

## **NNER 2014 Summer Executive Board Meeting-- July 16, 2014**

Present: Ann Foster, Vi Florez, Dennis Potthoff, Nick Michelli, Audrey Allan, Jean Eagle, and Leslie Wilson

Phone participant: Deb Shanley

Absent: Lemuel Watson, Greg Bernhardt

### **MINUTES**

#### **Sequence#1: Budget Update**

##### Activity #1: Mid-Year Review

- The organization is in the black however there are some 2014 dues that were not paid. The budget review showed that operating expenses are at appropriate levels for mid year.
- It is anticipated that the Summer Symposium will break even
  - Three EB members were unable to attend and there were savings for their rooms.

##### Activity #2: Status of NNER Mini-Grants

- \$30,000 was budgeted for a 3-year period (2013-2014-2015).
  - To date, \$24,000 of the funds have been disseminated.
  - Recipients include New Mexico, UTEP, UConn, Wyoming, Wright State, Univ. of Nebraska-Kearney, Marysville, Illinois State, and Missouri.
    - All mini-grant recipients have submitted project impact summaries
      - These reports have/will be featured in upcoming editions of the NNER Newsletter—and hopefully also be settings in their Annual Reports
  - Approximately \$6000 in funds remains
  - Approximately 18 months remains in the declared cycle for the grant funds.
    - A reminder in the upcoming NNER Newsletter will encourage other settings to apply for the remaining grants.
    - Question: Should the remaining mini-grant funds be used to attract the settings with new deans and setting Administrators to come to conference/apply for the grants?

#### **ANNOUNCEMENTS/UPDATES Info TB Disseminated in Near Future**

##### **Announcement #1: Renewal of Annual Report Format**

- A proposed renewal/revision of the template for the annual report will be forthcoming – and will be presented/voted upon at the Fall 2014 Governing Council meeting **are you, Leslie and I doing this?**

##### **Announcement #2: NNER Journal Status Report**

- The current edition of the Journal is on schedule. Josie Tinajero is providing good leadership for the edition and the number of articles submitted is encouraging.
- The NNER Journal will be housed at UConn for three years (2015-2016-2017)

## Sequence #2: New Member Recruitment Initiative

Activity #1: Reviewed current working draft of the New Member Recruitment Initiative (authored by an EB task force consisting of Audrey, Leslie, Ann, & Dennis) (see handout)

- Review Proposed Growth Goal
  - 10% per year (2 new settings for 2014) for next five years
  - To sustain and increase the number of NNER settings over the next five years.
  - Achieve an annual increase rate of roughly 10% for the next five years.
  - Over the upcoming five-year period (2014-2019), the size of the NNER Network would increase by 10-11 settings.
  - The EB affirmed this is an ambitious/challenging goal
- Reviewed the proposed three key growth strategies:
  - **Strategy 1: BRAND THE NNER**
  - **Strategy 2: STRATEGICALLY “PROMOTE” NNER Membership**
  - **Strategy 3: EXPLORE CHANGES TO CURRENT FEE STRUCTURE**
- Reviewed / Discussed Proposed Timeline for Action
  - ACTION STEP – Confirm CHIEF worriers – our EB subcommittee (Audrey Allan, Ann Foster, Dennis Potthoff, and Leslie Wilson) agreed to continue to lead this effort
  - ACTION STEP -- Present formal new member growth plan to GC -- Fall, 2014 (at the Annual Conference)
  - ACTION STEP -- Implement New Member Growth Plan in Spring 2015

Activity#2: Membership Update

- Two Full Member settings are behind in terms of paying their dues
- Two new affiliate members
  - Western Washington and University of Cincinnati

Activity #3: Branding Discussion

- The EB affirmed a desire to narrow the focus at this point in time to **BRANDING THE NNER**
- Leslie, Audrey, Dennis and Ann did some background work on this and the board agreed that we need a set of tasks to brand the organization. These include updating the web page, having a social media presence, doing print materials. The board will put together a budget and task plan. Paul Wangemann has agreed help with written material that is updated and professional looking. Leslie, Audrey, Dennis, and Ann will prepare a report for scaffolding this work. Vi will meet with Catherine Bornhorst to see if she is interested in a contract to do this work.

Discussed the meaning / characteristics of a brand –agreed the NNER has a pretty solid sense of its own identity.

We have a logo?

The term NNER is a recognizable visual

There was agreement that “branding-esque” materials have not been consistently used in past years.

Discussed the potential value of the three most highly ranked descriptors from the Branding Survey that was completed by GC members in March 2014

Option 1—The NNER provides an alternative narrative for evaluating the quality of educator preparation programs.

