

## **NETA Retreat Minutes July 13-15, 2015**

The 2015 NETA retreat was held Monday July 13, through Wednesday, July 15, at the Residence Inn in Omaha.

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

**NETA Board Members Present:** Josh Allen, Lynn Behounek (arrived at 3:15 p.m. on Monday), Jackie Ediger, Heather Callihan, Stephanie Dannehl, Ann Feldman, Bob Goeman (Tuesday afternoon), 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, Patty Wolfe (until 2:27 p.m. on Tuesday), and Nick Ziegler.

Monday's meeting was called to order at 2:03 p.m. by Josh Allen. The agenda for the next three days was presented, as well as the previous two meetings' minutes. Jason Schmidt made a motion to approve the minutes as presented, with a second by Nick Ziegler. A voice vote was taken and the motion carried. The board then used linoit.com to help focus and set goals for the retreat.

**NETA goal groups** met briefly to review previous partnership and membership services. The Partnership goal group began to focus on more collaborative support of area wide educational groups. The Membership group began to focus more on increasing membership beyond regular NETA base. Those groups also met again on Tuesday morning.

Dubsmashing app was introduced to the board, and all members were challenged to create a ten second or less video of themselves to combine into a fun view of our group.

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

The **Contest committee** continued their work for the morning with Lynne Herr and Heather Callihan reporting. The committee brought several proposed changes to existing contests, with the hope to increase participation and make them more consistent and clear to teachers.

The **Finance committee** met and reviewed some preliminary budget requests, with many more expected by Wednesday. Rich Molettiere presented the University of Oregon 2016 agreement, and Linda Dickeson's proposal, both with no increases from 2015. New budget for 2016 will be created, with lowered amounts for areas that have been consistently under budget.

The **Governance committee** report was given by Tom Rolfes and Nick Ziegler. Policies and procedures for Google Hangout and other types of online meetings were being considered. Policies and procedures were also developed for printed newsletter costs for members who did not attend a NETA conference.

The last agenda item to be considered on Monday was consideration of **Fall Conference dates**. The dates for 2015 are Wednesday, October 7 for pre-conference workshops, and Thursday, October 8 for full day of conference. Wednesday, October 5<sup>th</sup> and Thursday, October 6<sup>th</sup> have been reserved at the Younes conference center for 2016. Due to another customer wanting to sign a contract for 2017, the

Younes conference center requested a signed contract if NETA and NCSA wanted the same two days in 2017. Alternative dates were reviewed and an informal vote was taken. The board decided not to sign a contract for 2017 yet, and will consider alternative dates later in the retreat.

**Monday's meeting adjourned for the evening at 5:24 p.m.**

**Josh Allen called Tuesday's meeting to order at 8:42 a.m.**

**Fall conference** conversation continued. Attendance of fall conference is not required, but NETA's fall board meeting will be on Friday, October 9. The board members indicated their expected attendance on shared document. 51 sessions were accepted for presentation. The upstairs rooms could be utilized with makerspace activities. Joe Mazza is the keynote, and will be sharing five sessions throughout the day. Sched online program service will be used in conjunction with a printed 'at a glance' schedule. Eight Pre Conference Workshops will be offered on Wednesday, and the NETA technology coordinator meeting will be the same day at ESU10.

Outreach focus followed. EdTechTeam proposed a partnership with NETA to provide some training opportunities. Proposal included training topics, different time options, as well as kits for attendees. General consensus was reached not to pursue this partnership at this time. Discussion shifted to how NETA could provide region wide support for training. Providing a calendar that could include all workshops provided - from ESU's and other conference opportunities for all of our members. Due to existing quality and quantity of trainings available, simply organizing and tracking would be a valuable service. Additional workshops and training could then be offered if a gap is discovered.

Goal setting broke into groups at 9:30 a.m., and returned to present to the full board at 10:45 a.m.

