

NETA Retreat Minutes

July 14-16, 2014

The 2014 NETA retreat was held Monday through Wednesday, July 14, at the Residence Inn in Omaha at 2 p.m.

Two committees met in the morning before the retreat - Contest and Fall Conference Planning.

NETA Board Members Present: Josh Allen, Craig Badura, Lynn Behounek, Lucas Bingham, Heather Callihan, Jackie Ediger, Jason Everett (Tuesday & Wednesday), Bob Goeman (Monday after 3 p.m., Tuesday, and Wednesday), Lynne Herr, Matthew Lee, Darci Lindgren, Rich Molettiere, Julie Moore, Kristina Peters, Gregg Robke, Tom Rolfes, Tina Sauser, Jason Schmidt, Kent Steen, Angie Wassenmiller, Patty Wolfe, Evi Wusk, and Nick Ziegler.

Monday's meeting started off with introductions and a vision and goals review. Gregg shared a quote from a NETA spring conference attendee: "It wasn't until April when I went to the NETA conference, that my eyes were opened to all the Possibilities. A fire was lit for me at the conference."

Minutes were reviewed. The president's council found a discrepancy in the minutes about the filling of three un-scheduled board vacancies. Rich Molettiere motioned it be recorded that Tina Sauser assume a two year term on the board, Patty Wolfe assume a one year term, and Nick Ziegler assume the remaining one year term, with a second by Jackie Ediger. A voice vote was taken and the motion carried.

Jason Schmidt motioned to approve the minutes from the April board meeting as amended, with a second by Matt Lee. A voice vote was taken and the motion carried.

Josh Allen motioned to approve the minutes from our 2014 Annual meeting with a second by Rich Molettiere. A voice vote was taken and the motion carried.

Josh Allen motioned to approve the minutes from the 2014 Debriefing meeting as amended with a second by Jason Schmidt. Two minor corrections were made during the following discussion. A voice vote was taken and the motion carried.

The retreat continued with **Executive committee meetings**.

The **contest committee** continued their work from the morning and reported back to the board with suggestions for new contests. Ideas for improving contest promotion were shared. Jackie Ediger made a motion to set the contest committee budget at \$31,750 with a second by Tina Sauser. A voice vote was taken and the motion carried.

The **Finance committee** met and worked through many budget requests. Rich presented the requests and the committee's recommendations to the board. Additional discussion was held about increasing board conference reimbursement amounts. NETA's current net worth is very stable, and this is one way to reinvest the funds. Nick Ziegler made a motion to approve the Finance committee's suggested budget items with a second by Angie Wassenmiller. A voice vote was taken and the motion carried.

The **Governance committee** met and worked on the many changes needed to our policies and procedures. Tom Rolfes presented that there were so many proposed changes that the policies were not able to be voted on today. The Governance committee will continue to work on the exact wording needed.

After the Executive committee meetings and presentations concluded, Julie Moore gave a report on the **Fall Conference Committee**. The fall conference will have more rooms available, and hopefully we will be able to have more attendees. The NETA board members were invited to attend the fall conference and help out during the conference. The Fall

Conference planning committee is meeting monthly via Google Hangout, and any interested NETA board members are welcome to join if they have time.

Matt Lee moved we recess for the evening at 6:00 p.m. with a second by Kent Steen. A voice vote was taken and the motion carried.

NETA's retreat was called back to order by Gregg Robke, July 15, 2014, 8:30 a.m. at the Resident's Inn in Omaha. All board members were present.

The day began with a review of our October 12, 2012 **Vision and Goals**. A focus on growth estimates and goals was shared and discussed. In comparison to other states with this level of conference, we have the highest per capita of certified staff attendance. The board then split into subcommittee meetings for Partnership and Membership goals. The groups then reported back to the board with their suggestions.

Jason Schmidt reported that the Goal 1 committee changed its title from 'statewide' to 'regional' in order to reflect our new growth target. The new name is now "Partnership: Increase regional support for the promotion of education technology." They also added strategic relationships with surrounding state associations.

Lynn Behounek reported that the Goal 2 committee would appreciate a punch list for the Fall conference in conjunction with NCSA. This would allow NETA could help more effectively in case something would happen to either director. Newsletter articles should be requested from schools who have sent large groups of staff to our conferences. Our membership hub would like more focus on NETA benefits outside of just attending a conference. Official NETA bloggers could have reserved spots during some sessions. Possibly set up screencasts for reflecting on great sessions. Collaborations with subject specific education groups were focused on. The board will help with contacting those groups. Individual board members are responsible for establishing contact with the Ed Group, and will have specific partnerships to offer.