Option 2: The NNER provides a set of moral imperatives that explain why we have a public system of education

Option 3: The NNER provides a vision for schools/schooling that prepares the young for engaged participants in a democratic society

Discussed five possible “branding” visions promoted by Goodlad, Mantle-Bromley, and Goodlad in *Education for Everyone*

Teaching as a Moral Endeavor, The primary purpose for schools/schooling is to prepare the young for engaged citizenship, The simultaneous tripartite renewal of educator preparation programs; the four part mission for schools/schooling; and the 20 Postulates of the NNER

Explored possible resources/support for getting this work accomplished

- agreed it is difficult to “hire” support in 2014; the budget is already set and in process
- BYU has agreed to provide some in-kind support for publications
- Catherine Bornhorst, a key player in the 2013 Annual Conference, has relocated but might be available to help with the branding process

Agreed that efforts to grow / revitalize the NNER can be enhanced via the use of social media/modern technology

Explored potential use of Wright State’s services as the hosting setting for the NNER

Identified the need for the Governing Council to discuss projected costs for re-designing the NNER webpages

### **Sequence#3: 2014 NNER ANNUAL CONFERENCE UPDATE**

Activity #1: Update on Annual Conference from Planning Committee

- Telephone conference with Charlotte Harris at Wright State-- Charlotte shared an update on the status of the conference-planning and deliver. EB member Jean Eagle is also on planning committee and she offered additional insights.

- Charlotte said 107 conference proposals were sent out and all were accepted.
- The Hotel information was sent out July 7<sup>th</sup> and registration deadline is October 1<sup>st</sup>,
- July is when conference information is scheduled for the website. It is a few days late.
- The Budget is around \$50,000.
  - Hosting settings will share the promotion and expenses as suggested.
  - We need people to spread the word and for people to attend to share the wealth and make the event affordable and, eventually, profitable.
  - Next meeting is July 29<sup>th</sup>.
  - \$20,000 is needed to break even with the hotel and services.
  - The Conference Program will be posted on the website within the next two months.

#### Activity #2: Tripartite Meeting Planning—Proposed Agenda Items

- Branding Conversation, Conference options, & New Membership

#### Activity #3: Governing Council Meeting Planning:

- Discuss/Encourage Settings to Voice Concerns
- New Member Growth Initiative
- .New Membership.
- Concerns of chief worriers

### **Sequence #4 New conference/Next conference**

- Host for a 2015 NNER ANNUAL CONFERENCE has not yet been identified . What are our options? What about settings who have yet to host? Should we consider an attractive/central location with a host planner?
- Deb Shanley volunteered to help in conference planning; she was identified as the chief worrier for the initial stage in the planning process
- The EB agreed that Charlotte, SC, Savannah, Georgia and Hilton Head will be explored.
- The UNM student success group is available to provide planning and technical support.
- Deb will get back to the EB in two weeks (no later than August 8) with details.
- Jean will send Deb email information from the Cincinnati conference,
- The EB also agreed to work on a long-range plan and/or vision for re-inventing the NNER Annual conference.

### **Sequence #5 New Leadership (Deans) within the NNER**

#### Step #1: Identify / Review New Deans in NNER Settings

- **Dean Susan Mosley-Howard at Miami, Ohio**

- **Dean Katherine Bear at Maryville,**
- **Dean Hector Ochoa at New Mexico**
- **Dean April Bedford at Brooklyn College,**
- **Dean Debra Summers at Chico,**
- **Dean Giorgis at UTEP,**
- **Dean Richard Schwab at UConn.**
- **Donna Crooner -- School of Education Director at Colorado State**
- **Impending New COE Dean at UN – Kearney**
- **Interim Dean Michael Day at University of Wyoming**

Step #2: Brainstorm Contact Strategies

- **Send them a personal letter to welcome them into the NNER but mention someone at their setting who has contributed to the organization**
  - Leslie Wilson & Ann Foster will draft a template letter to be personalized and used
- Call the new Dean to invite them to the 2014 NNER Fall Conference—especially encourage participation in Governing Council Meeting
- Host a New Deans Welcome event at the 2014 NNER Annual Conference
- Identify current Deans in other settings who are willing to reach out to a new dean

Step #3: Assign EB Board members willing to connect with NEW Deans in current NNER Settings

- **EB Contact Assignments**
  - UTEP Dean – Ann Foster will contact
  - Miami, Ohio Susan Mosley-Howard -- Jean Eagle will contact
  - Connecticut—returning dean – Nick Michelli will contact
  - CSU –Director of School of Education – Ann Foster will contact
  - Wyoming – Interim Dean Michael Day – Dennis Potthoff will contact
  - Brooklyn College April Bedford – Deb Shanley will contact
  - UNM Hector Ochoa -- Vi Florez will contact
  - Katherine Bear at Maryville –Dennis Potthoff will contact
  - Debra Summers at California Chico – Ann Foster will contact

**Sequence #6: Influencing policy initiative update**

- A Policy Project Presentation will be a part of the 2014 Summer Symposium (Facilitated by Nick)
- Nick’s doctoral students will develop a survey to send to EB and GC members after introduction of the proposed initiative/survey at the Fall 2014 NNER Governing Council Meeting
  - Issues to be explored will include CAEP, NCTQ, Race to the Top, TFA, PARC, and others TBD