**Partnership Goal 1:** Increase statewide support for the promotion of educational technology, summary presented by Jason Schmidt. Refined goals, and reciprocal benefits between NETA and their partners. Created general template of partnership agreement, to be adjusted depending on what items the group is requesting on submitted partnership registration form. The group also updated the list of State Education Groups and the email letter for those groups to provide a more detailed description of partnership opportunities.

**Membership Goal 2:** Improve member services, summary presented by Josh Allen. The group suggested the creation of a Google calendar to use for coordination of technology events throughout NETA area. The membership group presented guidelines for information required and event NETA promotion. NETA members should receive a discount on registration for the events included on master calendar. It was also suggested to offer NETA conference registration discounts for accepted newsletter submissions from general membership.

- Newsletter article deadlines:
  - September newsletter- July 31, 2015
  - November newsletter- September 30, 2015
  - February newsletter- December 11, 2015
  - April newsletter- February 19, 2016

**2015 Conference Report Summary** was then presented by Josh Allen. The 2015 General Evaluation

Review and Comments were presented. There were minimal negative comments, and included nothing that was unexpected. Finances/Statistics were summarized with encouraging attendance numbers. It was noted that Keynoters from around the country paid to attend the spring NETA conference.

**2016 Conference Committee** forecast was presented by Josh Allen and Jackie Ediger. Josh Allen presented “Embrace your Passion” for the 2016 spring conference theme. Alternative keynote format, with multiple presenters will be during the keynote time slot. Options for naming the mini talks were suggested. Attendees still chose to pick up full program even though it was not included in bag. Jackie will explore options for more compact program. Same number of programs as last year would be sufficient. Session submission site will remain similar, with a deadline of November 13, 2015. Registration for spring conference will open February 1, 2016. Leadership, 1:1, Digital Citizenship, Google Spotlight, Tech Coordinator, and Conversation strands will continue. One morning will have two Ignite sessions which will be organized by Nick Ziegler and Tina Sauser.

The board stopped for a lunch break from 12:00 p.m. to 12:45 p.m.

Bob Goeman joined the meeting to help with **exhibitor information**. Exhibitor hall hours were discussed. Due to exhibitor consensus, the vendor hall will open right after the keynote time slot. The hall will remain open until 4:30 p.m. on Thursday and 2:30 p.m. on Friday. Some vendors will be breaking down early due to travel schedules. The board looked into arranging a break during Thursday afternoon to encourage traffic flow toward exhibitor hall. For example, give away a food treat or have a prize drawing to draw attendance. Break offerings could be sponsored by a vendor. Bob suggested a schedule that would allow for two “” talks in the morning, one “” talk in the afternoon with a vendor break following.

Eliu Paopao presented new a la carte format for exhibitor pricing. Existing bundle agreements will still be available, but vendors will have more options to purchase the items they need during the NETA conference.

Advertising options for vendors would include ad space on the program, including a flyer in and/or logos printed on bags as long as NETA is giving out bags, and including vendor logo on conference slides.

Josh Allen continued with the **2016 conference planning** discussion. Keynote contract was reviewed. Josh will change keynote speaker contract to clearly state option of recording and distributing the presentation. Topic needs to be discussed during the keynote negotiation process.

Conference pricing discussion included examination of other conferences both local and throughout the country. Logistics of distributing parking passes or reimbursing parking fees is complicated, but is being considered. Purchasing entire parking lot would only be possible if no other event is happening at the same time. Conference fee history and options were then discussed. Angie Wassenmiller made a motion to set 2016 two day conference registration rate to \$139 for early bird and \$159 regular rate, with a second by Kristina Peters. Discussion was held. A voice vote was taken, and the motion carried. Tina Sauser made a motion to set the one day rate to \$114 for early bird and \$139 regular rate, with a second by Jason Schmidt. Matthew Lee called the question. A voice vote was taken and the motion carried. The group rate will continue to receive a \$10 discount. Jackie Ediger made a

motion to adjust student conference pass to \$39, Lead Presenter to \$39, and Vendor Only to \$59, with a second by Gregg Robke. Consistency in rate adjustments was stressed during discussion. Vote was taken by a show of hands with 12 in favor and 3 opposed. Motion carried.