At 10:30 a.m. the board moved to the **CenturyLink** center for a new group picture and tour of the facilities. The board was able to visit every area that will be available for our spring conference and ask questions. The noon meal was provided by CenturyLink.

The board continued with a **review of our Spring 2014 conference**. General evaluations were reviewed. Looking forward to our 2015 conference, it is hoped that the main complaint from the evaluations of crowding will be eliminated due to the larger facility.

Changes for 2015 spring conference: We will not need as many people to drive to the airport because a shuttle is now available. No Learning Web in 2015 because grant was not funded. Power school will not be at this site, but we will remain their fiscal agent no matter where their pre-conference meeting is held.

Josh Allen reported for the 2015 spring conference planning committee. The 2015 conference theme is "NETA.... on the Move." Some discussion was held looking toward setting a 2016 conference theme, but it was tabled until our next retreat. NETA branded clothing was discussed, and we will possibly just have T-shirts for giveaways in the future. Adam Bellow and George Couros are contracted for the 2015 keynotes. Leslie Fisher could be a featured speaker. Suggestions were taken for future keynote speakers.

The NETA board then divided into **strand conference subcommittees**. The strand representatives looked around the CenturyLink facility to brainstorm how their specific groups could best use the new space. At 2:15, we came back together to hear their suggestions. Each group was able to specify the areas and rooms they would like to use, what days they would like sessions, and how many sessions will be offered.

Next the **conference subcommittees** met and reported back to the full board. These subcommittees have been meeting monthly using google hangouts as well as here at the retreat to help with the planning process.

Bob Goeman reported for the **Logistics committee**. Conference registration will be in the exhibit hall with University of Oregon like past conferences. Vendor Hall diagram was shared with discussion about nonprofit area. A dedicated Apple area will have to be worked out. Wireless details are being worked out with outside company helping. Wireless password may be needed due to having additional event in same facility. Hard wire will be available for vendors at an added cost. Projectors will still be provided by Epson. New punch list will be needed. AAA will be setting up Vendor area Tuesday. Stuffing bags and vendor setup will start on Wednesday.

Heather Callihan reported for the **Programming committee**. Robotics Demonstration and Maker Room will be added. Highlight speakers as a 'featured speaker' in program, but don't offer extra pay. Blogger's café will be set up by Kristina Peters and Craig Badura. For retail, they are recommending not selling shirts. Give shirts away to volunteers and board members. Keep prizes the same budget as the past, and keep record of the winners. For signage, the room numbers are huge, so we don't need easels outside of rooms. Paper signs with daily schedules will be needed per room. We will offer some space to special interest groups. Apple will be offered some space on the program again. The TV screens throughout CenturyLink can display schedule, speakers, prizes, pictures; but have to be programmed the day before. All screens scroll the same things.

Lucas Bingham reported for the **PR/Marketing committee**. Updated email list is needed. We can use past membership and attendance lists to conduct mass email campaigns. We need to look into new mass communication tools. NETA will get bids from MailChimp and Constant Contact. Make sure they have an API to integrate into our website. Printed newsletter vs. Electronic newsletter options were discussed. Possibly changing the NETA brand to include a more regional aim is not a top priority at this time. Co-Marketing agreements need to be developed to trade advertising with other organizations. Possibly create a public EdTech calendar for multiple entity use. Use of current and past NETA membership to work as ambassadors was brought up. They could help with subcommittee work as well as other volunteer tasks. What kind of incentives can we offer, even if just a T-shirt? Conference games were discussed - scvngR - cross-platform scavenger hunt, matching id tag number scavenger hunt, #instawalk, and backchannel being shown during conference in public areas. Board helped hand address envelopes to neighboring states schools to give a personal touch to a direct invitation to NETA.

Jackie Ediger motioned to recess for the evening at 5:00 p.m. with a second by Angie Wassenmiller. A voice vote was taken and the motion carried.

NETA's retreat was called back to order by Gregg Robke, July 16, 2014, 8:30 a.m. at the Resident's Inn in Omaha. All board members were present.

Appointed Officers gave their required reports at this time.

Executive Director, Julie Moore, reported on conference insurance, the big deal book, and becoming a MACUL member. Newsletter articles are always needed.

Treasurer, Rich Molettiere gave the treasurer's report and went through the Profit & Loss Statement, NETA's Balance Sheet, and the 2015 proposed Budget. Evi Wusk made a motion to approve the treasurer's report with a second by Tina Sauser. A voice vote was taken and the motion carried.

Executive Liaison, Tom Rolfes, summarized recent changes to E-Rate, to finance wireless upgrades, or internal connections, for schools. Districts will have to be educated about the upcoming changes in order to plan ahead and follow the procedures to receive the available funds.

