

NEBRASKA EDUCATIONAL TECHNOLOGY ASSOCIATION

BOARD OF DIRECTORS MEETING

July 17–18, 2012

The Board of Directors of the Nebraska Educational Technology Association met on Tuesday, July 17 and Wednesday, July 18, 2012. The meeting was held at the Embassy Suites, 12540 Westport Parkway, La Vista, Nebraska.

A meeting agenda and reports were made available for Board members to review prior to retreat.

Call to Order:

NETA President Bob Goeman called the meeting to order at 10:03 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, Sandy Blankenship, Mike Burns, Jackie Ediger, Jason Everett, Bob Goeman, Lynne Herr, Renee Kopf, Pam Krambeck, Matt Lee, Nikki Markut, Rich Molettiere, Julie Moore, Dawn Prescott, Tom Rolfes, Gregg Robke, Jason Rushing and Angie Wassenmiller. Darci Lindgren joined the group at 10:30 a.m. Jane Davis was absent from the meeting.

Communications:

Minutes from the April 25–26, 2012 meeting were reviewed and motion was made by Nicole Badgley and seconded by Josh Allen to approve the minutes. A vote was taken and the motion carried.

Minutes from the June 20–30, 2012 online meeting were reviewed and a motion was made by Jason Everett and a second by Renee Kopf to approve the minutes. A vote was taken and the motion carried.

Board President Bob Goeman welcomed newly appointed Executive Director, Julie Moore to the group and thanked committee members who worked on interviews and recommendations for the executive director position. President Goeman also thanked everyone for participating in the online meeting held from June 20–30, 2012.

New Board members, Angie Wassenmiller, Craig Badura and Pam Krambeck were welcomed to the Board.

On Monday, July 16th the President's Council met at 1:00 p.m. to review agenda items and complete retreat preparations, Lynne Herr also brought together the Contest Committee at 1:00 pm. on July 16th to review suggestions on existing contests, to edit rubrics and review contest guidelines. The group also discussed adding proposed contests.

A spreadsheet of conference evaluations was sent to all Board members to review prior to retreat. Policies and procedures were recently updated and bylaw changes were approved at the April 2012 NETA conference meeting. Board members were asked to review documents presented and provide input.

Treasurer Rich Molettiere shared the financial report and provided a comparison to the previous year. A discussion of the financial report followed and a recommendation was made to look at options for handling workshop funds (i.e. PowerSchool, Disaster Recovery) differently in the future. A motion was made by Gregg Robke and a second by Matt Lee to approve the treasurers report. A vote was taken and the motion carried.

Darci Lindgren joined the group at 10:30 a.m.

Board members were asked to sign up for newsletter articles and to take note of the July 30, 2012 deadline for the September newsletter.

Individual Reports:

Conference Report: Bob Goemen provided a report on the 2012 conference that included feedback from vendor and participant evaluations. Three concerns emerged from the evaluations: crowded hallways, wireless access and food costs. A discussion of concerns followed with suggestions noted by the conference committee.

Executive Director Report: Sandy Blankenship gave the executive director's report and provided a comparison of conference registrations for 2011 and 2012. A proposal from Linda Dickeson for desktop publishing services was shared along with communications from the University of Oregon anticipating a 4% increase in their pricing structure for 2013. Sandy provided an online report outlining visibility at conferences, attendance at ISTE, Learning Web, and IRS forms that will need to be reviewed. The Big Deal Book contract was discussed and with no objections from the group will continue for the coming year. NETA's new address will be P.O. Box 484, Gretna, Nebraska 68028.

Executive Liaison Report: Tom Rolfes provided the executive liaison report. Tom shared information from ISTE and CoSN related to a petition to support professional development for schools and a forecasted funding reduction for eRate. The Children's Internet Protection Act (CIPA) may be a focus area to consider for the conference in 2013 due to the requirements on monitoring and

filtering in schools. Tom also shared that CoSN 2013 is March 11–13 in San Diego and ISTE 2013 is June 23–26 in San Antonio.

Contest Committee Report: Lynne Herr provided a report from the contest committee meeting on July 16, 2013. Contest changes for 2013 include: opening three contests to pre-service teachers, adding division winners to the logo contest and developing a new contest for school/business logo development called “Brand It.” Minor changes to rubric wording and entry forms was completed. The contest committee is also considering a picture contest during the conference and the feasibility of a student robotics demonstration.

ETAN Representative Report: A report on the Ed Tech Action Network (ETAN) was provided by Lynne Herr. NETA hosted an ETAN booth for the first time and had a number of members register. Lynne shared that school emails should not be used for ETAN communications because of the rules governing political activity with school email accounts. Placement of the ETAN booth at the 2013 conference was discussed.

Web Coordinator Report: Lucas Bingham provided the web coordinator’s report. Mail relay server needs for e-mail communications and Newsgrams was shared and options were outlined. Lucas has begun transitioning to Google Apps/Gmail accounts for NETA. Updating of the NETA web site is in progress and Lucas shared concerns about the lack of updates to the Joomla management system and templates.

Exhibit Coordinator Report: Mike Burns, the exhibit coordinator shared an overview of the vendor evaluations completed at the 2012 conference. Mike shared that NETA may need to look at options such as outside tents once vendor space is sold out. Mike would like to have the Board consider an apprentice to learn the exhibit coordinator position.

Site Coordinator Report: Lynn Behounek gave the site coordinator’s report. Included in the report was information about the audio visual services and costs from Embassy Suites and Alpha. Lynn provided information on the contracted items with the Embassy. Contracts have been signed for 2013 & 2014. A copy of the contracts will be shared with the new executive director.

