

# Board Meeting

March 23, 2016

3 pm Eastern/2 pm Central/1 pm Mountain/12 pm Pacific

Call 712-432-3900; Access Code: 165843#

## Present:

- Kim Olver
- Nancy Buck
- Jan More
- Terri Allen
- Jerry Noel
- Sharon Carder-Jackson
- Sue Tomaszewski
- Dave Betz
- Shruti Tekwani

## Absent:

- Mike Rice
- Jim Mischler
- Conry Davidson
- Willa Casstevens
- Bob Hogle

1. Ken Larsen: Shall we send a formal letter of thanks to his family acknowledging his work to WGI-US? Usually when people leave the board they get a pen and a certificate. Shall we send the framed certificate to his family? Along with a letter? We also got some checks from his wife that people had written instead of flowers. Yes, we will send a certificate and letter. There were no objections to this. Nancy will write the letter.
2. Approve February's minutes: Sue brought up the fact that there were no updates for Northeast Regional Reports. We realized we had put regional reports in the parking lot but didn't actually discuss this in Dallas. Kim had a question about Sharon's part of the minutes. It says "Kim doesn't want". Is there any clarification about this? Sharon says let's take it out. Sue suggested we change Ken Larsen's piece so it doesn't say "missing". Minutes were approved.
3. Always keep in Mind: Revenue streams, Research, Value-Added for Members. Just a reminder to keep this in the front of our minds. Kim brought up that she really likes the model of the National Safety Council; how everyone understands their role. Is it possible for us to do this? Assign roles to individuals when we are doing big pieces? Nancy suggests that we try today. Maybe three people can step forward and declare what lens they are willing to hold up for us.

Nancy is willing to do the research, Kim is willing to do value added for members, and Jerry is willing to hold the lens of revenue streams. Everyone else is not off the hook; we are just going to change as we go.

4. Treasurer's Report: everyone should have received the email from Jan. We have received about \$3000 of people renewing their membership. We also got money from the Southeast region. It's also possible that we got money from the Faculty Retreat. This report only goes until January. Dave asked how we compare our finances to last year. Jan says she has last year's information, but not before that. She is hoping to get all the information this quarter and she is willing to share last year's information. The board expenses will be coming in from February so things will change.
5. SE Conference news – Willa, who is absent at the moment.
  - a. There is a contract with the hotel which Kim will sign. She has learned to ask for 50-60 percent of the rooms to be 2 beds per room and the rest will be kings.
  - b. We had talked about asking someone to keynote the conference. Kim was in Florida and she went to the Adler conference in Tampa because it had some people from MHH and she wanted to hear them and meet them in person. She got to talk to them and Peter Breagan said he and his wife Ginger decided that they won't do any conferences where Ginger has to do the admin work; they would only co-conference. Kim asked if they would co-conference with us in 2017 and he said yes. Kim said she would talk to us and get back to him. Does this make sense for us? Board members on the call were happy with this. Kim will talk to Willa about this as well. Nancy thinks it's brilliant. She is willing to do some research on people to team up with and how much they charge, etc. It's also a possibility to have tracks; using the sessions to have different focuses.
6. What are we doing right? How can we do better? Value-added for members? Does anyone have any additional information?
  - a. Kim heard from Lois Knapp (works with superintendents) and Charlotte (works with teachers). Mike Fulkerson does counselors but we haven't heard from him. Lois had 3-4 people pay the \$50 to be a part of the group, but people don't usually call in. Lois has been doing it for 2 years and wants to stop doing it because there isn't a lot of participation. Is there anything else we could be doing? Would a recorded call be better? Shruti talked about two suggestions: 1. Having listserves so people can ask questions and offer suggestions at their own time and 2. Offer podcasts and that way people can download according to their interests. Nancy asked if there was any follow up to the people that expressed interest but then haven't called in. Maybe we need more information? Maybe we can record these calls just like we do the Choice Connection calls? Kim suggested a survey monkey to ask people what they would like and how we can serve them better. Sue says the pattern that we see in Lois and Charlotte is schools. People listen to webinars; it's like a mini workshop that they receive for an hour.
  - b. Sue has a cousin that was having a hard time with her divorce. She really likes the MHH website and told Sue about it. Good to hear 😊
  - c. Dave says a nice job was done sharing the communication around Ken.