Lynne Herr then reported on her two positions as **Contest Coordinator** and **ETAN Coordinator**. Most of the contest news was covered with committee reports Monday. She is still attending annual ETAN meetings to represent Nebraska in their national lobbying efforts.

Web Coordinator, Lucas Bingham, reported that he will research membership and mass mailing applications as well as continue updating the www.netasite.org web site.

Exhibitor Coordinator report was given by Bob Goeman. NETA was well represented at ISTE with personal visits and passing out of brochures. University of Oregon website setup can now be completed since exhibitor prices are set.

Site Coordinator, Lynn Behounek, shared some of the challenges with moving to CenturyLink as well as some cost saving opportunities. We need to encourage attendees to use the NETA reserved rooms in the participating hotels to keep conference costs down.

Gregg Robke reported for the **President's Council**. Results of our Internal Review(audit) was shared, and Voxer was demonstrated to help improve communication during conferences.

Jason Everett made a motion to move into executive session with a second by Josh Allen. A voice vote was taken and the motion carried.

Josh Allen made a motion to exit executive session with a second by Jackie Ediger. A voice vote was taken and the motion carried.

Nicole Beran addressed the group with information about the Omaha Visitor's Bureau. They will be helping us to prepare for the 2015 Spring Conference transition. An e-blast will help educate NETA's membership on the 'how to's' of coming down town. Any concerns about new locations can be directed to them for solutions to be found and shared.

Josh Allen made a motion to maintain the Exhibitor Coordinator position with a second by Matt Lee. A roll call vote was taken and the motion carried.

Matt Lee made a motion to:

- 1) Extend an offer to Eliu Paopao for the position of exhibitor coordinator.
- 2) Appoint Bob Goeman as interim/co-coordinator for an initial period of 1 year, extendable to no more than 2 years total.

After one year, the board of directors, with the input of Eliu Paopao, will review the need for the additional support. If the board determines a need for a second year of support, and one additional year may be added to Bob Goeman's agreement. A second was made by Josh Allen. A roll call vote was taken and the motion Carried.

Jason Everett made a motion to maintain the Executive Liaison position with a second by Josh Allen. A roll call vote was taken and the motion carried.

Jason Everett made a motion to continue with Tom Rolfes as Executive Liaison with a second by Josh Allen. A roll call vote was taken and the motion carried.

Following a lunch break, the meeting continued with a regular business meeting.

Unfinished Business:

The Governance Committee had two completed policies and procedures changes for us to consider. Invited speakers who will not be attending the full conference will not be required to pay \$25 NETA membership fees. The conference

reimbursement amounts were updated and will be effective April, 2015. Nick Ziegler made a motion to approve the proposed policies and procedures with a second by Josh Allen. Vote was taken by a show of hands and the motion carried. Remaining policies and procedures will have to be discussed with the governance committee and were not modified at this time.

The board members then signed up to contact State Education Groups. They are responsible for contacting the groups and offering specific collaborations as defined by our President's Council. Julie Moore reminded us to sign up for newsletter articles.

Heather Callihan made a motion to approve Leslie Fisher as a Featured Speaker at a cost of \$4500 for 2 days, plus expenses with a second by Jackie Ediger. Discussion was held. Vote was taken by a show of hands and the motion carried.

Membership fees changes could promote growth. Committees need to look into benefits such a change could make.

Conference scheduling was discussed. General times for Thursday and Friday will stay consistent, but schedule of events inside those times will be changing.

We will consider this location again for the 2016 board retreat. Two and a half day retreat worked well due to extended schedule.

New Business:

The board received Josh Allen's resignation letter as required by NETA policies, due to changing jobs. Gregg Robke made a motion not accept Josh Allen's resignation for the NETA President Elect position with a second by Kristina Peters. Vote was taken by a show of hands and the motion carried. Josh Allen is maintained as President Elect.

Craig Badura and Josh Allen requested some help providing food and giveaways at Nebraska EdCamps. Many attendees are NETA members, and it will be a simple way of giving back to our educators. Jackie Ediger made a motion to provide \$500 for Nebraska EdCamp support with a second by Jason Everett. Vote was taken by a show of hands and the motion carried.

Calendar dates for 2014-2015 were set:

- Oct. 8, 2014 - Fall Board Meeting in Kearney
- Oct. 9-10, 2014 - NETA Fall Conference
- Feb. 6-7, 2015 - Winter Board meeting and contest judging (Feb. 7)
- April 22-24, 2015 - Spring meeting and Conference
- Retreat 2015 - July 13-15, 2015 - Location (TBD)

Jason Schmidt made a motion to adjourn the meeting with a second by Tina Sauser. A voice vote was taken and the motion carried. Meeting adjourned at 2:02 p.m. on July 16, 2014.

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