



BOARD OF DIRECTORS

Wednesday July 21, 2021

3:00 – 5:00 pm (via Zoom)

Minutes

Board of Directors Members present: Derek Cooley, Karen Howey, Renee Thelen, Sarah Winslow, Deb Zelinski, Trish Lopucki, Nikki Moore, Mary Zann, Kirsten Myers, Concetta Lewis

Members Absent: Karlie Parker

Other Attendees: Abby Cypher, Sue Leach

Guests: None

Call to Order: 3:03 pm

A. Approval of July 21, 2021 Board meeting agenda

Motion - Trish Lopucki

Second - Deb Zelinski

Discussion - None

Motion carried

B. Approval of June 7, 2021 Board meeting minutes

Motion - Sarah Winslow

Second - Karen Howey

Discussion - None

Motion carried

C. Review of Board Action since previous meeting (via electronic vote)

1. Approval to offer salary-based contract to Sue Leach for the position of Executive Associate through December 31, 2021
2. Approval of written testimony on the Senate Dyslexia Bill package

D. Discussion of Professional Learning schedule & hybrid options for 2021-2022

1. Review of hybrid options available.
2. Hybrid costs at Crowne Plaza
 - i. Option 1 - \$7,145: includes recording of Tuesday presentations, minimal edits, and Mp4 format
 - ii. Option 2 - \$12,000: includes livestream of event, archive the video to the website for viewing at a later date
 - iii. Option 3 - \$2,600: includes recording and minimal editing of the General Membership Meeting (2 hours)

3. Current projections for 2021-22 are that we will break even -- no additional revenue to cover virtual costs.
4. Can we promote PPE onsite (masks, hand sanitizer @ tables)? Sue will check with Crowne Plaza on their process/products, and MAASE will supplement.
5. Communicate October limit of 200.
6. Motion: Hold October PL with in-person option only and revisit hybrid options for future PL opportunities, if needed.
 Motion - Renee Thelen
 Second - Deb Zelinski
 Discussion - None
 Motion carried

E. 2021-2022 Board Meeting Schedule

The Board will meet on MAASE Mondays at 4:00 in Packard. A call-in option will be available.

F. Strategic Planning

1. Review of Vision - this is our desired state.
 Motion: Approve the Vision with the addition of the introductory phrase, "We envision...."
 Motion - Sarah Winslow
 Second - Kirsten Myers
 Discussion: Great facilitation
 Motion carried
2. Review of Mission - this is our means to get to the desired state
 Motion: Approve the Mission with the recommended change of replacing the word "and" with "to"
 Motion - Trish Lopucki
 Second - Sarah Winslow
 Discussion - None
 Motion carried
3. Review of Beliefs
 First 7 bullets were agreed upon in June. The bottom 4 bullets were added later, some from other Associations. Two of the potential belief statements may be appropriate to add.

 Motion: Approve the Beliefs that were agreed upon during the Strategic Planning meeting plus the addition of the following:
 1. (We believe) visionary thinking and courageous decision making is essential
 2. (We believe) inclusiveness is demonstrated by a commitment to diversity, caring, and respect for the dignity and worth of all individuals
 Motion - Derek Cooley
 Second - Concetta Lewis
 Discussion - Deb expressed appreciation for those that had engaged in the Strategic Planning meeting in June.
 Motion carried
4. Review of Goals
 Goal #1: Increase MAASE's capacity by implementing a staffing model. Donna based goals on adding staff to build. This goal would need to be in place before addressing the other goals.
 Goal #2: Creating volunteer management system. Make sure to communicate what is involved to do the work as chairs. Mentor members into leadership roles.

Goal #3: Strategic collaboration. Identify where MAASE wants to lead and build those partnerships.

Goal #4: Capacity for advocacy. This is a strength for MAASE -- just need more structure.

Goal #5: Professional learning. Determine if the current structure meets the needs of our membership. How can we better leverage CoPs and their learning? Perhaps offering on-demand learning for new administrators.

Comments: Each goal area would have a team to work on them. Some goals may take longer (PL up to 24 months) and others may happen more quickly. Need to prioritize the goals.

Motion: Approve the proposed goals as written.

Motion - Deb Zelinski

Second - Kirsten Myers

Discussion - None

Motion carried

5. Next Steps:

- i. Present approved vision, mission and goals to the general membership at the Summer Institute. Do a call for volunteers at that time to create goal action plans.
- ii. Train goal area chairs on next steps in September.
- iii. Begin goal area action planning in October. Some goals will have short timelines while some will have longer timelines (up to 24 months).

G. Budget:

1. Sue reviewed the Professional Learning Profit/Loss spreadsheet by event.
2. Abby shared a presentation on the 2021-22 budget.
 - i. Costs will increase in 2021-22, PL is expected to remain the same as the past. A mid-year budget adjustment may be necessary later.
 - ii. Grant revenue - separate from General Fund. For MDE State grant, MAASE receives 7% indirect income. Grant was renewed last week for \$3M over 3 years.
 - iii. 2020-21 major revenue sources up \$110,000+
 - iv. Major expenditures came in under projections by \$3,000.
 - v. Revenue changes for 21-22 -- comparison of last 2 years and projections for this year.
 - vi. Major General Fund expenditure changes -- comparison of last 2 years and projections for this year. Professional services increase due to Executive Director, lobbying costs, Maner Costarisan, and web developer.
 - vii. Decisions around dues and PL fees.
 - viii. Celebrate: healthy fund balance, high satisfaction from members relative to PL, grant review for the next 3 years, possible funding for VR long term, support special education shortage task force
 - ix. Recommendation #1: Review PL fees for 2021-22.
 - x. Recommendation #2: Review membership dues -- inform at April GMM. Most memberships are paid by the districts.

Motion: Effective this year, 2021-22:

- Increase voting members (early bird registrations) for Tuesday PL from \$100 to \$125 (retain \$15 addition to that cost for non-early bird registrations)
- Increase non-voting members (early bird registrations) for Tuesday PL from \$ 140 to \$165 (retain \$15 addition to that cost for non-early bird registrations)
- Increase General Membership Meeting from \$40 to \$50 for everyone

Moved – Concetta Lewis

Second – Nikki Moore

Discussion - None

Motion carried

H. Summer Institute Update:

1. Schedule overview & registration update
2. Beekman Award updates - working on selection now.

I. Executive Director Report:

1. Legislative Update
 - i. Budget and supplemental are signed and include our grant allocation.
 - ii. Dyslexia conversation will continue through the summer.
 1. Gongwer requested an interview on our position.
 - iii. CEC/CASE SELS event happening this week. Focus on mental health, educator shortage and funding.

J. Additional Updates/Reports from Board Members:

1. President:
 - i. EA Contract & Evaluation completed and signed
 - ii. MAASE President's Path - All roles filled for 2021-2022
 - iii. Appointments:
 1. Treasurer - Karlie Parker to partner with Nikki Moore for the first half of the year and take over this role mid-year
 2. Secretary - Sarah Winslow; backup - Mary Zann
 3. Early Literacy Task Force - Michelle Allison
 4. Membership Services - Kara Carwell to take on co-chair role from Lynette Hodges
 5. Developing Leaders - will send out announcement of need via News & Notes
 6. MCEC Board - Concetta Lewis

K. Adjourn at 4:51