



**Board of Directors Meeting
Friday, September 7, 2018 (9:00 am – 12:00 pm)
KASB Building – Topeka, KS**

Minutes in Review

Attendance:

Sean Cochran, Auburn-Washburn USD 437 – President
Ron Barry, Halstead USD 440 – KASSP
Pete Bastian, Valley Center USD 262 – Past President
Mike Berblinger, Buhler USD 313 - KSSA
Cory Gibson, Valley Center USD 262 – KSSA
Eric Hansen, Bonner Springs USD 204 – KASBO
Volora Hanzlicek, Valley Falls USD 338 – KASCD
Justin Henry, Goddard USD 265 – KSSA
Ryan Jilka, Goddard USD 265 – President-Elect
Kristin Magette, Eudora USD 491 – KanSPRA
Christie Meyer, Goddard USD 265 – KASCD
Bert Moore, West Elk USD 282 – KASEA
Suzan Patton, Pratt USD 382 – KSSA
Dennis Peerenboom, Seaman USD 345 – KASPA
P.J. Reilly, Wichita USD 259 – KCCTEA
Glen Suppes, Smoky Valley USD 400 – KSSA
Patrick Schroeder, Ellsworth-Kanopolis-Geneseo USD 327 – KASSP
Donna Zerr, Augusta USD 402 – KASSP
G.A. Buie, USA-Kansas Executive Director
Jerry Henn, USA-Kansas Assistant Executive Director

The meeting was called to order by President Sean Cochran at 8:59 a.m.

1. Welcome

- President Sean Cochran welcomed board members. The board went around the room and introduced themselves. We are looking forward to another great school year.

2. Consent Agenda

- Bert Moore moved to approve the consent agenda, which included the agenda, minutes from the May Board Meeting, financials from May, June, and July, and a mileage reimbursement rate change from \$.54 to \$.545 be approved. Seconded by Pete Bastian. Approved unanimously.

3. President's Report

- President Sean Cochran discussed USA-Kansas's sponsorship of the KTOY program. He ran through all possible levels of sponsorship. USA sponsored for \$1000 last year. Cory Gibson moved to up this year's sponsorship of the KTOY Program to \$2500. P.J. Reilly seconded the motion. Approved Unanimously.

4. Executive Director's Report

- Executive Director G.A. Buie discussed the 2018-2019 budget, which still needed final approval. There were no changes made since the last time the board saw it. Even with the addition of Jerry to the staff we will still end on a positive note this year. The membership and PLN drives are going well. Bert Moore moved to approve the 2018-2019 budget. Seconded by Ryan Jilka. Approved unanimously.
- G.A. gave a membership update. As of the morning of the board meeting USA had 659 members. The drive is ongoing and will continue through the end of September. We are slightly behind where we were this time last year, but still in great shape. G.A. will be meeting with the Wichita principals on October 4 to encourage them to join their state associations. Olathe joined the PLN this year and G.A. will be meeting with their principals next week to discuss other associations. We are right where we need to be at this time of year.
- G.A. discussed 2018-2019 partnerships. These remain the same as last year with the addition of Blackboard, and American Fidelity re-joining the mix. The app is up and running and being used to push out information. G.A. encouraged board members to download the app and encourage others to do so as well so our push notifications can be effective. We are trying to keep information from being buried in inboxes. We budgeted \$50k for partnerships this year and have already collected over \$60k.
- G.A. updated the board on PLN membership and Workshops. Year one of the PLN we had 35 member districts. Last year we had 70. This year we already have about 75. Jerry and G.A. have been traveling the state talking to districts about the PLN, helping superintendents to understand the benefits of joining. This has helped with membership numbers as well as organizational numbers.
- G.A. discussed the 2018 NASSP Conference. It was held in Chicago, and USA went and sponsored a reception. A couple of Wichita private school administrators were there and they got the opportunity to visit with them. There were around 25 at the reception, it was a good networking event. Overall a good conference.
 - On the topic of private schools, G.A. mentioned that while we don't actively recruit private school administrators, though we do have a few who join. Should we be doing something different, trying to get them involved? The board decided it wouldn't hurt to send out info. There might be some conflict in terms of legislative issues, but they could benefit from professional development and legal assistance.

5. Committee Appointments

- G.A. Buie discussed committee appointments.
 - State Use Committee – managed by the state, Wichita has always led because they have their own procurement office. Fabian has been recommended by Dr. Thompson.

