



**Board of Directors Meeting
Friday, November 6, 2020 - 9:00 a.m.-12:00 p.m.
Online Only**

Minutes in Review

Attendance:

Michael Argabright, Southern Lyon County USD 252 - KSSA
Ben Boothe, Gardner-Edgerton USD 231 - KanSPRA
Rena Duewel, Turner USD 202 - KPA
Becca Flowers, Skyline USD 438 - KSSA
Cory Gibson, Valley Center USD 262 – KSSA
Eric Hansen, Bonner Springs USD 204 – KASBO
Ryan Jilka, Goddard USD 265 – Past President
Andy Koenigs, Derby USD 260, KASPA
Christie Meyer, Goddard USD 265 – President
Steve Noble, Seaman USD 345 – President-Elect
Deanna Scherer, Atchison County Community USD 377 - KPA
G.A. Buie, USA-Kansas Executive Director
Jerry Henn, USA-Kansas Assistant Executive Director

The meeting was called to order by President Christie Meyer at 9:03 a.m.

1. Welcome

- President Christie Meyer welcomed Board Members.

2. Consent Agenda

- Mike Argabright moved to approve the consent agenda, which included the agenda, minutes from the September meeting, and financial reports from August and September 2020. Seconded by Cory Gibson. Approved unanimously.

3. President Report

- President Christie Meyer thanked everyone. In this crazy time, she is thankful for everything that USA is doing, providing opportunities to collaborate and get advice. Thanks to G.A. and the team.

4. Executive Director's Report

- Executive Director G.A. Buie discussed membership. We are doing very well. He is ecstatic with our membership numbers presently. We are at 94.9% retention from last year. We are only down 80 members from where we finished the year last year. We

usually see a spike once conference registration opens as well, for the member discount. Member associations are on target except for KPA. We are still working on getting the word out. KASPA numbers are up. They are having great meetings with great conversations.

- What can we do to get more members?
 - We have a KSSA meeting on the 18th and will hand out a list of who hasn't joined. We are open to other ideas. Superintendents can communicate to that they expect their principals and directors to join their corresponding associations. Award recognition programs require membership as well. Under the Umbrella is reaching out to admin all over the state, which also helps to get awareness up.
- G.A. discussed PLN membership and workshops. We are up 9 districts in the PLN from last year. We don't have the event registration numbers we had last year. We are working on shorter activities and getting people together. We are considering a December event, something light, to brighten spirits before the holiday break.
- G.A. gave a staffing update in regards to KPA, Advocacy, and KASEA. Jerry and G.A., along with Joe Coles, have been picking up the slack with KPA. We are looking to advertise the Executive Director position in March. We have hired Jim Karleskint to help with advocacy. He is a retired superintendent, former legislator, and long-time member. He has insight and contacts, and will help us with the uphill climb we have after the November election. KASEA is also looking to hire a part time Executive Director. They are a growing organization and do a lot of legislative work. USA will contribute around \$3,000 to this salary. KASEA will provide an additional \$10,000.
- G.A. announced an adjustment to the Launching Leadership program. We started this last year, and it went really well, but we will need to put the Building Ranks program on hold. Last fall we started the Superintendent Leadership Cohort. They now meet weekly. We have taken that model and expanded it to larger district Principals at the elementary and secondary levels, as well as assistant principals. They meet once a month. We promoted it through the PLN. We are working on getting them connected. We will walk them through leadership activities, and by the end of the year they will be leading the meetings.
- Oral Health – Filling Station Grant
 - We should hear whether we will receive the grant by the end of November. This will be to promote filling stations to replace or go along with water fountains.
- G.A. discussed a new marketing tool he has been checking into. It is called “Feathr.” They have reached out to us to assess our interest. They would work with us to design advertisements for membership, the conference, etc., then we would buy “impressions.” We would market members and non-members with our info throughout the course of the year. Open rates on emails have dropped this year, so this could be another way to reach people. We could also help market our partners.
 - Andy Koenigs mentions social media ads are more productive than traditional means right now.
 - G.A. said with geofencing we could market around school districts we don't typically have interaction with. This would get us around their firewalls and put our logo, link, etc. right in front of them.

- Deanna Scherer asked if we have considered the negative impact. Others agreed that we are all seeing ads regardless, so they might as well be ours. There would be a fine line between it being productive and being a bother. There is also the question of what's in it for Feathr? Are they tracking and saving data?

5. Committee Work/Reports

- Legislative Advocacy/Elections
 - The committee discussed challenges facing public schools now that we are back in session whether it be in-person, hybrid, or remote. We need to make sure elected officials understand where schools are at, not only public, but also private. Other topics included state aid, state budget, SPED, afterschool and summer school programs, enrollment shifts, and KPERS debt. They also discussed getting on the same page as KNEA in regards to the mental challenges of being in person with students. It's important to speak with a cohesive voice.
- USA-Kansas Conference
 - Theme is "Pivotal Leadership – Endless Potential." This leaves it wide open for session topics.
 - Session topic ideas:
 - Social emotional for admin/employees
 - Team-building, positive culture
 - Mentoring (KELI, Kansas Leadership Center in Wichita)
 - Conflict resolution, mediation – Nate Regier, next element, fantastic resource.
 - Comedy, uplifting; Dr. Miller with a little more humor
 - NASSP has one on developing a culture and strong relationships, presenter from Bolivar Mo.
 - There was a concern with conference lining up with new graduation dates.
- Policies and Procedures
 - By-Lays and Board Makeup
 - They are wrapping up the by-laws. Proposed additions were sent after the last meeting. They will be submitted for approval at the next meeting. We are needing feedback from associations before the final vote at the next meeting.

6. New Business

- Eric Hansen thanked USA for their help with the KASBO Fall Workshop.
- Christie Meyer thanked USA for their partnership with KASCD.

11. Adjourn

- The meeting was adjourned at 10:55 a.m.