

## **NETA Retreat Board Meeting July 20-21, 2010**

The meeting was called to order by President William Bolen at 10:03 a.m.

Those present were:

Rich Molettiere, Josh Allen, Dennis McIntyre, Susan Prabulos, Jason Rushing, Gregg Robke, William Bolen, Jason Everett, Sue Oppliger, Sandy Blankenship, Jackie Ediger, Nicole Badgley, Renee Kopf, Lynne Herr, Lenny VerMaas, Jane Davis, Bob Goeman, Mike Burns, Michelle Baldwin, Nicki Noordhoek and Lucas Bingham

Those absent:

Tom Rolfes and Dawn Prescott

### **Tuesday, July 20**

#### **Conference Reports**

*William Bolen, Conference Chair 2010:*

William reported on the conference and ideas for improvement for next year. Some comments included: how to best share the NETA Conference information, including social media; how the board can be more visible for attendees; how to maximize our space at Embassy Suites; and a means for educating new attendees about the conference experience.

*Finances/Statistics Sandy Blankenship & Rich Molettiere:*

Conference registrations of paid attendees went up 44 from 2009. With the economic situation, we felt that was good.

*Site Coordinator, Dennis McIntyre:*

Creative use of the Marriott will be critical in the future. Sleeping rooms close to the conference have become an issue for us. Electricity continues to be an issue. The site does not have enough electrical cords and our attendees really want to be able to plug in. Our cost has increased \$10,000 at this site, a big chunk of that is making a more reliable network. This averages out to \$2.50 per attendee to cover this cost as a value add decision. Outsourcing of services for the conference will be a discussion item.

*Exhibitor Coordinator, Mike Burns:*

The vendor area seemed very tight, but part of the problem was that the vendors did not bring the right sized materials. Exhibitors are requesting a tracking ability, with more information on the badge. We will need to work with Oregon, and they have been working on a bid since some ISTE research. Attendees need to know that if their badge is scanned they are giving out their email and addresses for the vendors to contact.

*Room Host Coordinator, Jackie Ediger:*

Jackie requests for help with this project next year. She is asking for suggestions. Some that have already been given: email the week before with instructions, a note in the bag, not designating the t-shirt size, etc.

*Workshop Chairs (Renee Kopf, Jason Everett and Gregg Robke):*

NETA had to cancel several workshops. During the retreat the Board needs to discuss options. The workshop registrations and profit details were shared with the Board.

## **Executive Reports**

*Executive Director, Sandy Blankenship:*

- Sandy will be visiting with our lawyer to be sure to understand the upcoming guidelines we now must comply with for 501 c (3) non profits.
- Our expenses for the NETA Reception at ISTE went over our budgeted amount, but we also doubled our attendance at the reception from past years.
- Rich, Tom and Sandy attend an affiliate meeting the Saturday before the ISTE conference. Information on the new pricing options for ISTE affiliates was shared as well as ideas gathered from other affiliates.
- The Qwest grant is expected to be accepted, allowing grants to be available again for 2011. We should see the money before we advertise the Qwest grant opportunities for the year. Sandy will keep the Board posted on Learning Web funding.
- Discussion was held about the University of Oregon features NETA currently uses for registration, session planning, session and handout searching for attendees. No changes are recommended for 2011.
- The timeline for 2010-2011 with due dates associated with newsletters and the 2011 Conference was shared with the Board.
- With no Board members expressing objections to the Big Deal book contract, we will continue that program.

*Treasurer, Rich Molettiere:*

- Rich reviewed the Balance sheet and felt that we are doing well for the year.
- Conference payments accounts need to be journaled and set back to zero at the end of each year.
- The formal report from the CPA firm from our review was shared with the Board. The report recommends that we create some policies and procedures for the finances. One of the main recommendations is for segregation of duties. The Treasurer should not be writing checks and doing deposits, it should be two different people. We could go to an online version of Quickbooks and that might address separation of duties. Some features that are recommended for use will not work on the laptop Rich uses, or in the version of the Quickbooks we are currently using.

- Regarding the CPA's review: The Board had voted in February '10 to pay up to \$3,000. The bill was \$2755.
- Motion made by Jane Davis, seconded by Bob Goeman to approve the treasurer's report, all in favor, motion carried.

*Executive Liaison: Tom Rolfes*

- Tom could not be present today, so his report is as stands. The board had no comments to report on.

