

WACA Executive Board Meeting

June 18th

Location: Caldwell home, Camano Island, WA

<p>Call to Order – 12:27pm</p> <p>Attendance</p>	<p>Becky Latham, <i>Past-President</i> Laurel Robillard, <i>Past-Elect</i> Dick Caldwell, <i>President</i> Norm Sanford, <i>Treasurer</i> Tammy Caldwell, <i>Program Coordinator</i> Guy Simpson, <i>Communications Coordinator</i> Ryan Healy, <i>Technology Coordinator</i> Kari Bradley, <i>Secretary</i> Tim Turner, <i>Certification Coordinator</i></p> <p>Absent: Jen Durham, <i>Partner Coordinator</i></p>
<p>Approval of Agenda</p>	<p>Motion by Ryan to approve, second by Kari Motion passes</p>
<p>Minutes²</p>	<p>Minutes will be presented to the entire board at the Fall Board Meeting.</p>
<p>Reports</p>	<p>Technology – Website working well, less dreary and functions well. Same amount of traffic as before, all through Idea Share.</p> <p>Communications – --200 replies on the survey – most since Guy has been at the helm --Food feedback not overwhelmingly positive --Book the Pros positive --Keynote on the last day? 23% would prefer --Speaker Showcase (Not the strongest speakers, currently, is the feedback. The locals aren't proving to be the strongest)</p> <p>Partners – No report, absent</p> <p>Certification – --Tentative workflow process for the certification process --Will need help establishing dates/deadlines --Will need feedback on certificate holders, etc. --Need to add job description to the Standing Rules</p>
<p>Old Business</p>	<p>Survey Results – Becky's takeaways: Revamp Idea Share to two sessions, one session of First Timer delegates (orientation) and one session of Veterans with intentional networking/idea share. --Area Meetings: More networking and less logistics. Meet in grade levels? Share victories and fumbles from over the years with the veterans? Fall board meeting – have area reps re-work the agenda? --With the survey, wish we could intentionally respond to some comments, so people understand how intentional we are as a board. ☺ --In the opening, Dick should challenge delegates to listen and learn, and lessons and activities adapt up or down to their individual assignments. (Area Reps can reinforce as well, WACA isn't a canned program, you need to take what you learn and make it your own. No one knows your students and your building better than you!)</p>

	<p>--Another round of Book the Pros? --Two rounds of heavy hitters? Stu, Scott B, Houston, Mike Smith --Partners (more DJs, more HS stuff, then comments that it was all HS stuff) --Hall of Fame and Adviser of the Year speeches limited? AotY 2-3 minutes? HoF 5 minutes? Campaign speeches 1 min. (intros shorter as well—2 min) Work with Susan and Level Reps to communicate to all parties. --Wish – can we figure out what the secretaries want and would really make them happy (they don't volunteer to present and the auditor won't come to the conference anymore). Can Area Reps really recruit in their areas for just a secretary facilitator, presenter, etc? There's a lot about ASB law, small session on reconciliations, working with PTO/boosters, forms, etc. 27 responders on the survey identified as Bookkeepers/secretaries (probably 35 total?) --Keep SNACK time (movie snack treat) during last partner time --Question: hypnotist (is he limiting the time as we've asked?). The student-centered presentation is much better! Consider that planning with Vancouver especially since there are other local draws RIGHT there in the area. Café setting to sit and visit was positive. --Location, location, location! Springhill Suites a hit. For next year, Vancouver a stretch for our most north and northeastern delegates --Pre-con check-ins. Can we do electronic check-ins? Those handling check-in will need a device. Should not let delegates change pre-con the day-of.</p>
<p>New Business</p>	<p>2017 Location – --Vancouver or bust! Tammy and Dick are taking a look at outlying hotels, not everyone will fit at The Hilton. --Parking will be first come, first serve and spots are discounted. --Will be there in January</p> <p>Speakers – Contracts with Mike Smith (\$5,000)-Thur. and Houston Kraft (\$3,000)-Wed. Speaker Showcase – becoming more and more challenging</p> <p>Delegate recruitment – --Leave the process to the area reps at Fall Board Meeting. Area Reps encouraged to reach beyond the previous year's delegate list. Contact Cispus for info? --Norm will combine contact list from Cispus with Delegate List from the last 5 years to help Area Reps build database.</p> <p>Sponsors/social rotation (free room/booth considerations) – What is our purpose with Partners? Is it to get as many there as possible to be a resource, or to make money? And if we have Partners that are there working at the conference in a different capacity, can we give them a free booth?</p> <p>Resource Table – --Inventory, inventory, inventory is our continued most popular piece of feedback --Hats, Stickers, books, manipulatives/teaching toys are most popular</p>

--Suggestion by Ryan about a storage unit and/or U-Haul for then transporting conference materials

