one was found with reasonable price point. It will only charge us for months we use it. Mass mailing options are being researched. Site statistics links were provided. Web site design and hosting are being researched.

Exhibitor Coordinator Report was presented by Bob Goeman and Eliu Paopao. Exhibitor Registration spreadsheet with current vendor registrations was shared. More vendors are registering as a level 5 sponsor instead of a level 4 sponsor. The only difference is having a session to offer. Our space has increased, allowing more room for vendors. We need to recruit more vendors if possible. Partner groups will be using room upstairs, and non-profit vendors will be in the vendor hall. Discussion about how we define 'non-profit' booths was held. Vendor set up time is shorter than in past years. Epson projectors will be used for smaller break out rooms again this year. Xirrus may be providing wireless for keynote area and CenturyLink may be covering the break out rooms. Wireless network will have a password this year, and can be included in our program.

Outreach: NETA Goals - worked in subgroups for 15 minutes. The partnership and membership groups met until lunch. Meeting was called back to order at 1:15 p.m.

For **Goal 1-Partnership committee**, Evi Wusk reported. We modified our spreadsheet to reflect current status of goals. Red is no longer a goal. Green is done or in progress. Yellow - need to work on. She shared a student created video to help promote NETA attendance. We will look into co-branding opportunities of working with existing mini-conferences around the state.

For our **Goal 2 - Membership committee**, Nick Ziegler reported. Regional tech fairs, like mentioned in partnership committee, were also discussing mutual marketing. We could add a 'free' level - anyone who wants to advertise their tech fair through a NETA web site calendar that would be promoted on our spring and fall conference programs, in return they would advertise our conferences on their web site and conference programs. Co marketing agreements could be withdrawn if needed. Another 'premium' level was briefly discussed linked to our social media, in addition to our existing paid ads for our newsletters. Space in Century Link for concurrent events could be offered as well. Free membership conversation was begun, but no conclusions were drawn. Electronic newsletters (via NETA web site link) would be offered if free members are incurred, and would increase traffic to our web site. Lucas read the details about membership requirements and it was decided that having free memberships and a much larger number would not affect our bylaws. Quorum for bylaw voting at annual meetings if needed is for members in attendance, not for full membership.

Fall Conference Report - was given by Julie Moore. Current attendance is lower - around 430. Lower number could be because of no learning web and schedule conflicts. There will be some on-site registrations tomorrow. Geographic break down of attendees will be coming. Jackie & Lynn helped pick out administrator sessions. Darci has been updating the web site. Josh has been working on schedule. Duty matrix was shared, and board members filled in times where they could help during this week's conference. Discussion was held about continuing the Fall Conference. The spring and fall conferences are very different, and can appeal to different pools of attendees. We will have to revisit the results from this conference before deciding on continuing the event. Another option could be partnerships with other regional conferences instead of this one event.

2015 Conference Committee Breakouts (from 2:25 to 3:05p.m.)

Logistics Report presented by Bob Goeman. J&S Bid came back lower than expected. It includes all staffing, screens, AV, stages, and big projectors for keynote. \$32,000 (expected \$50,000) We are not planning for overflow, unless over 3000 people come. Ballrooms A,B,and C will be broke down into 3 rooms after keynote. Center (B) will house our poster sessions and playgrounds. We can't set up any of our signage until Wednesday night after our board meeting because of Aim's Infotec going on. We are expecting food cost go down, and have a \$13,000 minimum. Exhibit hall set up, staffed from noon to 5pm on Wednesday. Bag stuffing will happen in front of the registration hall Wednesday night. Z-cards would cost \$1.40 each. Would include vendor map and program grid. May replace trinket, or be paid for by sponsors. New time for Google hangout is 7:30 - 8:30 am first Tuesday of every month.

Programming Report given by Jackie Ediger. Trinket chosen was a pen with stylus and light, and bag is a draw string bag with a phone pocket. \$3000 in prizes will be given away again, and will include parking passes. Possibly include coupons for concession stands to go toward our food requirement. Drones and makers will be included in playground area.

PR/Marketing Report given by Lucas Bingham. 100 Special Invitations were sent in August, Follow up message sent on 9/19/2014 via email requesting response to take advantage of the ½ off code by 10/1. There have been no takers for our half price offer. Recommendation to follow up with additional email, stating a *great opportunity has been extended* or something

similar. Jason Schmidt will put together title slide for presenters at spring conference. Will wait until logo is selected to create. (Keynote, PowerPoint & Google Slides versions). Wireless Info, Logo, Presenter Handouts Link & Presenter Info, recommend a conference game at the spring conference, number matching system for attendees. Ask U of O for options on printing numbers on badges. The game could be called "NETA Match" The game would need 50 t-shirts and one larger prize for raffle of all matches. Volunteers -What are our needs for volunteers? Mining for past presenter resources to post in newsletter. Volunteers who help with Bag Stuffing would need parking reimbursed. Should the volunteer coordinator be a volunteer position as well? Possibly make use of former NETA board members to help coordinate volunteers. A job description needs to be created with hangouts and more discussion will be held in February.