Chad Johnson and NPPD have proposed \$5000 to improve the makerspace with a focus on stem activities. NETA will be providing signs recognizing their contribution to the makerspace area.

Charging stations would be convenient throughout the conference. Several vendors could provide charging stations. Additional social areas would also be welcome.

Adding workshop options to spring conference was discussed. Several time slots, possible locations, and even lunch ideas were brought up. More options will be looked into by the programming committee.

Proposed schedule to allow for afternoon vendor breaks was reviewed.

**Conference Subcommittee groups** then met in separate areas, with reports given to entire board when re-convened.

**Logistics-** Report given by Lynn Behounek. Alphabet for registration is refined to improve Thursday morning flow. Registration area may be reconfigured to make space more usable later in the conference. Alternatives for board lunches will be examined. Board space will be moved to coat check room. Presenter storage will be relocated, but still available. Information booth will be made more eye catching, and stay in general location. Our cost of each vendor booth was presented. Rearrangement of vendor hall will be necessary to eliminate vendor waiting list, while still providing networking table area.

**Programming-** Report given by Heather Callahan. Focus was on new workshops. Suggested four workshop ideas and possible presenters - Coding & Wearable Technology, Google, Design Thinking, and Apple focus. Scratch and robotics were also suggested topics.

**PR/Marketing** - Report given by Jason Schmidt. Infographic was reviewed. Social media presence will be continued, with board members sharing in promoting NETA branding. Free membership will be promoted and shared throughout and beyond current members. They suggested NETA explore the possibility of dual conference registrations to draw in surrounding states. Group issued a challenge to all board members to post in other personal networks about call for proposals and conference registration dates. New examination of branding needs to happen to include more than just Nebraska educators. Sales of NETA branded merchandise could be available for membership. Conference game worked well, and will continue.

Tuesday meeting was adjourned at 5:30 p.m.

Wednesday's retreat began at 8:30 a.m. with **Conference Strands** meetings and Reports.

**Tech Coordinators-** report given by Rich Molettiere, requesting 11 sessions in the schedule. The tech coordinator NETA group will have spring meeting on last session slot on Thursday. Some break out session topics suggested were Google Admin &/or management, Dave Evertson on internet filtering, erate, office 365 update, windows 10 sharing, surface tablets, new OS 10.10, chromebook admin,

mdm, helpdesk, and software compliance.

**Google Spotlight** – report given by Nick Ziegler. They will use a Junior ballroom again, noting 70-150 reservations for the room on sched during 2015 conference. Google Spotlight room will run both days, and choose a wide range of high quality topics from sessions submitted. Other Google sessions may be happening during the same time in other rooms due to high quantity of sessions on this topic submitted.

**1:1-** report given by Jason Schmidt, requesting one room both days, with a focus more on professional development, teaching strategy, and managing the specific 1:1 topics.

**Conversation-** report given by Kristina Peters. It will not be a tag on submissions, with recruited sessions only for this strand. Room layout will be reorganized to foster conversations. Possibly incorporate a model classroom display to change feel of the room. Both days will be used, same room is requested.

**Digital Citizenship-** report given by Heather Callahan, requesting one day, 6 sessions, no specific room. Thursday worked well. They will invite speakers and look through the other submissions.

**Playgrounds/Posters-** report given by Matt Lee. The group will be assigning tables in Ballroom B for Poster Sessions. Makerspace may be full day event due to additional materials from NPPD.

**Leadership** report given by Jackie Ediger. One day worked fine. Was well received, and will be looking for additional administrator focus.