7. Our process for choosing the instructors for Dallas (Kim)
  - a. Only one person used the policy we created. It's telling to Kim that there's something lacking in the policy. There were 3 people (Nancy Buck, Nancy Herrick, and Pat Robey) that were being picked. There are 3 pieces of criteria:
    - i. Dues paying members
    - ii. Level of volunteerism with WGI. But we did not specify. Nancy Herrick does a lot for WGI but not WGI-US. Nancy Buck does a ton for WGI. Pat Robey does a lot behind the scenes, but the least amount of volunteerism.
    - iii. If everyone is equal with these two, we would look at how they have trained and how much they have trained.
  - b. We had sent out the policy and people knew what the policy was. We thought we had 4 people for the training and we only had 3. So when Nancy Buck heard that she stepped back and said let Pat do it.
  - c. Can we think about how we made our decisions? We want to be objective in deciding who is going to be our instructors. It would be nice to have something a little more objective in July. However, we don't want to hire someone if they aren't very good just because they are a member and they have volunteered. This was basically a test run of the policy we wrote. We need to look at the system. Jerry asked if we had any feedback on participants in training and if we can bump that up in hierarchy. The system is set up so that feedback is focused on self-evaluation. So you end up evaluating yourself instead of the instructor. Maybe we need something in place to help instructors get better if we feel their quality isn't the best. We should also be able to tell the ones not chosen why they were not chosen. Kim is going to start an email discussion about this with us.
8. Banning Lary - \$500 + expenses for videoing (Kim): The problem is we couldn't have back and forth communication in that email. Kim knows we wanted to negotiate with banning. Kim doesn't think she is the best negotiator. She was hoping Bob could negotiate with this. Kim also thinks this offer from Banning is a generous offer considering the work that is put in. Banning does not have the same time or interest commitment to WGI that Ken did as he is still working and trying to make money. Banning is a professional and would create a quality product for us. We don't know if he's still available. Can we do a quick consensus? It would be \$500 plus expenses. Shall we authorize or skip it for this time? Jan had asked for Kim's vision. Based on feedback from the Youth Committee (Shruti Tekwani) it would be helpful to have more up to date videos. The other thing Kim would like him to do is take those "wow" moments that could be turned into a 2-3 minute clip that can go on youtube; like a teaser. That would be like advertising for the counseling portion of our website. It doesn't need to be at this particular event; it is just a thought because a lot of us will be together.

Jan left at this point.

Kim asked for a video of role plays that we can sell on our website and a shortened youtube clip that we can put on our website as advertisement. She also asked if some SME's could be interviewed. A 2-3 minute video of them as well would be done if they are at the faculty retreat in Dallas. We have voted to say yes to him.

9. Mentoring – How is it going?

- a. Terri Allen will mentor Sharon Carder-Jackson: they haven't connected since they were together but it's going ok.
- b. Jim Mishler will mentor Willa Casstevens: they are both not here.
- c. Nancy Buck will mentor Jerry Noel: going great.

#### 10. Board Selection Committee

- a. Progress toward process for April? This needs to go in the PPM for consensus in April. There was a committee that worked on how to select board members. There is nothing written from the committee. Jerry has a question. Since he is taking over for Nancy, does he still recruit more members? Kim says because he is filling a one year term for Nancy, this year does not count. He can go another 2 terms if he would like 😊 He can also start mentoring people now if he would like. Kim would like this passed on to the committee: if we could have something for the PPM for April. It doesn't need to be perfect. Jerry said Jan answered a lot of his questions. He had emailed the committee and Kim.