NOTE: All reports are filed ahead of the Board meeting on a site where all NETA Board members have access. This allows Board members to read reports prior to the meeting and therefore save time during our meetings.

*Exhibitor Coordinator, Mike Burns:*

- We are running out of room for interactive whiteboard vendors.
- Booth size is an issue. Limited space continues to be an issue. Another issue is how we attract new vendors to provide more variety.

*Site Coordinator, Dennis McIntrye:*

- The network is being upgraded at the Marriott. Comparison of man-hours and labor to keep the network up and running has been investigated to see what other options we can implement, outsource, or integrate.
- Berkshire Hathaway will be up against us again next year and we will lose a couple of rooms again.

*Contest Coordinator, Lynne Herr:*

- The contest committee started work yesterday and most of the contest changes are complete. The only new contest we are adding is the Comic Strip contest to be published in the newsletter. We propose to choose 4 winners, therefore allowing one to be published in each newsletter.
- The ISTE Trek is being changed so it's more than just a paper entry, now it will include a creativity piece.
- Raffle prize ideas were discussed. We also need to reserve rooms in the NETA block for ISTE Trek winners prior to the contest results.

*Web Coordinator, Lucas Bingham:*

- The web site hits are have gone up every month. Therefore it would be nice to update the site more every month. We need to keep up with the membership needs.

## **Committee Restructuring**

Ideas for restructuring NETA Board committees came from many participants. Major changes that have been made include: all board members will be on the

Outreach and Conference Committees; the other three committees will meet simultaneously.

Other issues discussed included: Does the President's Council have spending authority? what is their purpose? should they be in the bylaws, do they keep minutes? Do we disband the executive council/group or when they meet do they take minutes to share with the board? A request was made to talk with new members and ask what are their strength areas and how can they best fit into a committee to use those strengths.

The NETA Board decided to "self assign" to the following committees:

**Contest Committee:** Lynne Herr, chair, Sue Oppliger, Lucas Bingham, Jane Davis, Nicole Badgley, Jason Rushing, Susan Prabulos, Nicki Noordhoek, Jackie Ediger, Dawn Prescott.

**Finance Committee:** Rich Molettiere, chair, Mike Burns, Jason Everett, Dennis McIntyre, Lenny VerMaas, Renee Kopf

**Policy & Procedures Committee:** Tom Rolfes, chair, Michelle Baldwin, Gregg Robke, Josh Allen, Bob Goeman, Sandy Blankenship

Contest committee is open to whoever wants to be involved with each person in charge of a contest. The rest of the members will divide evenly between finance and policy.

### **Conference Committee Meeting**

#### Conference Theme:

After considering the following themes, the board decided to go with

**e<sup>3</sup> empower, encourage, engage**

Digital Learners – Digital Teaching

Future Learning-Now

Digital Relevance

no limITs

Limitless Possibilities

Unlimited Possibilities

go for IT

crossing new thresholds

#### 2011 Speakers

- After discussing many options for changing keynotes, BYOL location, having a closing keynote, and whether to have exhibit area open during keynote sessions the following was decided.

**Sue Oppliger made a motion to have one keynote on Thursday morning, with pick your own featured speakers for Friday morning. Susan Prabulos seconded. All in favor: 14. Those opposed: 1.**

- All board members fed into a shared document of suggested speakers. The president and president elect will begin to see about availability.

### Workshops

**Josh Allen made a motion that due to low enrollment to discontinue traditional workshops during the conference. Rich Molettiere seconded. All in favor.**

### Other Conference Issues:

- Technology Strand
  - need to keep and need to change to another room
  - evaluations commented about bringing back the IT focus and push forward thinking
- Past-presidents can come back to present
- Assistive Tech Strand: The Assistive Tech group pays for the speaker and they get a room.
- Having a conversation strand was discussed
- how blogging is changing the classroom
- 1:1 discussions
- What can social networking do for the students in the classroom?
- What is the value in lurking in twitter? How do I get ahead by participating?

### **Google Docs Review - Jason & Lucas**

We are looking for another option for the board site. Google apps is a suite of tools that could provide us with what we need. We have a NETA location with docs, calendar, etc. and share them with the entire board. Board members were given an apps account for NETA. Board members need to use a separate browser for just NETA Stuff and not log in with regular account. We can upload files and create folders for our committees.

