

## NETA Board Meeting Minutes

The 2015 NETA winter board meeting was held Friday, February 6, 2015, at Waverly Middle School, Waverly, Nebraska.

**NETA Board Members Present:** Josh Allen, Craig Badura, Lynn Behounek, Lucas Bingham, Heather Callihan, Jackie Ediger, Bob Goeman, Lynne Herr, Matthew Lee, Darci Lindgren, Rich Molettiere, Julie Moore, Eliu Paopao, Kristina Peters, Gregg Robke, Tom Rolfes, Tina Sauser, Jason Schmidt, Kent Steen, Angie Wassenmiller, Evi Wusk, and Nick Ziegler.

Gregg Robke called the meeting to order at 10:02 a.m. The link to our NETA dashboard was shared. It was noted that Jason Everett was assisting Patty Wolfe at another technology event, so they could not be present today. They are planning on helping with contest judging tomorrow.

Minutes from our retreat were reviewed. It was suggested to modify the wording from 'lifetime membership' to 'honorary member' for Mike Burns. Nick Ziegler made a motion to approve the minutes as amended, with a second by Jason Schmidt. A voice vote was taken and the motion carried.

### Spring Conference Planning:

Gregg Robke reported on our **keynote and featured speakers**. Adam Bellow is the Thursday Keynote, George Couros is the Friday keynote, Leslie Fisher is featured both days, Monica Isabel Martinez is the Thursday Assistive Technology speaker, and Shannon Miller is the Friday NSLA speaker. All necessary preparations are done for these speakers, and all are invited for our Wednesday evening dinner. Flight schedules will be coming soon. Josh Allen reported that the 2016 keynote structure may be changing. Other conferences are going away from long keynotes to several 15-20 minute presentations that would include both national and local talent. Such a change would tie into "Embracing Yes" as a theme.

### Strand Updates-

Lucas Bingham reported that the **Tech Strand** will be hosting ten sessions at the conference, with the eleventh session at 3:30 p.m. on Thursday in room 210 being the NETA Tech Coordinator Meeting.

The **1:1 Strand** will be in room 214 both days. The **Conversation Strand** will be in room 209 both days. **Digital Citizenship** will be in Room 211 on Thursday. The **Leadership Strand** will be in Room 215 Thursday, with one session in room 216. **Google Spotlight** will occupy room 204 both days.

**Poster/Playground strand** has more details. Posters will be in Ballroom B on Thursday, with the 11:30 time slot focusing on coding, maker space, etc.; the 1:30 time slot focus will be iPads and tablets; and the 3:30 time slot is a variety of topics. The playground will occupy Ballroom B, and will have Drones(small), 3D printers, maker space, and more organized opportunities planned for Friday afternoon.

**Volunteer** issues were discussed next. Jason had submitted some questions for the board's consideration. It was decided that the 'Ask Me' volunteers will be positioned in the corners of the upstairs U shaped layout. Since the rooms are numbered, confusion with this new venue should be minimal. Four volunteers will be needed to operate bar code scanners, with two at both of the entrances to the vendor area. Those volunteers will include two board members. The main focus with the bar code scanners will be to track vendor area attendance, repeat visitors, rush times, etc. Training of volunteers will need to be clear that scanning is for our attendance tracking, and the information will not all be shared with vendors. Personal information will be for board use only.

Jackie Ediger reported that she has \$3000 to spend on **Prizes**. Ideas were shared on a spreadsheet. Darci Lindgren gave a signed and framed 'Dot' artwork by Peter Reynolds to give away. Jackie will look into purchasing a signed book to include with it. Document camera idea was shared. There will be five nice prizes for the closing session, and drawings for other smaller (or taste specific) prizes. Most vendor prizes will be given away in vendor area. If prize winner claims prize before closing session, have vendor take a picture with their winner and share it with the conference hash tag to give everyone a chance for PR. The Instagram and twitter feed will be shown while people are gathering for closing session. Detailed process for vendor prize giveaways was discussed.

**Contests** – Lynne Herr reported that four Centurylink grants were funded. Entry date has been changing every year, so that could explain the lower number of entries. There are many new contests this year, so it will be interesting to see how the membership responded. There are some minor changes in the entry forms suggested right now.

Jason Schmidt reported for **Retail**. No books will be sold, and the NETA T-shirts will be ordered, but only for volunteers and giveaways. There will be no retail booth.

**Signage** – Julie Moore reported that we will be using most of our existing signs, and not many new signs will be needed. There will be fewer programs ordered, and they will be picked up separately from registration. The programs themselves will be simplified by having symbols to represent strand, grade level, experience, etc. on the conference grid rather than full lines with the session description. All bags will include a large facility map and vendor layout to help with logistics, but not all members may need full conference book due to digital tools. Full facility map and vendor layout will be included in the display PowerPoint that is shown throughout CenturyLink.

The **Social Butterfly Lounge** has a agreement with Steelcase Education. They will be designing the space in cooperation with a distributor in Omaha. It will have charging stations and a sign thanking them for donating this area. It will be upstairs near the Hilton Walkway.