For naming purposes in program, add 'spotlight' to the sessions that will be selected for specific focus rooms in order to differentiate from simple check boxes chosen during the session submission process.

#### Executive Reports and Motions

##### **Executive Director's Report**, Executive Director: Julie Moore

Table at tech showcase offered school board members free admission to our conference. Leadership awards were shared with partner groups for their newsletters. Midwest States reception was well attended at ISTE. Heather, Stephanie, Lynne, Patty, and Jackie will be helping with table at Administrator's days. Julie encouraged board members to wear their NETA shirt to help increase visibility at other events. There are more outstanding invoices from University of Oregon this year, but the funds are still expected. Newsletter articles are due July 31 for the September issues. Received extension on the 990 form from May. The form has been reviewed with questions sent to the accountant. Conference liability insurance has been renewed. Julie provided some NETA business.

##### **Financial Report**, Treasurer: Rich Molettiere

Rich presented the documents to the board, with a new reimbursement form. Balance Sheet, Profit and Loss, and Budget reports were shared. Details of each report were reviewed with the board. Some of the sponsored group budget requests will be reduced to more accurately reflect incurred expenses. Jason Schmidt made a motion to accept the Treasurer's report with a second by Nick Ziegler. A voice vote was taken and the motion carried.

**Executive Liaison Report:** Tom Rolfes

Tom reviewed activity at the federal and state levels. ESEA & EETT reauthorization and modification is coming. E-rate funding is change to increase funding for devices as well as internet service. FCC may be providing additional funding for new fiber development. The state legislature isn't very active right now in the educational technology area. Tom presented the U.S. Department of Ed 'Future Ready District Plan.' Currently only 18 area schools have read and accepted the pledge. A challenge was made for NETA to try to be the first state to get 100% of the superintendents to sign the pledge. It will be available to sign on a laptop at the NETA admin days booth.

**Contest Coordinator Report:** Lynne Herr

Due to complete revamping of the contests, the committee has not had a chance to work very much with the new digital submission service. It is a big change, but one that has been in the works for many years. There will be quite a bit of setup to prepare for submissions. There will be less work for individual contest chairs if the system works well. Information for contests will be due July 31 for upcoming newsletter. New more open categories should help teachers use existing projects for contest entries. Budget requests reflect full participation and sub requests. Historically not all places are awarded and not everyone submits sub pay requests, so should be below budget estimation. A challenge to the board to use our contacts to increase contest participation was shared.

**ETAN Coordinator Report:** Lynne Herr

Lynne attends the ISTE advocacy lobbying day for the ISTE Advocacy position annually. This year the day was not hosted in DC due to some changes in ISTE. Lynne is still available to attend to represent NETA, but the budget was not used this year.

**Web Coordinator Report:** Lucas Bingham

Not report shared.

**Exhibitor Coordinator Report:** Eliu Paopao

Exhibit hall was excellent. Eliu built relationships rather than attended any sessions. A few vendor evaluations were received, and we have adjusted to meet requests. New vendor breaks will be welcome. Vendor prize games will be explored. Recruiting new vendors is open to entire board. Registration will be open to more than just education focussed vendors. Partners will be staying on top floor, and non profit booths will be negotiated on a case by case basis. One complaint about internet was the wireless password. Eliu is comfortable dealing with wireless issues as long as the needed contact information is available. Level pricing was shared. There is a large difference for 'early bird' registration. That gives more time to organize the exhibit hall. Additional a la carte options will be available. The pricing structure as presented in the exhibitor coordinator report was accepted by the board.

**Site Coordinator Report:** Lynn Behounek

Cost comparison from this year and last year was reviewed. Minimum cost for food was met. This saved money. AV costs increased, but not as much as their work for the larger space. Video improvement will cost more. Space rental increased, but three times the space was available. Electrical and dock parking was paid for the vendors. AAA cost increased due to making registration area. Due to NETA attendee hotel room numbers, we can not reserve dates for 2017 until mid October. NETA will still try for similar April dates in 2017. Rental costs will probably increase 15% since the room numbers did not meet 'city wide' discount amounts. Locations and ideas for 2016 Retreat are open.