### **Adobe Connect Discussion--Josh Allen**

Josh shared information about Adobe Connect as one option to connect with membership during the course of the year. It is \$1150 for the first year and \$750 for the year after. This could be better for groups who need to meet outside of the regular meetings (like contest, president's council, etc.) We may not need this as a money saver, but it could be a value adds for other purposes. The outreach committee will take up the torch and come back with a suggestion.

### **Rev Track proposal from Mike Burns for credit cards**

Need a set time or all things to be in from all vendors to get onto the web site. Do we cut some vendors and charge a bit more? Creates more space. The finance committee will discuss.

### **Calendar Schedule for 2010-2011**

Friday, October 22, 2010 Fall meeting in Kearney

January 28-29, 2011 for Spring Meeting and Contest Judging (TBA)  
April 27-28-29, 2011 for Conference at LaVista Conference Center (27<sup>th</sup> is setup)  
July 18-19-20, 2011 for Summer Retreat at LaVista Conference Center (18<sup>th</sup> is for selected groups to meet prior to the conference)

### **Contest Committee Meeting:**

Entry form details were reviewed and Nicki Noordhoek will take over the Teacher Trek Contest.

### **Finance committee Meeting:**

- The committee will be selling or donating the hand held radios that used to be used for the conference.
- Executive Director salary discussion was held. **Motion made by Jackie, seconded by Gregg Robke to approve a 3% salary increase with the same salary stipulations of 930 hours. All in favor, 16. Those opposed: 0. Motion carried.**
- Contractor versus employee discussion was held. Do we need to include the conference stipends in the tax form 1099?
- Vendor fees for 2011 will increase 5-10%. Vendor sessions are capped at 30% or less of the total session offerings available.

Vendor Adjustments are:

- Level 1 stays \$5,000
- Level 2 moves from \$3,000 to \$3,250
- Level 3 moves from \$1,600 to \$1,750
- Level 4 moves from \$515 to \$550
- Extra Table moves from \$500 to \$550
- Late fee moves from \$100 to \$150 (added after December 1)

**Motion made by Bob to accept the vendor price adjustments, seconded by Josh Allen to approve the vendor pricing changes. Discussion was held. All in favor, 16. Those opposed: 0. Motion carried.**

- An article in the newsletter aimed at the presenter audience is necessary to refocus non-vendor presentations away from platform and product would a nice change.
- Recommendation to continue the use of AAA.
- Currently Sept to Aug fiscal year. The accountants questioned the alignment with the school year, and that we need to align with the calendar year. This will affect the ability to compare “year-long” reports. It will be like comparing an apple to an orange. Rich is asking permission to align with the calendar year.
- The contest committee requested \$1100 increase in award money.  
**Motion made by Gregg, seconded by Renee to approve an \$1100 increase in contest award funding. All in favor, 16. Those opposed, 0. Motion carried.**

- Linda Dickenson is currently paid a \$1600 in conference stipend, and the balance of \$5400 paid through salary. **Motion made by Jason Everett to accept Linda Dickeson's proposed contract, seconded by Jason Rushing. All in favor, 16. Those opposed, 0. Motion carried.** Sandy will talk with the CPA about legalities and salaried vs. stipend funding for future decisions and adjustments.
- Policy for advertisement requests was discussed, and the finance committee recommends that we do not allow advertising from vendors to our entire membership through the listserv until we have a policy in place.
- Treasurer documentation has been changed. In section spending authority not requiring prior approval as of July the spending limit is \$500. No one can undertake a contract over a term that exceeds a \$500 expenditure. Both of these will require a budgeted item without prior approval. Reporting to the finance committee is necessary if going over budget is a possibility.
- Recommendation from the committee in regard to treasurer's self-reimbursement policy of sending in writing to the executive director and president prior to a check being written.
- NETA board of directors reimbursement policy. The document only mentions the board, not the elected officers, as well as the \$1500 change from \$1200.
- Based upon The accountant recommendations, the committee asks that we move to online Quickbooks at a cost of \$34.95 per month with up to about 4 people to have access to the account with different levels of permissions. This precludes a new laptop and new software updates. **Motion to approve the use of a Quickbooks online contract by Josh Allen and seconded by Michelle Baldwin. All in favor, 16. Those opposed, 0. Motion carried.**
- Cash sales will need to cash out the drawer each day, with at least 3 pre-identified people counting the money. The money will then be given to the executive director to deposit into the NETA account. If Oregon does a direct deposit into our account, it would avoid the handling of cash/checks through the treasurer. The other option is to have the executive director do the deposits that arrive through the mail to protect the treasurer.