Ideas for **Pre-Keynote Entertainment** were discussed.

For **Conference Housing**, the 2015 contract with Hilton Omaha requires booking of 250 more rooms currently for Thursday night only. Wednesday's allotted NETA rooms are already all booked, so new reservations would not get the \$150 rate on Wednesday night. Next year's contract wording does not have the same issue. Creative ideas with filling those rooms were shared. Conference housing price details are listed on the bottom of the housing page of the netasite website.

A **Photo Booth** will be available, but will not be a budget item. Craig Badura, Heather Callihan, and Kristina Peters will take care of setting up an area for photo opportunities and providing props. One table will be needed, and the exact location will be determined during conference set up.

**Social Connecting** time had been indicated as a need in the past NETA surveys. It will be announced on the podium before Thursday's Keynote that DJ's Dugout Downtown will be offering food and beverage deals for NETA members. There will be no dedicated room, but there is plenty of space for socializing for our large group. Presenters may be promoting this event during their sessions as well.

The **NETA App** was discussed next. The board reviewed the Crescerance agreement, as well as Sched.org and other app company opportunities as digital options. The Crescerance app had been in-kind with Level 1 sponsorship benefits in the past, and now was requesting \$1600 plus Level 1 sponsorship benefits annually. Several board members attended ITEC and used the Sched.org solution with good reviews. Rich Molettiere made a motion to adopt Sched.org for the April conference at the cost of \$399, with a second by Nick Ziegler. A voice vote was taken and the motion carried.

The board then broke into **Conference Committee Groups** for a 30 minute discussion. Upon return to the full board they reported as follows.

**Bob Goeman reported for the Logistics Committee.** Seventeen Epson projectors are coming. Registration area map is still being worked on, with flow coming in the North door and out the South door during registration. The vendor area layout is still changing. The keynote stage will be 20'X30' with uplighting. Embracing the "On the Move" theme for this year, we will include moving boxes and moving carts to further decorate the stage.

Josh Allen reported for the **Programming Committee.** All of the presenters have been notified of their session acceptance. Only keynotes will be recorded again this year.

The **PR/Marketing** committee google hangouts will now meet at 7:00 p.m. the first Tuesday of every month. They are still working on details for a conference game that will include name badges and numbers. A presentation first slide template is being developed to share with all presenters.

The board then broke into **Executive Committee Groups** for a 30 minute discussion. Upon return to the full board they reported as follows.

**The Governance Committee** brought three options to the board to consider 'No Dues' membership. Three options were discussed with a totally free option being the committee recommendation. There was input from two other affiliates before making this decision. Nick Ziegler made a motion to amend the Bylaws and Policies to reflect a \$0 option for all members; all members must sign up; all members can vote, run for office; \$125 for spring conference, \$35 for presenter registration; Paper newsletter to those who attend Spring conference; establish \$35 subscription for paper newsletter. Jason Schmidt seconded. Discussion about clarifying that this membership change will come into effect for the 2016 spring conference. Printing costs alone is \$14,000-\$16,000 annually. A voice vote was taken and the motion carried. Further review of proposed Bylaws revealed the need to change wording of the previous motion. Matt Lee made a motion to Nullify the previous overly detailed motion, Rich Molettiere seconded. A voice vote was taken and the motion carried. Matt Lee made a motion to approve the bylaws "all free" membership changes as written to be presented to the annual membership meeting. Nick seconded. A voice vote was taken, and the motion carried.

Policies and Procedures were read to reflect changes discussed above. A section was added to the policies and procedures document to allow invited speakers to present at the conference with no registration fee if they only stay to present and not attend the conference. Changed board retreat description from two day to multiple days in the policies and procedures document. ISTE no longer has an affiliate co-marketing agreement, so wording had to be changed to 'Benefits of an ISTE affiliate' instead of co-marketing.

Darci Lindgren Made a motion to accept the proposed policies and procedure changes as presented effective the day after our Spring Conference in 2015. Nick Ziegler seconded. Discussion was held. No fees were specified so policies and procedures do not need to be modified with every change. A vote was taken with show of hands 15 for, 0 against. Motion Carried.

In reference to previous ISTE trek winner who could not attend, we should add a line on the contest description to recommend the attendee purchase travel insurance. If they are unable to attend, we would not reimburse their expenses. ITEC full conference attendance will not be paid by NETA beyond the three reciprocal registrations. The balance will be paid by NETA board members' individual conference reimbursement accounts.

Rich Molettiere reported for the **Finance Committee.** Budget will be adjusted annually by responsible parties signing off on any changes needed for the following year. It will no longer be automatically carried onto the next year. Beginning April, board reimbursements will be increasing. The Finance Committee approved \$600 for maker space at the Spring Conference. It also approved the \$399 for sched.org license. Before traveling, it is worth using Rich's

spreadsheet to compare use of your own car compared to renting a car. It may save both us and NETA some money. Also approved was the budget for mail chimp for management of our membership communication. Finally \$20,000 will be moved into investments from a savings account in order to get a higher return in NETA's money. Nick Ziegler made a motion to approve the finance report, with a second by Jackie Ediger. A voice vote was taken and the motion carried.

