

NNER Governing Council Meeting

October 27, 2016

1. Welcome and introductions (Vi Florez)
2. Welcome to the conference by John Smith and Jeanne Gerlach of UTA
3. Report on July Strategic Planning Session (Vi Florez) – Vi provided an overview of the strategic planning session, why the session was held, what was examined at the meeting, and the resulting draft strategic plan that is now on the NNER website. The plan was built on NNER's Enabling Actions. The draft plan will be further discussed in two sessions on October 27, one considered part two of the process and one for those new to this planning.
4. Marketing Report (Audrey Allan) - Audrey gave historic overview of the work on marketing to date--developing essence statements and tagline (TPC voted on essence statements today) and asking marketing students at U Nebraska to help develop a plan. At lastt year's Board meeting, something more formal is needed and strategic planning came about this summer. Focus on marketing, social media, responsible website, etc.--clarifying NNER's mission. Jennie noted that clarifying the mission and benefits of NNER will be important and drawn from the TPC input develop a powerful story that unites and guides the work of NNER and distinguishes us from others. Jennifer Robinson then shared ideas on marketing that she recently learned when participating on another organization's board. The goal is to develop a powerful story that unites, guides and distinguishes the organization—in this case, NNER. A brand is a core operating philosophy—a point of view that resonates with and inspires internal and external audiences and a filter to guide the way the organization thinks, speaks, and acts. You *experience* a brand; and a strong, cohesive brand has many internal and external benefits (e.g. clarity of purpose, a filter for decision-making; recognition in the world, attract potential members, and differentiation versus competition). Every brand begins with a great story that is based on a distinctive truth, clear and easy to understand, surprising, and resonates with the head and the heart. And the story must capture the real benefit the organization provides. The story must answer the questions—what and so what? Jennifer noted that she believes NNER can answer the question of what we do, and the strategic planning process helped answer the “so what” which resulted in the Strategic Direction Action Plan presented at the meeting. Then she asked what is the purpose of NNER. She believes that NNER has multiple stories, identities and experiences, which has led to the disjointed web experience. The website improvement is a short-term way to address these issues, and the Strategic Direction Action Plan is critical; so she encouraged people to sign up, engage, and help move NNER forward. Audrey stated that the group working on marketing will follow up

with the tag line as the web site redesign moves forward. Hopefully Governing Council can provide some guidance as well. Deb Shanley noted that on the web site, “special session” are posted that can help initiate these efforts.

5. Website update (Vi Florez). Greg provided a historical perspective on the current website. In earlier days it was maintained by U of Washington and then In 2011 it was contracted out. Wright State volunteered to maintain the website since 2012 with COE staff, but budget constraints it may be difficult to maintain this way. We've had some security issues recently and realize that more technical support is needed. Vi looked into this and has checked into UNM taking it on. (Get Vi's notes on what they would do.) They are working on building the website now and the survey will be going out soon. on the budget that is for domain name, security, etc. The work at UNM is currently being done in-kind. A proposal will be developed by Smith at UNC and another one brought forward by the group working on marketing will be considered. We are hoping to get this moving as quickly as possible. Ideas were generated for how to build a dynamic website (P-12 stories from the field, links to site publications, site annual report submitted with links, videos, highlights for the web). These can be captured in the survey that will be going out.
6. Recognition Awards - Ann Foster described the Clark and Michelli awards and who will be receiving the awards at the conference banquet. John Smith described where the banquet will begin and how the awards will take place.
7. NNER Journal (Renee Roselle) - Journal is being distributed. University of Connecticut is currently hosting the journal and will have one more year. They used their university press the first year but switched to an affordable publishing house this year and it went well. \$1900 cost. Contributors were given two reviews with good results. This year the journal session was in conflict with other sessions but will distribute the call for manuscripts at the session and shorten the session. Renee said they have created some protocols that will help the site that takes over the journal after next year. Hosting the journal for three years is helping to identify what works best. The call is also on the web page now. The GC thanked Renee for her work on the journal.
8. KDP Journal (Nick Michelli) - Nick discussed the special issue of the KDP Record journal on Democracy and Social Justice. Nick served as editor for the journal issue and the result was a collection of articles that depicted well what NNER is about. Vi read a selection from the article that Nick wrote that captured the essence of NNER.
9. JTE Article (Nick Michelli) - October issue has an article about the relevance of John Goodlad's work, NNER, and how it is relevant today. One of the authors is on the conference program this week. Vi noted that the JTE and KDP journal articles need to be shared with others. Deb Shanley noted that a book is just now being published by the Council of Great City Schools that highlights partnership work done by NNER member institutions--another valuable dissemination of our work. Vi noted that we need to be writing and moving the Agenda forward. Greg noted that the link to the KDP journal will not be live after December 31. Renee noted that we can download as pdf and then put that onto our new website. We will be checking into needed permissions.
10. League of Democratic Schools Report (Audrey Kleinsasser) - GC authorized providing financial support in terms of a stipend to the director of that group. Wyoming School...

is the home base of the LDS. Since the originating organization was a 501.3.c, the money had to go into another 501.3.c. NNER agreed to work with them in that capacity. The current director is not accepting the stipend. They are at a decision point as to whether to become a subset of the NAPDS, but they recognize the value of NNER and the role that John Goodlad played in getting the LDS started.

11. Fall 2017 Conference (Carol Hall-Whittier)- The conference be in St. Louis, Missouri next year. on October 12-14, 2017. The theme will be "the moral purpose of education manifested in practice." Want to see those innovative and efficient things that are promoting the Agenda for Democracy. They want to see the innovative and cutting-edge things going on, including those things happening that are outside our Network. Two universities are part of the St. Louis Consortium--one urban and one suburban.
12. Governing Council Meeting at AACTE - in Tampa, FL during the AACTE conference (March 2-4, 2017).
13. Summer Symposia (Vi Florez) - The Executive Board believes that it is important to continue the summer symposia, so now we need to determine where and when it will be held for summer 2017. A proposal will be coming forward for NYC, but we are opening up for other settings to submit a proposal. Those would have to be received by November 15 so they can be considered by the Board at their December meeting. Wayne asked if the strategic planning work will result in another meeting as the one held in summer 2016. Vi noted that we have not determined the content on the next symposium but the strategic planning work will continue and could relate to what is done at the symposium. Discussion on how to continue the conversations-- through regional meetings and/or use technology for making it happen. Vi noted that we can use the new website to facilitate engagement and communication in new and dynamic ways. How to keep the synergy going is something that will be considered. As for the 2017 summer symposium, it is usually in July but Ann noted that it could be host institution directed. The summer symposium has always paid for itself through participant registration fees and not a money maker. The 2016 strategic planning meeting was supported by the NNER budget. We may want to consider how we continue the symposium as an ongoing renewal effort.
14. Note: Renee mentioned that we could consider an online journal in the future, especially if we have a dynamic website and that would save NNER the \$1900. Deb noted that there has been discussion in the past about going online with it but, since faculty needed a hard copy to put in their promotion and tenure files, it was decided to continue to make paper copies. However, moving online should be considered at some point.
15. Other - Vi Florez noted that Greg and Ann have decided to step down as co-directors of NNER, and this had been shared with the Executive Board. Vi mentioned that we would plan to conduct a search in early spring so that the new director could shadow the current co-directors before taking on the responsibilities later in the year. This will be discussed and planned at the December meeting of the Executive Board. There was a standing ovation of thanks to both Ann and Greg. A celebration will be planned for the spring, although there will be continuing opportunities to work with them next year.