#### **Policy Committee:**

- Bob Goeman reported with the 990 form for income taxes and what policies do we need to get worked through immediately. They reviewed a credit card policy and adjusted it for NETA's use.
- **Bob Goeman made a motion to approve the credit card policy as presented, seconded by Josh Allen. All in favor, 16. Those opposed, 0. Motion carried.** Discussion was held about a third party getting involved (such as RevTrek or PayPal) for the minimal credit card transactions from vendors, t-shirt and books sales, etc. Could a new vendor for credit cards save us any money in fees?

- The policies and procedures committee would like to use Adobe Connect around October 1st to meet and look at issues so they can be brainstormed and plan for the late October meeting work time. They would also request permission to meet the day prior to the fall board meeting as a workday to get caught up and accomplish. **A motion by Bob Goeman for the policies and procedures committee to meet one day before the Fall Board conference to move forward the policies and procedures guidelines with related expenses covered by NETA. Seconded by Gregg Robke. All in favor, 16. Those opposed, 0. Motion carried.**
- A need to update policies in communicating with the membership policies and procedures changes.

**Subcommittees of the Conference Committees Reports:  
Conference Committee Sub Committee Mtgs.**

List of NETA Board Members and Conference Committee Sub-Groups

Tech Strand: Rich Molettiere, Mike Burns, Renee Kopf, Tom Rolfes

1:1 Strand: Lynne Herr, Lucas Bingham, Jane Davis

Retail Strand: Sandy Blankenship, Susan Prabulos, Lenny VerMaas

Playgrounds: Jason Rushing, Dawn Prescott, Michelle Baldwin

Hosting: Dennis McIntyre, Sue Oppliger, Jackie Ediger

BYOL: Bob Goeman, Jason Everett, Gregg Robke

Social Networking: Nicole Badgley, Josh Allen, Nicki Noordhoek

**Tech Strand:**

- Sessions come from October meetings and other ideas were generated and they will move forward.

**1:1 Minutes of Sub Committee:**

- Sessions come from October meetings and other ideas were generated and they will move forward.
- Request permission to balance the session choices that are submitted and those are done with invite.

**Retail:**

Choice of bags and trinkets are discussed with examples and catalogs handed out. The samples will be brought back to the October meeting. They will also make recommendations of the ISTE books they might include for sale.

**Playgrounds and BYOL:**

BYOL and Playground met and brainstormed a few items from what had happened in the past to what needs will be in the future.

The schedule will depend on what the "Master" schedule looks like depending on the keynotes. We feel the need for a longer BYOL is important to the success of



future BYOLs. Maybe an hour and a half to be effective with a possible stipend of \$50 for each presenter in the BYOL to be sure that the quality of presentation is up to par and the extra preparation it will take to make it successful.

Survey the membership through the next newsgram to have the results by the October Board meeting to answer the following brief synopsis:

Topic (required field) \_\_\_\_\_

Description (100 words or less - required field) \_\_\_\_\_

Possible presenter (Not required)

\_\_\_ session \_\_\_ BYOL \_\_\_ Playgrounds \_\_\_ round table conversation

Comments:

We need to investigate the network connection extension into the Marriott for better coverage. Dennis will take this into consideration.

### **Hosting:**

New ideas of how to help the room hosts and assure that things go smoothly.

### **Social Networking:**

Discussed ways to create the “buzz” before, during and after the conference. This group wants to increase traffic on the Facebook page which has 172 members out of 2,000 members. This might be the way to get things started. The NING is being discontinued. We need to start promoting all aspects of the conference and opportunities.