#### 11. Committee Reports

- a. Counseling/Counselor Training Committee – Terri: she sent out her committee report. She found that people were willing to participate in a meeting but not invest time and resources to do the research. Kim asked if the people on the call would be willing to commit to 1 hour for a podcast, etc for 1 CEU. They would get recognition and maybe even some money? Terri would ask. Kim will ask the general membership as well.
- b. Research Committee: Willa – not here.
- c. Education Committee: Bob H. Sue says there is a meeting tomorrow. They are now having an application process for an individual teacher, a QS building, and a Quality District. They are re-writing the 5 criteria. They are also addressing Bob's questions in one of his books. They are taking those and reframing that. They will talk about these possible questions for the application tomorrow.
- d. Marketing/Grants Committee: Jim (Jerry) – He is galvanizing thoughts from the February meeting.
- e. MHH Committee: Nancy-has not sent her passion plan as well but will send soon. She loves Terri's template. Nancy has been in a tailspin after Ken's death. She asked if anyone is willing to step up and do more blogs since Ken was so involved in MHH. Kim will send an email.
- f. Youth Council/Sustainability Committee: Shruti: Jaime asked Shruti to be the chair of the youth council. Shruti is busy trying to make sure everyone who is youth is registered through our website because some may have just registered with Jaime offline.
  - i. Side note-Brian Patterson resigned from the WGI board. Kim nominated Shruti Tekwani and Sue seconded that nomination. Having youth there would be great. However, if there is someone else you're thinking of, please nominate! Denise will send out that email shortly.
- g. Diversity Committee: Gloria: no updates.
- h. Succession Planning Committee: Jan: we just talked about this.
- i. Program/Product Approval Committee: Kim: no updates. There are products that are in the works that could possibly be books and/or classes that go with them. There is new stuff coming out!
- j. Subject Matter Experts: Kim: Nancy got a certificate! Janeatte Morgan also sent her information to be SME on the military.

#### 12. Jerry's questions:

- a. What if, after a board member has completed his/her 2 consecutive terms and there are no other willing candidates to replace him/her?
- b. What about selection for At-Large board members? At-Large board member terms? And do we want them to be able to vote at some point?

- c. As someone who will be applying again because I am finishing out Nancy Buck's term which ends on 12/31, we will need another committee person.
  - d. Should we consider committee members with staggering terms? Or is it acceptable to enlist the assistance of other board members in the case that more than 1 committee member is part of the applicant pool?
- 13. Participant fee to WGI-US for larger groups – Høglund's questions. Kim would like to have a policy on this. If an organization has 100 people gone through training, we could reduce the cost for them to encourage them coming back. Nancy says Kim needs to write the policy and give it to us and we will approve. Kim said if people want it, she will put it in the PPM and we can talk. Nobody had concerns about doing that.
- 14. Planned Giving-we haven't done anything with this.
- 15. To Dos: This is a section Kim has included just so we have this in mind; not to shame anyone.
  - a. Kim
    - i. GQO criterion
    - ii. Summary Proposal of Bob's request?
    - iii. Add Jan to the bank accounts
    - iv. Develop annual questionnaire for board members regarding the details of their regions. Regions can provide as desired. (articles, bylaws, bank info, web info)
    - v. SE Conference hotel contract
    - vi. PPM ready for April
  - b. Willa
    - i. Letter to join Research Committee
    - ii. Send board conference dates
  - c. Shruti
    - i. Comparison chart between WGI and other organizations in terms of benefits. Shruti will put this in one page in a chart and also look into what we could be doing. Make recommendations on what we can offer.
  - d. Jim
    - i. Opportunity matrix regarding Peter's exception
- 16. Newsletter: (Kin): working to put it together. Does anyone know of anything that has anything going on? Anything they would like recognition for?
- 17. Next dates – April
  - a. Need a May date