2015 Conference Report and meetings: Josh Allen. Thank you for all the extra meetings and hang outs. Session submissions close November 14 - be sure strand presenters still submit a session with your strand mentioned. Those sessions will be pulled out and won't have to be evaluated. Conference layout - room assignments, two groups have reserved rooms; Google Group-204, Conversation - 208. For our break room, Junior ballroom 201 will be available for breakfast, lunch, and hanging out. Parking at hotels - paid for by attendees. Encourage carpooling. State Ed partnerships are getting developed. Some of the teacher groups have committed to wanting booth space and giving their own sessions. Room 205 and 206 will be used for the partnership sessions. Session reviews will occur between November 24 and December 5. A group of board members will help Josh review sessions.

Executive Committee Meetings (30-45 minutes) Meeting called back to order at 4:35.

Governance Committee Report was given by Matt Lee. Free membership model issues requires another face to face meeting in order to further discuss issues the details. General consensus of the board was in favor of exploring free membership models, and the required changes to bylaws and policies and procedures. They will be meeting on November 20.

Finance Committee Report was given by Rich Molettiere. Executive director computer reimbursement proposed: \$2500 up front, \$500 every year for 3 years budget for technology equipment. A 4 year equipment cycle will be in place. ISTE trek winner, had paid conference registration & airfare, but was hospitalized and could not attend. This year the winner was able to reimburse the amount to NETA, but were lucky. It is requested that governance give guidance to any policy changes for reimbursement before events continue. ITEC conference attendance is currently paid by affiliate conference budget and not paid by individual conference reimbursement accounts. It is requested that the partnership group determine if the ITEC conference full reimbursement continue to be paid outside of conference reimbursement accounts. This year the policy will remain. Nick Zigler made a motion that the Executive director technology equipment budget be \$2500 up front, \$500 starting Jan. 2016, repeating every year for 3 years total, establishing a 4 year equipment cycle. Seconded by Jason Schmidt. A voice vote was taken and the motion carried.

Contest Committee Report was given by Lynne Herr. She and Lucas are evaluating a digital method for evaluating contest entries.

NETA Sponsored Group Reports:

Technology Coordinator Group - Lucas Bingham. Will be meeting tomorrow, at the Younes Center. We will have higher food costs, since ESU10 was not available. We will be doing a couple break out sessions in the afternoon. 74 members registered. NDE and DRC communication channel has been set up, and they will be attending our meeting tomorrow right before and after lunch. Dr. Valorie Foy, director of statewide assessment will be coming. Hopefully tomorrow will be productive with statewide assessment. No location for February meeting has been set yet. Google Group currently has 175 members. The new sound equipment is here(except throw able microphones) and most of it will be in use tomorrow.

Mobile Learning Group (Formerly 1:1) - Jason Schmidt. The Fall Meeting is scheduled for October 30 at ESU 10 following our standard format. Spring meeting will be February 27-28 also at ESU 10. Friday afternoon meeting 12-4, no lunch. Saturday would be an unconference at ESU 10.

E-Rate - Tom Rolfes. SuAnn Witt and Diane Wolfe will be giving a presentation on Friday, as well as contributing to Tech Coordinator meeting tomorrow.

Executive Session: Josh Allen moved to go into executive session, Nick Ziegler seconded. Executive Director Evaluation. Josh Allen moved to exit executive session, Jason Schmidt seconded.

New Business

Jason Everett moved to offer Mike Burns a **NETA honorary membership**. Rich Molettiere seconded. A voice vote was taken, and the motion carried.

Julie More reported Crescerance is offering to maintain our **NETA app** again for 2015. There will be an added cost of \$1600/year in a three year contract in addition to giving them a silver level booth. Josh Allen told us about sched event setup as a lower cost option. More details need to be gathered before we make a decision. Both options are being used at ITEC, so the four people attending from NETA will see how they compare. Julie will also gather data from other affiliates to see what they are using. We will have to discuss this issue via google hangout and make a decision before February.

Gregg reminded the board members who have terms expiring this year to submit their application to run for the board again in December in order to continue their positions.

With more agenda items to cover, it was decided to recess and meet again at 5pm tomorrow. Jason Everett motioned to recess, Jason Schmidt seconded. A voice vote was taken and the motion carried. The board left for lunch at 5:30 p.m.

Continuation of Fall NETA Board meeting, 5:00 p.m., October 9, 2014, Younes conference center. We met again to discuss and vote on the executive director position continuation. Gregg Robke made a motion to continue with Julie Moore as Executive Director and giving her a 3% raise. Jackie Ediger Seconded. A voice vote was taken and the motion carried.

Bob Goeman let everyone know about slight hiccup with an upstairs access point today, but it has been taken care of. There will be additional access points available to distribute to high density sessions of we requestt them.

Jason Everett made a motion to adjourn the meeting and Jason Schmidt seconded. A voice vote was taken and the motion carried. The meeting adjourned at 5:05 p.m. on October 9, 2014.

Submitted by: Darci Lindgren, Secretary, NETA Board of Directors