**President's Council Report:** Josh Allen

Josh thanked everyone for their work, and encouraged our continued contribution to NETA activities. Full audit was completed in 2013, internal audits have been completed in 2014 and 2015. 2015 audit checklist with notes was presented to the board.

Committee meetings were combined with lunch break at 11:23 a.m. Meeting called back to order at 12:06 p.m.

**Contest committee** update was given by Heather Callahan. They are working on updating descriptions.

**Governance committee** update was given by Tom Rolfes. Darci Lindgren made a motion to approve the print Newsletter subscription information and virtual meeting procedures as presented by the Governance committee, with a second by Jason Schmidt. Vote was taken by a show of hands, 14 in favor, 0 opposed, and the motion carried.

**Finance committee** update was given by Rich Molettiere reading through all the budget requests submitted. Many were as expected with several requesting lower amounts to more accurately reflect funds needed and used annually. Kent Steen made a motion to approve the Finance committee's recommendations excluding the Executive Director salary yet to be discussed, with a second by Gregg Robke. A voice vote was taken and the motion carried.

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

**Executive Session**

Gregg Robke made a motion to move out of executive session with a second by Matt Lee. A voice vote was taken and the motion carried.

Matt Lee made a motion to continue the appointed positions of: Contest Coordinator, ETAN Representative, Site Coordinator, and Web Coordinator with a second by Jackie Ediger. A voice vote was taken and the motion carried.

Nick Ziegler made a motion to continue with appointed people filling the positions of: Contest Coordinator & ETAN Representative (Lynne Herr), Site Coordinator (Lynn Behounek), and Web Coordinator (Lucas Bingham) with a second by Tina Sauser. A voice vote was taken and the motion carried.

Jason Schmidt made a motion to approve a salary increase for the Executive Director as presented with a second by Gregg Robke. A voice vote was taken and the motion carried.

**Unfinished Business**

The CenturyLink Center Omaha would have rooms available for workshops Wednesday evening if NETA needs them. The Programming committee will decide on workshops, locations, and schedule.

Josh Allen will decide on name for shorter keynotes.

Fall conference dates requested: November 1 & 2, 2017. NETA and NCSA can hold those dates as long as no others offer to sign contracts for those dates.

### **New Business**

Kristina Peters showed the board some options for additional clothing. Some options were looked at, and will be decided on at the October Meeting. Clothing could be available at the retail store in other colors than blue. Color should be blue for board members. Rich made a motion to have the board purchase shirts to replace the button down long sleeved shirts with a second by Angie Wassenmiller. A voice vote was taken and the motion carried.

Kristina Peters presented NDE's new AQuESTT web site. It will provide new student success tools for school districts. NDE's timeline of implementation was shared. Technology use will be reflected in the educational opportunities and access section.

The option of a NETA sponsored bus to ISTE 2016 Conference in Denver was then discussed. Rich Molettiere has received a \$4803 quote to transport 30 people from Arrow Coach in Omaha, plus overnight housing for up to two drivers. Possible pick up areas of Omaha, Lincoln, York, Grand Island, Kearney. The trip could be opened up to schools.

### **The last item of business was to set Meeting Calendar/Judging Dates for 2015-2016**

- Oct. 9, 2015 - Fall Board Meeting in Kearney
- Feb 5 & 6, 2016 Winter Board meeting & contest judging
- April 20-22, 2016 - Spring meeting and Conference
- Retreat 2016 -- July 11th, 12th, 13th- Location yet to be determined.

Jason Schmidt made a Motion to Adjourn Meeting with a second by Nick Ziegler. A voice vote was taken and the motion carried. Meeting adjourned at 1:14 p.m. on Wednesday, July 15, 2015.

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