### **Outreach Committee Group Input Sub Committee Meetings; Nicole Badgley and Jason Everett, co-Chairs**

- How can we move forward with Outreach quickly to get a lot accomplished in a short period of time?
- Previous Ideas:
  - How make the most of your conference experience
    - Choosing sessions (tips and tricks)
    - Vendor reception times to take time to talk more in depth with them)
    - Morning breakfast lines are first come first serve and limited supplies
    - Vendor parties Thursday evening
    - Using the planner to set up your schedule (remember to include poster session time, vendor time, workshops, and check out BYOL ahead of time as well as the open sessions)
    - Being flexible and realizing we can't control the session descriptions
    - Reasoning for not having a lunch session or longer vendor break time
  - Video of how to plan a better conference

- How to create the buzz about the conference earlier and throughout the year
- First timers session: why are they scanning your badge? What is a playground, what is the best use of your time, vendor time, how to use the PLN plaza
- How to use the big deal book and benefit from it.
- Teacher promotion and best practices on the web site
- Collaborative listserv where members can post questions, collaboration requests, etc.
- Volunteer checkbox in the registration site
- Web presence should be more of a content management system with web 2.0/member-contributed content. Participation in facebook, Twitter, etc., is nice but disjointed.
- Has anyone ever considered having a listing of "experts" on the web site that members could get in touch with if they have questions about certain technologies, purchasing or training? Such as: Promethean Board Classroom Training: Bob Smith, Barb White Server Virtualization: Dan Brown iMovie: Ken Barbie
- Twitter twibe for people join and follow
- Facebook page utilized more to announce exciting events.

### **Outreach Sub Committee Reports**

#### **Empowering Innovative Learners:**

- We are interested in highlighting teachers and best practices with the newsletter in mind and then sharing through facebook, twitter, etc.
- We request that a newsletter link be put at the top level of the web site so people can get to it in one click.
- Lynne will take the first newsletter, Nicki the second and then the next few will be planned at the October meeting.

#### **Member Support:**

- Activities to attempt are two sessions offered by Atomic Learning with 2 in each newsletter. Conference follow up material.
- TAG presenting PLN topics.
- Seeing if presenters are willing to do webinars after the conference.

#### **Member Expansion:**

- ISTE connection. Using the reception sign in sheet for anyone who might not be a member yet.
- Targeting districts that don't send anyone to the conference
- An ad to school board newsletter and administration groups.

## **Member Collaboration:**

### Long Term:

- Move presenters to electronic handouts that can be shared via the website
- Develop social networking sites (Facebook, Twitter, YouTube, Ning Group)

### Short Term:

- Develop a NETA Fan page on Facebook - how to promote?
- Add links to sites at bottom of list serves
- Hold “special interest groups” meetings around conference, possibly Wednesday night.
- Continue to use website as “main portal” and utilize outside resources to promote
- Contact presenters about “follow ups” either via Adobe Connect (if available) or videos through YouTube

## **New/Unfinished Business**

- Google Docs App for NETA: the docs don't list unless you are specifically invited to be able to see them. For now, you can “search netasite.org” button to find what you need. Then select all the files, click the “more actions” button and select “mark as viewed” and the files will show up in your list. Use the NETA account for your board work so it is visible to everyone.
- Going green conversation: How can the embassy help us with aluminum, plastic and cardboard recycling? They have explained about health codes for this issue and said we could handle that for ourselves, but that they may not be able to.
- Mike suggested that we begin to locate former presidents to come to NETA at no cost for the 25th anniversary. How many can we find? How can we fund this? It would be fun to make a big splash for them and for this organization at the opening ceremonies.
- Bob Goeman requested that we find a way to make ourselves more identifiable during the conference as a board member. Discussion centered on professional, identifiable, and distinctive to attendees that we are a team. Sandy is going to bring samples to the October meeting.
- Help desk during the conference for tech support outside the BYOL session rooms and for other issues. Could volunteers be recruited for this purpose? The presenters try to bring their own assistant. Could a student faction be used as the tech support? We don't really have a “presenters world” for them to prepare for their presentation and store their stuff, however, someone would have to man that room. We would hate to lose a board member to doing this task. The “Ask Me” process needs to be tweaked a bit because the retail area is busy. Can the frequently asked questions be placed online? How can we rearrange the retail, help me, t-

- shirt, on-site registration area to be more efficient, effective to the attendees, and create better traffic flow?
- Do we want to move the meals down to the first floor, box lunches, etc because of the inconvenience of going up to the 7th floor? This could free up the presidential suite for BYOL or some other purpose. We could gain Lynne's expertise back on the conference floor. More information will be brought back to the group in October.
  - Opening skit for information dissemination?

A motion by Renee Kopf to adjourn the meeting at 1:03 p.m. Seconded by Jason Rushing. All in favor, 16. Those opposed, 0. Motion carried.

Submitted by,

Nicole Badgley, Secretary