Lynne Herr reported for the **Contest Committee**. They used their time to sort and prepare all entries for judging. All is ready to go, with several more people coming to help judge here at 9 a.m. tomorrow morning.

The board then broke into **Goal Committee Groups for a 30 minute discussion. Upon return to the full board they reported as follows.**

**Goal 1 – Build Partnerships** suggested offering all NETA board members the right to give out free school board member registrations. Have those forms available for all school board members at other events we attend. Jason Schmidt moved that we offer a free registration to any school board member who fills out a request as provided by Julie. Angie Wassenmiller seconded. A voice vote was taken and the motion carried. NETA will work on inviting our new Governor and Bloomstead to the spring conference. The NBC affiliate will be invited to cover our conference as well.

**Goal 2 – Member Services** Suggested NETA look into providing resources for support staff like secretaries and paraprofessionals. Do we need more special interest groups, or partner more with existing groups?

NETA/NCSA **Nebraska Fall EdTech Conference** was discussed next. Evaluations, goals, spring NETA attendance, and administrator attendance, and proposed NCSA agreement was discussed. Rich Molettiere made a motion that the board signs the agreement to continue the Fall EdTech conference with NCSA as presented; Jason Schmidt seconded. A vote was taken with show of hands with 7 votes for, 7 votes against, One abstention. NETA will ask NCSA for a revised agreement.

Gregg Robke gave a brief **President's Report**, asking all board members to share his personal goal to invite someone new to the Spring NETA conference.

Rich Molettiere gave his **Treasurer's Report**. Five documents were shared with the board. He explained some negatives in the Balance Sheet awaiting reimbursement. Budget document is a good reference to plan next year's budget. The Transaction report details every transaction per month. The investment report has more than ten pages and is available for review. Nick Ziegler made a motion to approve the Treasurer's report as presented, with a second by Jackie Ediger. A voice vote was taken and the motion carried.

Julie Moore presented the **Executive Director Report**. Julie reminded all board members to register for spring NETA. Three complimentary registrations to ISTE are available, and amounts will be divided. MACUL (Michigan Association for Computer Users in Learning) will be a hosting reception at ISTE with us. 1099s for Linda and speakers were sent in January. Form 10 for sales tax was completed by the deadline. Employer Payroll Tax Reports were completed. Event cancellation insurance was completed through EXPO-PLU\$. Biennial report was completed to retain non-profit status.

Tom Rolfes gave the **Executive Liaison Report**. ISTE is pushing for more funding. Erate modernization is bringing changes- with big money available. Nebraska legislature has seven bills that directly affect K-12 technology currently. Lottery funds are being decided. Julie Moore gave NETA's first ever testimony toward a bill in Norfolk.

Lucas Bingham then presented the **Web Coordinator Report** with an overview of MailChimp as a membership communication tool.

Lynne Herr reported that there is no advocacy day scheduled this year, and will keep us up to date for further **COSN/ISTE Advocacy** opportunities. In her **Contest Coordinator Report** we will know more after tomorrow. Every contest has entries. Several were already disqualified due to incomplete forms or late mailing dates.

Bob Goeman and Eliu Paopao gave the **Exhibitor Coordinator Report**. They shared an updated spreadsheet of exhibitor registrations, with level details. Layout of the vendor area will be changing to add another walkway. Hours for the vendor area will be Thursday 8-4:30, and Friday 8-2:30. Exhibitor kit will be done soon, and booth numbers assigned to exhibitors. Xirrus is still vending, but no session is needed.

Lynn Behounek had already presented the **Site Coordinator Report** during other committee discussions.

#### **Sponsored Group Reports:**

**Tech Coordinators – Lucas Bingham** reported their next meeting will be at Grand Island Public on February 18, 9:30am-4pm. Spring meeting will be at the spring NETA Conference Room 210 Last Session on Thursday (3:30pm-4:15pm). Audio system and Catchboxes are set up if anyone would like to try them out.

**1:1 - Jason Schmidt** – Their next meeting is in Kearney on February 27.

**Erate – Tom Rolfes**- No meetings are scheduled at this time.

#### **Unfinished Business:**

String Beans (a local entertaining group) offered to perform two 30 minute sets each morning, and would sell CD's on site. Evi Wusk made a motion to hire them to play before each of our keynotes, with a second by Craig Badura. Votes were cast with a show of hands, with 8 in favor and 4 against. Motion carried pending verification with the allowance on CenturyLink Center Omaha Contract.

#### **New Business:**

Common Sense media can promote themselves at their own session, but not at DJ's during the scheduled NETA time.

Announcements were shared. Contest judging tomorrow - begins at 9:00 a.m. Board Election Update – voting ends February 18. The board was reminded to review creative ideas for Hilton Omaha reservations for Thursday night. Angie Wassenmiller made a motion to adjourn the meeting with a second by Gregg Robke. A voice vote was taken and the motion carried. Meeting adjourned at 5:20 p.m. on February 6, 2015.

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