Giveaways –

--Not one piece of feedback mentioning giveaways as a highlight—do we need giveaways?
--Three types of giveaways: area giveaways, delegation giveaway, swag bag giveaways
--Dick's suggestion: Have area reps pool together donations and divide amongst all areas, or just go with the giveaways from vendors and announced just during the last session?
--Discuss with Area Reps in the fall

Communications (mailings, social media) –

--Fall mailing generic in October, January mailing—we did see registration jumps. January mailing should be immediately after the meeting.
--Challenge for social media is year-round content. Interaction during the conference was stronger on Twitter than last year. And, people not at the conference were following.
--Twitter chat?
--Instagram competition/drawing

Standing Rules/Constitution –

Cert. Coordinator:
Proposed job description in Standing Rules

Partner Fees/Booths/Sponsorships:
--President trio has ability to comp. additional vendor booths to vendor that provide a service to WACA.

Language about donations/giveaways:
--Omit language about giveaways

Motion by Ryan to approve the Standing Rules, second by Becky
Motion passes

Voting –

Electronic voting was very effective

Hall of Fame –

Lana and Coley doing an excellent job! The Legacy selection is serving its purpose (selecting someone who doesn't have the vote from the whole board but is selected by committee). Legacy choice doesn't have to have been nominated.

President's Ring –

Dick needs Becky's ring size

Committees:
Schedule

	<p>Idea Share tweak Partners</p>
<p>New Business – Budget</p>	<p>Norm assessed the budget and the invoices from our two turns at the Tri Cities and the differences between the two years (2014 and 2016).</p> <p>Norm took a look at the Hilton contract to already make changes to food, considering the food minimum total doesn't include tax and gratuity (almost 30%).</p> <p>Look to lose money in Vancouver, which is why we'll continue to consider switching between the east side and west side of the state.</p> <p>Motion by Ryan to approve the budget, second by Tammy Motion passes</p>
<p>New Business – Program</p>	<p>PreCon: --Johanna Phillips (organizing a leadership class) Shorecrest HS to do a PreCon? Suggested: Johanna, Scott, Susan, Joe, John, Marty 153 delegates participated in PreCon Only need a cap for Scott, as a professional speaker? Cap them all?</p> <p>First Times Sesh – bring it back! --1:45-2:10 “New(er) Delegate Orientation,” facilitated by Past President(s) --Dinner 45 minutes long 5:45-6:30 Dinner 6:45-whenever Opening Session</p> <p>Idea Share: --Just have people find TWO others and talk about a topic for a shorter amount of time, and can repeat topics with a small group. Do new delegate orientation during Idea Share. Has to do with configuration of the room, too. Iron this out in September with facilitator in mind. --Idea Share suggestions: Bring back the panel of experts to kick-off the topic up front. Divide the table in half so they're groups of four as opposed to a table of 8. Topics: Mass Marketing, Time Saving Hack, Alternative Leadership programs AND Traditional Leadership Class organization, Apps/Technology, Marginalized Groups or Students with Trauma (something along those lines) Leave the bottom two sections for miscellaneous/grab bag, etc. Time limit for table speakers – 1 minute each</p> <p>--Tim suggestion: tips to get the most out of the conference page in the program. (Step out and meet someone new, modify sessions to YOUR needs—use, tweak, toss! Model your experience after the Idea Exchange and continue to introduce yourself to people, share ideas and sit with new people!)</p> <p>--Provide delegate names/emails so people could be tracked down after the conference?</p>

<p>New Business – Certification Process</p>	<p>Cert. Coordinator: --Form will be going out. Download→ Fill it in→ Upload --Email: cert mailed or presented at conference --Designing certificate --Money... how much and how managed? --Several options for folders for certs ranging from 7.00 to 30.00+ if you want full leather. --Feb 1st deadline (enrollment/sign-up opens at the conclusion of the conference) --After Feb 1st, Tim will audit 10% of the applicants. Time will create a database of the names, when they certified, etc. --5 year certificate. Tim will contact to notify those who are hoping to maintain certification after their 4th year. --When to present certs? Banquet, or last day closing? --150 hours from three categories required to certify --WACA and AWSL logos on the cert. --See Standing Rules for proposed Job Description</p>
<p>New Business – 2018 Conference</p>	<p>--Theme – Laurel is looking into theme ideas and is open to suggestions. --Will look at hotels/convention centers (dates, look at basketball tourneys, look at testing—typically in April/May) --Should look into speakers early on (one Wednesday evening, one Thursday morning)</p> <p>Guy will put together a survey and Norm will send out about willingness to travel.</p>
<p>Adjourn</p>	<p>Motion by Ryan to adjourn at 6:50PM, second by Guy</p>
<p>Next Meeting Date</p>	<p>Fall Board Meeting September 17th-18th Yakima</p> <p>Winter Board Meeting January 14th-15th Vancouver Hilton</p> <p>Pre-Conference Meeting March 14th Vancouver Hilton</p>