

NETA Board Minutes
Retreat 2011
July 19-20, 2011

July 19th meeting. Those present: Jason Everett, Jackie Ediger, Josh Allen, Bob Goeman, Lenny VerMaas, Gregg Robke, Dennis McIntyre, Renee Kopf, William Bolen, Nicole Badgley, Dawn Prescott, Jason Rushing, Rich Molettiere, Darci Lindgren, Sandy Blankenship, Lynne Herr, Matt Lee, Lynn Behounek, Nicki Noordhoek, Mike Burns, Lucas Bingham, Tom Rolfes, and Jane Davis.

The meeting was called to order at 10:02 by Renee Kopf, President.

- After a correction to the April minutes, a motion to approve the minutes from April 27, 2011 meeting by Bob Goeman and seconded by Josh Allen. All in favor, motion carried.
- We used an online motion to approve Lynn Behounek as new board member to replace Michelle Baldwin (term ends April 2012). Lynn had the next highest number of votes from Winter 2011 election.

2010 Conference Reports

General Evaluation Comments: Renee Kopf

A discussion of the crowded hallways and the options to alleviate this problem was held. Nicole offered to talk during the opening session about the number of devices participants are carrying with them and how these can pull down our network.

Site: Dennis McIntyre

Hammonds worked to get the Internet issues fixed and will continue to work on it from the beginning for next year. Costs have not gone up from last year.

Exhibitors: Mike Burns

We again sold out the vendor booths. RevTrak reports allows us to keep track of so much more. They are not asking for a vendor booth, but they are in the hall next to the retail area. The problems that occurred were also discussed. The benefits outweigh the issues, so we will continue with their services.

Room Hosts: Jackie Ediger

Jackie reviewed her process of getting session evaluations completed. She would like the Board to think about the possibility of doing the session evaluations online. We will revisit this at the October meeting.

BYOL (now called BYOD)

- These went over very well. The room was very crowded but they never got to full capacity. Next year the room may need more access points, and participants need to come prepared with the right device. Suggested that we leave the draping off the tables in that room.
- The online BYOL evaluations were available for board members to review.

Conversation Strand

We had more people than we expected, so there were some issues. We might want to consider some speaker systems, microphones, etc. The PLN plaza will be going away next year with the success of the conversation strand.

Executive Reports

Executive Director: Sandy Blankenship

Sandy provided: Overview of the learning web for new board members, asked board members to sign up to write articles for the newsletter, provided tentative timeline for 2011-2012, reported on ISTE reception, Qwest (now CenturyLink) grants, Form 990 (income tax), asked about Directors and Officers insurance. She asked we think about: moving away from paper registration forms and thanking administrators for allowing board members to serve on the NETA Board. Renee will do the thank you letters.

Treasurer: Rich Molettiere (reports from January - July 11, 2011)

Rich reviewed the profit and loss report and balance sheet. Jane Davis motioned and Jason Everett seconded to approve the treasurers report.

Executive Liaison Report: Tom Rolfes

Tom reviewed his liaison report. Technology monies at the federal level are being put into general funds which could cause problems and we need to keep an eye on things.

Contest/ETAN Coordinator: Lynne Herr

The committee met to revise contest applications and guidelines for the upcoming newsletter deadline. Contest Committee would like to propose a new contest for teachers to support getting as many teachers here as possible. This will be a contest called "Point-Counter Point" and will give them a topic. This year it is about social media. There will be a winning point and winning counter point. We could show the 3-minute videos as people wait for the opening session to begin. The committee would like to propose to the finance committee to consider paying for sub reimbursement for the second day of the conference for contest winners.

Lucas Bingham: Web Coordinator Report:

Picasa account is used for pictures from the conference. Lucas asked about the location of the video created by High Plains group at conference last year.

Exhibit Coordinator: Mike Burns

Mike proposed to move up the due date for vendor booths by a month. The vendors would not be in the schedule count for rooms until they pay.

Site Coordinator: Dennis McIntyre

Room rates may go up minimally before next spring.

Exhibitor costs will add \$10 per day for electrical connections.

Goal is to work with traffic piece. The Marriott upgraded their wireless (15-50 mb throughout their building). Other network issue goals will be to work with Hammonds to keep Internet up on Thursday morning. We need to know the AV needs for every room so we can be prepared with equipment and connections; and then work with room host coordinator to be prepared.

A discussion of shadowing options for the vendor and site coordinator positions was held.

Conference Committee:

A discussion was held on selection of a conference theme for 2012 Conference. The theme for 2012 is **25 Years of Innovation**. There will be a committee to decide on ways to celebrate our 25th anniversary: Renee, Sandy, Dawn, Jackie, Jason R, Bob, Darci.