- Teacher Recruitment & Retention – This committee is new as of 2 years ago. Jeff Marcos from Harmony HS will take this spot. These people need to be in specific KSDE regions, which can sometimes make it difficult to find people.
- Legislative Dyslexia Task Force - Sonja Watkins from Hugoton has this spot, USA worked with KASEA to identify a Principal with knowledge on this issue. It is currently a hot issue, the board discussed what is currently being done and what would be more beneficial.
 - Sonja called in and gave an update. She is the only school administrator on the task force. They are reviewing a wide range of research and will take info back to the main committee, then to the governor in January. The committee is working very well together and poring over all of the research to find the best take-aways from everything.
- Reviewing the Process for Selection
 - Mischel Miller sends us openings we need to fill, we make recommendations. It often takes a long time to hear back, it can be a little bit of a murky process. PJ could help keep us posted. Sometimes state board members bring their own people and they get spots instead of our recommendations.

6. Conference Update

- Jerry Henn gave the conference update. He thanked the board for the opportunity to be a part of this organization in a new way. We had around 550 administrators at conference this year. This is up from last year. Things went very smoothly and the conference was very well perceived.
- Survey Review and Conversation
 - 24% first timers, a lot of new blood
 - 62% said conference was excellent
 - 16% didn't visit any vendors, why?
 - Murray Banks was better liked than Simon Bailey
 - Why did people attend? Program content was rated highest, networking opportunities, cost didn't seem to be a major factor.
 - 75% said they downloaded the app, this will only increase as we continue to use the app year-round
 - G.A. had an idea, at a foundation breakfast he attended they had a student-led committee that kids can go to that are having emotional challenges so they have someone they can connect with. They bring in a speaker from the group each month to talk about different challenges students are facing. We could bring in someone like this for breakouts and discuss how to get a group started in your building.
- 2019 Speakers and Theme – Alan November is opening. He's everywhere right now, though he won't have people rolling in the aisles he has a really good message. Kent Rader is closing. He brings a feel-good message, is a former educator and humorist. G.A. asked for ideas on themes.
- May 29-31 – several comments about moving to KC, but they hardly send anyone from that area so it makes it hard to commit. Should we have conversations with Western Kansas, would they even consider coming to KC?

7. Communication Changes

- G.A. discussed the USAK app. Has everyone downloaded the app and used it? If not, please do so and allow push notifications. G.A. explained the Members Only page and what it will be used for. We are trying to avoid inboxes as much as possible, especially with political content that could get people in trouble in their district email. Please share this with people back in your district, even if they aren't members it's still valuable content.
- G.A. discussed *Under the Umbrella*. Issue 2 came out, it was the first big issue. We are now looking for feedback. The board requested that the articles be timely and pertinent. Jerry will be reaching out for content such as best practices in districts and through member associations. Let us know how we can make it the best it can be.
- G.A. handed out flyers for upcoming workshops and membership.
- District Visits – G.A. and Jerry have been out visiting districts pushing membership and workshops, explaining why it is important to join. Legal support alone is a HUGE benefit. We are now offering contract review. Dr. Jack Fletcher will be doing a workshop on dyslexia November 9. We have some great presenters this year including Dr. Sheila Harrity. We added Lenexa to the drive-ins, so we are now at 4 locations.

8. Committee Work

- Legislative Advocacy/Elections
- USA Conference & Workshops
- Communications
- The board broke out into committees

9. Committee Reports & Recommendations

- Legislative Advocacy/Elections
 - USA will not be endorsing candidates, but we can share other's endorsements to members through the app
 - There was great conversation about getting out the vote. How can we continue to connect? We need to help superintendents understand what they can and can't do. Provide Shareable information, we will share with superintendents and principals and they can share out. Nothing biased. Get principals to get teaching staff involved.
 - Talk to teachers and parents about taking kids to vote. Share on social media, it's good for kids and teens. Have our own governor debate led by kids through social media. Reach out to High School groups. Mock elections, advanced voting parties, share out their experience doing their civic duty.
- USA Conference & Workshops
 - Themes
 - Learning Without Limits
 - Throwing around breakout topics, maybe more high school topics, dealing with difficult employees (a different take than what KASB puts out)
 - The schedule is in pretty good shape. What about the dance? Maybe with an additional sponsor we could change it up.

- Getting more people to conference, bring a friend, spread the word. This can be a grass-roots board-driven endeavor.
- Communications
 - The magazine is up and running. We will be seeking content throughout the year. If your organization or school district is doing something cool they want to share, let us know. KanSPRA will do a Communications Corner. KCCTEA has a cool story about aviation tracks that will be good for a future edition. Looking for feedback to make this valuable to members.
 - The app was discussed earlier, but we are looking to provide more and more content through the app to avoid so many emails. The more people download the app through the year, the more will use it for conference. What can we add to the app to make it more valuable? Christie Meyer suggested adding Monthly checklists from KELI mentoring programs.

10. Adjourn

- 11:59

Next Meeting: October 19, 2018.