California Educational Research Association
Executive Board Call
April 11, 2015

There were 5 members of the Executive Board present:

Members in Attendance:
Shannon Coulter, Past-President
Diana Wilmot, President
Rachel Perry, Vice President
Kristen Burmester, Secretary (joined call later)
Don Dixon, Treasurer
Stephanie Pengilly, Executive Assistant

President Diana Wilmot called the meeting to order at 10:03 a.m.

I. Welcome
President Wilmot opened the meeting by thanking everyone for gathering on a Saturday morning.

II. Review Board Agenda
President Wilmot reviewed the agenda for the morning with everyone

MOTION to approve agenda
- First - Rachel Perry
- Second - Don Dixon
- All in Favor - Pass

III. Approval of minutes from February 5-6, 2015 Board Meeting
Minutes were not available for the board to review and will be presented for approval at the next board meeting in August along with the minutes from today's call

III. Don Dixon reviewed the April 22, 2015 Treasurer's Report
Key points included:
- $11,000 still owed to Executive Director
- A-Z Techs - $350 for 2 yr contract
    - Includes hosting website, technical support and preventative maintenance
- Constant Contact - Price increased due to large number of emails being sent
    - Group agreed to continue using Constant Contact for marketing
    - Diana to contact them to see if we can remove some of the features not utilized

- February Disneyland Board Meeting expenses
    - Disneyland is more pricey, but Don feels it is relatively comparable to other meetings held there

- **MOTION** to approve Treasurer's Report report as presented
    - First - Rachel Perry
    - Second - Shannon Coulter
    - All in Favor - Pass

IV. Summer Board Meeting Location

- Rachel confirmed that the plan is to have the August 6-7, 2015 Board Meeting in Sacramento
- Sheraton and Grand Hyatt are the locations being considered for the 2016 CERA Conference
- State rate - $84
- Shannon confirmed that CERA is required to have 3 in-person meetings per year to keep non-profit status

V. Sub-Committee Updates

- Awards and Elections Committee
    - Committee is speaking every 2 weeks and making good progress
    - All criteria for the awards and grants have been updated - the Travel Grant will be sent to Diana for final review and approval the week of April 13th
    - EventsForce package has been expanded to now include Awards Package - Stephanie and Rachel completed a tutorial with Anthony from EventsForce on how to set-up awards program
        - Can now receive submissions for all Grant and Award programs, create fill-in forms and receive uploaded documents
    - Goal to launch Classroom Innovation Grant by Wednesday, 4/15, applications due by May 29th
        - Discussion around how to communicate Classroom Innovation Grant opportunity since CERA membership is not required - Ideas included sending to CTA, CFA, school administrators contact list in Constant Contact
    - Outstanding Paper Award will be the next event launched
    - Next step will be working on outreach and recruitment for the Board positions that will be vacant in December
    - Don requested an updated list of all Awards so he can put cost value to them - ***Rachel to provide***
    - Website has been updated to include grant descriptions and pdfs will be available for each grant

- Annual Conference Committee
    - EventsForce should be ready to launch now that President's letter has been received and 2015 conference website will be launched in April
    - Bi-monthly phone calls are scheduled to keep group moving forward
    - Keynote Speaker ideas - President Wilmot's focus is bringing the classroom to everyone
        - Correlation between sponsors and keynote speakers – bigger the name, bigger the sponsors
        - President Wilmot is in contact with 2 superintendents on the cutting edge of innovation - Devin Vodicka (Vista USD) and Lisa Marie Gonzales (Portola USD) - would be a great way to kick-off the conference
        - President Wilmot is in contact with Rebecca Milwaukee to see if she would be interested in returning to CERA conference with a student speaker and she seemed excited about that idea
        - JT working on CDE speaker
        - Several names were discussed as possible options - Scott Adams (Access), Vanessa Gailey (Orange County), Muhammed Chaudhry (A-G Focus), David Kelly (Stanford)
        - Chip Heath (Stanford) and Dan Eanierley (Duke) - Good Keynote speakers, what makes people successful, able to put sophisticated research in layman terms, global message that can be catered to all audiences
            - Expensive - ***Possibly contact publisher and ask if they would be willing to sponsor?***
        - Lupita Cortez (CDE) oversees divisions related to classroom – good source for speaker contact - ***Rachel to contact***
        - Theme around classroom…is there a dynamic person still in classroom that might be able to have perspective like Rebecca's? Any teachers sitting on high level committees? Teacher on Smarter Balanced committee?
        - President Wilmot will continue to explore and work with Stephanie on sponsorship

- Development/Strategic Planning Committee
    - Paula no longer available, where is the committee going?
    - Shannon working with Claremont on webinars
        - Nazy willing to move forward without Paula's involvement
        - Next step - Set-up meeting with ACSA and CCSESA during summer Board meeting when Shannon will be in Northern CA to gage their continued interest now that Paula is no longer involved
    - Discussed timelines on when things need to happen and purpose
    - Needs Assessment ready to be sent out to members, returned by May 30th
        - Working on logistics of deployment - Who it is going to? How will we know who is returning it since it is anonymous?
        - Susan and Megan have had limited involvement to this point – will involve them for analysis of findings

- Annual report for fiscal responsibilities - ***To be revisited at last full board meeting***

- Outreach, Communication and Policy Committee
  - Assessment Matters – solicit articles by May 1st?
    - Who is going to publish it? Graphics dept at SDCOE no longer available – would Albert want to continue work on his own? ***Shannon to contact Albert re: continuing to work on his own***
    - Would Kate be willing to edit?
    - Shannon has ideas for articles and who can do them. ***Should we do a call for articles from membership?***
  - Change in membership over 3 yr period – due by December – no update, will revisit in August
  - Social networking and marketing conference to large audience – can we post from Constant Contact to Facebook and LinkedIn? ***Diana to find out how to do that***

- Sponsorship
  - Need separate phone call to remind purpose, sessions in mind, brainstorming? Need call before August meeting to make use of Northern CA time
  - Possible use Paula to coordinate meeting with Peter Berkhold? Rachel also has contact with him

VI. Next plan of action

President Wilmot thanked everyone for their work on the goal of the Annual Plan

Next update call with the subcommittees are scheduled for May 9 and June 13

President Wilmot adjourned the call at 11:48am