Conference Reports

“Ignite Learning” was chosen as the 2013 conference theme. Communications and contracts with speakers are being extended. Strands were discussed at length with a number of suggestions given to the conference committee. BYOD sessions will be eliminated. Early bird discounts of \$25 will be offered instead of charging late fees for registrations. Bob Goeman is in discussions with the

Embassy concerning wireless network issues in addition to working with Epson to provide projectors for the conference. Development of a NETA Conference app will be explored.

Strands for the conference and the Board members that will coordinate the strand follow: tech (Darci Lindgren), 1:1 (Nicole Badgley), conversation (Josh Allen), and digital citizenship (Darci Lindgren & Dawn Prescott). Additional strands are under consideration. Ideas were gathered on recruiting presenters and formats for the sessions.

Retail items for the conference were discussed including t-shirts, bags, books and other giveaways. Jason Rushing is coordinating the retail piece for the conference. Jackie Ediger will coordinate the prize giveaways. A number of ideas for prizes and the format for prize giveaways were generated.

Social networking for the conference will be coordinated by Craig Badura. Facebook and Twitter are now being used. A subscription to Hoot Suite Pro was discussed. Ideas and options for expanding social networking were generated and will be explored.

Calendar Dates

Calendar dates for the 2012–2013 NETA Board were set as follows:

- October 22 & 23, 2012: Tentative dates for goal planning and meeting—a follow-up survey will be conducted to determine if different dates are needed
- February 22–23, 2013: NETA Board meeting and contest judging at Waverly Middle School
- April 24, 2013: NETA Board pre-conference meeting
- April 25–26, 2013: NETA conference
- July 15, 16 & 17, 2013: NETA meetings and retreat

Action Items

A motion was made by Gregg Robke and seconded by Josh Allen to add the following to the policy and procedures document, “A full audit may be requested by the Board prior to a change in executive director and/or treasurer or as deemed necessary by the Board. A full audit may take the place of a review for the calendar year.” A vote was taken. The motion carried.

Bob Goeman made a motion to approve “up to \$10,000 total expenses for an external audit” which was seconded by Josh Allen. After extensive discussion, a motion was made by Jason Everett, and seconded by Darci Lindgren to postpone the motion to the October meeting. The motion carried.

A motion was made by Bob Goeman and seconded by Jason Everett for Google apps training for Julie Moore and Lucas Bingham not to exceed a total of \$2000. Discussion on the motion followed. Renee Kopf moved that the motion be postponed indefinitely with a second by Dawn Prescott. The motion carried. Board members asked Julie and Lucas to explore training options and bring back a proposal to the Board.

Bob Goeman moved that up to \$900 per year be allocated for the back up of Google Apps with a second by Josh Allen. Discussion followed. Rich Molettiere called the question to end debate on the motion. Vote to call the question carried. President Bob Goeman then called a vote on the motion to allocate funds for Google Apps back up. The motion carried.

Jason Everett made a motion to allocate \$4000 in prizes for the 2013 NETA conference. Renee Kopf seconded the motion. Discussion followed. A vote was taken and the motion carried unanimously.

Matt Lee made a motion to approve the purchase of Hoot Suite Pro for \$120 per year for one year with a second by Jackie Ediger. Discussion followed with input from the social networking committee. A vote was taken and the motion carried.

The finance committee and conference committee made the recommendation to increase newsletter and conference program ads by 10% for 2013. Changes to the conference registration and membership to NETA were suggested as follows: early bird full conference \$125, early bird one day conference \$100, full conference after March 22-\$150, one day conference after March 22-\$125, and vendor only pass \$40. Gregg Robke made a motion to approve the new pricing structure that was presented with a second by Darci Lindgren. Discussion followed. A vote was taken and the motion carried.

A proposal by Linda Dickeson for desktop publishing and print publications was discussed. Bob Goeman made a motion to accept Linda’s proposal as submitted. Jackie Ediger seconded. A vote was taken and the motion carried.

A proposal from the contest committee was presented in the amount of \$18,500 for the 2013 contest year to cover 44 complimentary NETA registrations and substitute fees for winners in addition to 40 student awards, \$1500 for teacher/leader awards and \$10,000 for the ISTE trek. A motion was made by Nicki Markut to accept the proposal from the contest committee for up to \$18,500 with a second by Josh Allen. Discussion was held on the motion. A vote was taken and the motion carried.

Bob Goeman moved that an honorary NETA membership be granted to Dennis McIntyre, seconded by Jason Everett. Discussion continued on potential guidelines for honorary membership awards. A vote of the Board was taken and the motion passed.

A motion was made by Rich Molettiere to move into executive session to discuss the salary of the new executive director with a second by Renee Kopf. The group went into executive session at 2:30 p.m. A motion was made by Josh Allen and seconded by Gregg Robke to move out of executive session at 2:50 p.m.

New Business

Bob Goeman moved that an honorary NETA membership be granted to Sandy Blankenship for her service to NETA. Gregg Robke provided a second. A vote of the Board was taken and the motion carried.

Strategic planning will take place prior to the October Board of Directors meeting.

Document retention was discussed at length including how long to keep paper and electronic artifacts. It was noted that the Board currently has a document retention policy in place. Discussion took place on what should be done with left over conference materials such as bags, programs, etc which are not covered in the retention policy. The governance committee will review and suggest revisions to the current retention policy.

A suggestion was made to form a committee to seek out the use of tents at our current conference venue and to explore future conference site options due to the crowding issues cited in conference evaluations. Lynn Behounek will coordinate the committee members and tasks to help investigate options. Named to the committee were Mike Burns, Lynn Behounek, Julie Moore, Renee Kopf and Dennis McIntyre. Contracts for the Embassy Suites are due on November 1st.

A motion to adjourn was made by Renee Kopf, seconded by Jason Rushing. The motion carried and the meeting adjourned at 2:56 p.m.

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