For speakers, Kevin Honeycutt is booked for Thursday and sessions on Friday if we choose. Renee will be contacting Tammy Worchester, Travis Allen, and Adam Bellow first. Dawn asked about having someone (legislator, governor, Education Commissioner) give a short welcome during NETA. There was some discussion about whether or not to continue the vendor reception.

Conference Committee Groups

- Tech Strand: will poll the group to get ideas in October.
- 1:1 will poll the group to get ideas in September.
- Conversation: may use the outside area of the library if the weather is nice. Will work on speakers. Josh said they will get things in the newsletter.
- Retail: ISTE books will be chosen later, the choice of conference bag has begun and looking for USA vendor, the sales booth duties will need to be shared again (about 3-4 people to take turns).
- Hosting: online ideas, a new group of teachers to host
- BYOD sub-committee- drop the number of participants to 40 to make the room more comfortable and give room for support, discuss whether should offer Thursday evening session from 4:30-5:30 - or maybe user groups area for iOS, Android, Mac, PC, Kindle/Nook/Readers, Tech Coordinators
- Social Networking: Model social networking by doing a pre-introduction session, or Wednesday night session on social networking tools they might try to use. Considered whether those posting a summary of a session could then have their name entered for a drawing.
- Awards: maybe do a coffee and rolls for check winners

Motion to adjourn the meeting at 4:36 by Dawn Prescott and seconded by Jason Rushing.
Motion carried.

July 20th meeting. The meeting was called to order at 10:02 by Renee Kopf, president.

Policy and Procedures:

For Form 990 compliance, committee recommends additional policies. Motion by Bob seconded by Gregg to accept the conflict of interest policy. Discussion was held and what qualifies as a gift and what does not. Jason Everett called for the question. All in favor. Motion carried.

Gregg Robke made a motion, Rich Molettiere seconded to accept the document retention policy. Discussion was held. All in favor. Motion carried.

Bob Goeman made a motion, seconded by Josh Allen, to accept the investment policy as presented. Discussion was held. All in favor. Motion carried.

By October 1st the full policies and procedures document should be online for everyone to review prior to the meeting.

Finance Committee:

It was suggested to consider using an app for the conference. Rich Molettiere made a motion for \$5,400 to pay Linda Dickeson for the conference program, newsletters, and pre-conference postcard. Seconded by Jason Everett. All in favor. Motion carried.

Rich Molettiere made a motion to make the executive director's salary a maximum of \$47,740, up to a maximum of 1000 hours, for the upcoming year. Seconded by Jason Everett. All in favor. Motion carried.

Rich Molettiere made a motion to move the speakers budget to a maximum of \$20,000. Seconded by Jackie Ediger. Discussion was held. All in favor. Motion carried.

Rich Molettiere made a motion to pay for the second day of substitutes for contest winners to \$8,000. Seconded by Jackie Ediger. Discussion held. All in favor. Motion carried.

Rich Molettiere made a motion to allocate \$8,000 for the 25th anniversary items. The \$8,000 would include giving a \$2.50 coupon for food purchases to all paid members. Seconded by Jason Rushing. Discussion held. All in favor. Motion carried.

Rich Molettiere made a motion to move the booth payments due date up to January 15th. Anything paid after that date will have to pay a 10% surcharge. Seconded by Lenny VerMaas. Discussion was held. The motion was withdrawn.

Rich Molettiere made a motion to include a early bird offer to vendors to get 10% off if paid by August 15-31st and 5% off if paid by September 1-14th. Seconded by Nicole Badgley. Discussion was held. Those in favor: Bob Goeman. Those opposed: Jason Everett, Jackie Ediger, Lynn Behounek, Josh Allen, Gregg Robke, Lenny VerMaas, Nicki Noordhoek, Renee Kopf, Jane Davis, Nicole Badgley, Dawn Prescott, Jason Rushing, Matt Lee, Darci Lindgren, and William Bolen.

Rich Molettiere made a motion to change level 1 to 3 presentations and the mailing list, level 2 with 2 presentations and the mailing list, level 3 with 1 presentation and the mailing list, level 4 with 1 presentation at \$850 and level 5 will change to \$625. Seconded by Gregg Robke. Discussion was held. Matt Lee moved to amend the motion to cap the vendor sessions at 42 sessions. Rich Molettiere and Greg Robke accepted the amendment. Jason Everett called the question. All in favor. Motion carried.

| | Sessions Allowed | Vendors Allowed | Total Sessions | Cost for Vendor | |
|--------------|------------------|-----------------|----------------|-----------------|--------------|
| Level 1 | 3 | 2 | 6 | 5000 | 10000 |
| Level 2 | 2 | 3 | 6 | 3250 | 9750 |
| Level 3 | 1 | 6 | 6 | 1750 | 10500 |
| Level 4 | 1 | 24 | 24 | 850 | 20400 |
| Level 5 | 0 | 75 | 0 | 625 | 46875 |
| Total | | 110 | 42 | | 97525 |

| | |
|------------------------|-------------|
| 20% of sessions | 33 |
| 25% of sessions | 41.25 |
| 30% of sessions | 49.5 |
| Total teacher sessions | 123 |

Numbers in graph based on 165 total available sessions noting this number of sessions can be calculated in different ways. (JME)

Contest:

- All forms have been updated and prepared for the newsletter.
- The committee is requesting to change the dates of the January/February meeting so that our contest chairs could be there for the judging. We are proposing for February 10-11th dates.

