

**Minnesota Association of Alternative Programs
Board Retreat Agenda
June 11, and 12, 2015
St. Cloud Holiday Inn**

Members present: Craig Wignes, Peter Lundin, Tom Wendt, Dave Hagman, Steve Allen, Nate Christen, Liza Kelly, Sue Yankowiak, Deanna Chiodo, Steve Anderson, Chris Bodick, Kristyn Martin, Brad Jensen, Bill Derden, Greg Zimmerman, Patti Haasch and Deanna Chiodo

Thursday and Friday June 11 & 12, 2015

Meeting Minutes

President Craig Wignes called the meeting to order. Introductions were given.

Old Business

- A. Dave Hagman motioned to approved the January 9th Board Meeting Minutes and Peter Lundin seconded it. Minutes carried.

New Business

- A. Tom Wendt gave the Treasurer's Report. Discussion ensued to provide Tom with information to prepare next year's budget. Dave Hagman motioned to accept the Treasurer's Report and Nate Christian seconded it. Motion carried.
- B. Deanna Chiodo gave the Secretary's Report. Board members updated the calendar and the board roster. Nate Christian motioned to accept the Secretary's Report. Kristyn Martin seconded it. Motion carried.
- C. Board Communication
 - a. Discussion ensued about responsibility and timeliness of responding to communication. It was strongly encouraged that 48 hours was a reasonable response time. This is be added to the Regional binder.
 - b. Primary System of Communication discussion was tabled for further discussion.
 - c. Craig Wignes and Steve Allen will continue to work on the Emergency Communication and Chain of Command.
 - d. Management and use of Facebook, Twitter & other social media needs to be assigned to a person as a specific duty or it will not get done. This was assigned to the parking lot for discussion later in the Board meeting.

- e. Steve Anderson the new Web Master discussed management and use of the web site. He touched on the following areas.
 - Oversight and Technical Assistance
 - Web Master
 - STARS page
 - Regional pages
 - Featured School Section
 - Newsletter
 - Issues and concerns

D. Board Structure and Use of Committees was placed in the parking lot.

E. Review Membership Process also placed in the parking lot. Peter Lundin briefly discussed an idea about possibly dumping membership.

F. Regional Initiatives and Concerns

- a. Review Regional Director Training Process and Regional Binders – No discussion due to Cliff’s absence. Numerous Regional Directors need binders.
- b. Review Regional Maps, Mailing Lists and Directory Listings – Initial discussion was directed toward our regional maps; they have become somewhat archaic. Members have indicated that they would like schools and programs listed on our web site by region and with active links. The Board entertained a question regarding regional participation. It was stated that the current Regional Maps do not restrict individuals from becoming a member in another Region.
- c. Accessing Regional Funds - Steve Allen gave a review of current use and allocation of resources. The regional initiative must be approved at a Regional meeting and in their minutes. So it must be a planned the event. When the event is finished the expenditures (with receipts) and revenue generated are turned in for reimbursement. Tom Wendt will talk with past treasurer Kristen Tuel regarding past practice and procedures.
- d. Steve Allen asked for a point of clarification regarding the current process for the allocation of travel grants. Tom Wendt will also talk with past treasurer, Kristen Tuel regarding past practice and procedures.
- e. Regarding registration fees and structure for regional conferences and initiatives board members must follow the current practice which is: Membership goes from February to February and it is \$50. After August 1st it is only \$25. Regional Initiatives must break even and make money.
- f. Regional Director reports - 2015-16 initiatives, dates and plans were reviewed and shared.

- g. South Metro Regional Director Position was filled by Bill Derden. Bill will serve as the Interim Regional Director (until he can host an election). Bill will also maintain his role as Special Education Chair on the Board.

G. Other Topics

- a. Patti will invite retired MAAP Members to judge at STARS Spring Conference.
- b. Alternative Funding Sources: Grants / Foundations was placed in the parking lot for discussion later in the meeting.

H. Conference Report

- a. Kristyn Martin reviewed the minutes from the February 13th MAAP conference review meeting. The Plus/Delta results:

Top 5 Things that People Liked

Registration area
Quality of sessions
Krissy on technology
Hospitality room
Kids

Top 5 Needs Improvement

Regional meeting place and time
Paperless registration materials to be online
More presenters
The number of presenters canceling
System for tracking equipment

- b. Kristyn then reviewed the 2015 conference evaluation report. 93% conference of conference attendees who responded said that the conference was great! Kristyn recommended that we do not automatically take the winner of the program of the year and have them present as a keynote presentation. One recommendation was that they could have a vendor booth, showcasing what they are doing well.
- c. Kristyn shared a list of potential keynote speakers. Greg Zimmerman made a motion to have Kristyn Martin attempt to sign Pasi Sahlberg as the main keynote speaker at this year's conference. Nate Christian seconded it. Motion carried. Kristyn and the Conference Planning Committee will continue to work on recruiting two other keynote speakers.
- d. Tom Wendt will set a conference budget and submit it to the Board to be approved electronically.

e. It was noted that this is an election year. We need to start identifying and encouraging potential candidates. Dave Hagman, the immediate Past President is responsible for putting together the 2016 Slate of Candidates for MAAP Office. The Slate of Candidates should be presented to the Board prior to the election.