Recommendation has been made to have grant winners and Learning Web presentations be designated as poster sessions (currently have the choice and majority ask for poster)

Outreach Sub Committees:Empowering Innovative Learners:

- We have met our goals from the last retreat.
- How can we empower the membership to contribute to the newsletter.
 - Interview articles of people / Q&A style to share with the membership
 - Post a question of what has “stuck with you since the NETA conference last spring that you used in your classroom” on the NETA web site or on the NETA Facebook page in a more informal page.
 - “What tech tool have you used over the summer that you will be using in your classroom this fall?”
 - “What is your best tip for good digital citizenship?”
 - Does your school have a Facebook page that we can “like” on the NETA fan page?
- We discussed the parameters of what is appropriate for NETA board members to post on the NETA Facebook page.

Member Collaboration:

- As BYOD will have four user groups on Thursday night, we are tabling a Wednesday night meet-up.
- Nicole is to delete the NETA Facebook group page. We now have a NETA fan page.
- Lucas will change the listserv sig to include NETA Facebook and Twitter links.
- Current video content (yet to be received) on NETA site is High Plains’ overview of the conference.
- Most links on Facebook fan page connect back to NETA site.
- 64 out of 165 sessions had handouts, 39%
- Several NETA Contest Committee members are admins on the NETA fan page. We will let Lynne Herr post information about upcoming contests. Admins will post details related to presentation deadlines and conference-related information as it is received from Sandy via NETA Board emails.

Member Support:

- Activities to attempt are two sessions offered by Atomic Learning with 2 in each newsletter. Conference follow up material. Jason will follow-up.
- TAG presenting PLN topics.
- TAG support has and will continue to include Playgrounds, Learning Web, and Volunteer help. Playground session proposal deadline needs to be same as other proposals.

Learning Web - keep option open for LW participants to do a session knowing that is may not be approved.

- Check whether presenters are willing to do webinars after the conference. Going to solicit interest from presenters by September for Oct meeting. Gregg has a list of questions for them.
- Look at different conference options to offload people, time and space congestion. Discussion included east/west conference, fall/spring conference, teacher/tech conference.

Member Expansion:

- Promote the teacher and leader contests through their emails and/or newsletters (NCSA & NASB)
- Check again on the ads for NCSA and NASB
- Student information system training (ask for volunteers to help plan). One could be held in Kearney (Sycamore, PowerSchool, Infinite Campus)
- Expand special groups. Drawing a circle 100 miles and target those (send invite to tech coord)
- Contact people who attend ISTE reception but not NETA members (doing)
- Target districts not sending anyone

Unfinished business-

- Clarified whether board members can win a certain contest or grant. This needs to be in Policy/Procedures. Policy has been for Board to not apply or sponsor contest entries.
- Confirmed that board wants to continue "letter of agreement" with Big Deal Books.

New Business

- Refer to the timeline for deadlines for the newsletter articles for the board to get their articles turned in.
- Jason Everett mentioned we might need an IT sub-committee to manage all the software, hardware, assets, and sites we are currently using and managing. Can this put on the October agenda? If interested in working on this committee, contact Jason. (jeverett@esu10.org) If you, as a Board member, use a piece of software and/or online service owned or subscribed to by NETA such as Wufoo, QuickBooks Online, send that information to Jason.
- Consensus was to move the session proposal due date date to November 18, 2011.
- A discussion followed on how people are appointed to "shadow" positions and a review of the policies of how this occurs. Having a succession plan might be something to consider creating.
- The Board asked to have notes from President's Council made public to the board.

Meeting dates:

October 21 for the Fall meeting at the Kearney Convention Center beginning at 10 a.m.

February 10, 2012 beginning at 10 a.m. for the board meeting

February 11, 2012 beginning at 8:30 a.m. for the judging

April 25, 2012--Pre-Conference Meeting at noon

Retreat 2012 July 16, 17, 18

Pictures of board members located at :

<https://picasaweb.google.com/jeverett.esu10/NETABoardRetreat72011>

Motion to adjourn the meeting at 2:44 p.m. by Jane Davis, seconded by Gregg Robke. All in favor. Motion carried.

Submitted by,

Nicole Badgley, NETA Secretary