- I. Steve Allen provided a brief summary of the MAAP legislative initiatives.
- J. Patti Haasch gave a comprehensive MAAP STARS report. The MAAP STARS budget came out in the black. Patti introduced Chris Bodick as the new STARS Officer Trainer.
- K. Steve Allen gave a recap of the Technology Committee meeting and survey results that were included in your Board materials.
- L. Parking Lot Discussions (Throughout the Board meeting, members were encouraged to post items that they either had questions or concerns about or items that they felt needed more discussion. Craig then organized these items into specific categories.) The Board identified areas that they were interested in participating in. After recorders were identified, the groups broke off for in depth discussion. Below are the four areas and a brief overview of their discussions:

The sustainability working group felt that MAAP needed a Board committee consisting of Steve Allen, Patti Haasch, Chris Bodick, Dave Hagman, Greg Zimmerman and chaired by Tom Wendt to spend more time working on long term sustainability for MAAP. The Sustainability Committee will hold its first meeting on August 17th at Jennings. The group also proposed raising the conference fees by \$50 per person (except the 3 day fees which will be raised by \$40 so that registration fees do not go over \$400). Kristyn Martin made a motion to accept the proposed fee increase and the Sustainability Committee structure. Peter Lundin seconded it. Motion carried.

The marketing working group consisted of Nate Christian, Sue Yankowiak and Liza Kelly. They proposed several ways that we can market ourselves.

- A tri-fold brochure for STARS, including an overview, quotes from students, a list of activities, pictures from events, etc.
- A booth at the Education Minnesota conference.
- A tri-fold brochure for MAAP.

- A Youtube channel on which to share videos (videotape speeches and other events from MAAP Stars).
- Create a video that introduces and explains the Stars events.
- Make sure to keep information on the website as current as possible.
- Coordinate/cooperate with sites from overlapping organizations, such as NAMI, youth shelters, the Office of Juvenile Justice and Delinquency Prevention, National Dropout Prevention, etc.
- Facebook: Strive for daily updates, including such items as MAAP Board member features, school profiles, event photos and reports, links to news articles, graduation pictures, job postings, minutes from regional meetings, meeting announcements, conference schedule additions and cancellations, registration deadlines, etc. Nate Christian has agreed to manage the MAAP Facebook page.

The membership working group consisted of Peter Lundin, Kristyn Martin and Brad Jensen. The group proposed to suspend membership dues with no change to conference fees. The group felt that this needed more time for extensive discussion at the next MAAP Board meeting.

The committee working group consisted of Craig Wignes and Bill Derden. They proposed that instead of having committees, that the Board identify individuals to chair various initiatives and that person would be the liaison to the Board. The liaison serves as the facilitator and gathering point for information and the disseminator of information. They presented the following examples:

Sustainability/Funding

Chair: MAAP Treasurer

Goal:

Duties: financial security, membership, revenue sources

Marketing

Chair: TBD

Goal:

Duties:

Education/Professional Development/Professional Growth

Chair: Director at-Large; Conference Chair

Goal:

Duties: run annual state conference; point person for regional events;

Legislative

Chair: Executive Director

Goal:

Duties:

STARS:

Chair: Patti Haasch

Goal:

Duties:

Special Education:

Chair:

Goal: informational, procedural, trends, ?

Duties:

Membership (or does this go with Sustainability?):

Chair:

Goal: informational, procedural, trends, ?

Duties:

Board Structure:

Executive:

Regional Directors:

Steve Anderson will see if *Schoology* can be used to track this information and to possibly provide training to help us utilize Schoology for this process. President Craig Wignes will create time on the agenda Thursday night for this training for the Board.

O. Budget Proposal - Treasurer Tom Wendt continued seeking Board input on various revenues, expenditures and priorities. Tom will compose the proposed budget for the up-coming year and send it out to be voted on electronically.

P. The Board shared what information needs to be shared with our members and what was their big take away from the meeting?

Q. Nate Christen made a motion to adjourn the meeting. Kristyn Martin seconded it. Motion carried.