

**Minutes**  
**Board of Directors Meeting**  
**National SAM Innovation Project**

**Date:** Wednesday, January 29, 2014

**Time:** 10:00 AM

**Location:** Hotel Del Coronado  
1500 Orange Avenue  
Coronado, California

**Present:** Mark Shellinger, Executive Director  
Bert Hendee, President  
Carol Lensing, Vice-President  
Debbie Daniels, Secretary  
Dave Sechler, member  
Kendra Washington-Bass, member

**Absent:** Nathan Roberts, Treasurer  
Paul Katnik, member

I **Call to order:** at 10:00 AM by President Bert Hendee.

II **Quorum:** five of seven Board members present (four required.)

III **Reading and Approval of Minutes:** Motion was made by Dave Sechler and seconded by Carol Lensing to approve the minutes as written for the September 20, 2013 meeting. Motion carried.

IV **Treasurer's Report**

i) There was no treasurer's report at this meeting.

V **Executive Director's Report**

A. New States

i) New Hampshire is the newest state and Manchester is the district with eight schools. Data collection finished yesterday. Superintendent read about it in PDK. The state department is interested in doing this with every school.

B. Denver

i) Is going to be the first district with all SAMs schools. Have used a combination of funding and the board is building a plan to do SAMs in every school.

C. Hillsborough, Phoenix, and other.

i) Tampa, 90 schools and planning to add more.

ii) Phoenix picking up schools and additional training coming up.

iii) Encouraging to see more schools in affiliate states coming on board.

iv) The new flip book has now received by all schools that is not attending the conference.

v) Need to continue to keep in communication.

D. Vision for PD for state affiliates

i) For every affiliate state, NSIP will pay for one workshop in each state.

ii) Kendra shared that professional development is a great way to introduce and target SAM resources and information. Great opportunity to use the SAM process and reflection as professional development.

- iii) PD sessions that NSIP can offer: Fierce Conversations; Carnegie SAMs; Charts, Graphs and Time Track; Top 20 SAMs; First Responders Workshop; Feedback 1, 2, 3 (an all day workshop); Pete Hall SAMs presentation; LaVona Roth – national speaker on brain research is a future possibility.

#### E. Conference and PD

- i) Helps us with the pressure of principals and SAMs coming to the conference. Having a variety of sessions.

#### F. Concerns

- i) Some programs are behind in paying. Mark has worked it down to one district that still has an outstanding balance of \$140,000.
- ii) Fee structure is working well, but in the future adding national conference and PD in the language of the contract.
- iii) Trademark issue: having a problem with a Canadian company that wants the same trademark. Planning on changing attorneys.
- iv) Still working with an attorney on the return of funds from the Florida conference.
- v) California does not give us a tax break and that will have a big bearing on coming back to California. Florida does not have us pay taxes, Phoenix is another possibility for another conference, other places are under consideration.

G. Wallace is starting a new group and are looking at principal supervisors and SAM is going to be a part of the next round of schools that NSIP will bring into the project.

#### H. Conference

- i) The board members are being asked to be interviewed during the conference for the Vanderbilt study.
- ii) This has been the easiest conference to set up. We are updating the information for the registration for next year.
- iii) Concerned about enough seats for the ballroom for Saturday night. The Friday night event will be fine. Entertainment and food will be the best we have had and the menus are being mailed to everyone. No real concerns.
- iv) TCC training tomorrow will be broken into four groups at 75 minutes each. Four sessions are being provided and everyone is rotating through it. Mark shared some of the new updates for Time Track and how the training will be presented during the TCC training.
- v) 44 TCC are participating.
- vi) Mark is very happy about all of the breakouts and a lot of sessions that will attract SAM this year.
- vii) Several sessions will be filmed and some keynotes will be. The board assisted with deciding on the sessions to film.
- iii) The total cost of the conference is around \$850,000.

#### I. Next big thing on Time Track

- i) will be the Word function (Microsoft or a compatible version) and using Time Track for notes.

#### J. Coaching Training

i) Mark is very pleased with the coaches and their training. The session at the conference is about moving coaches to the next level. The online trainings have brought about a real coaching community. Transition from implementation specialists to coaches has been much better. The mandatory training has been helpful.

#### K. Financial update

- i) No concerns at this time. Conference fees are good and NSIP is fine financially. Time track is still

the biggest investment.

#### L) Advertising SAMs

i) The SAM ads in Education Week are going well and NSIP is continuing to create advertisements. If anyone has a superintendent that the board recommend. The board discussed the uses of the ads and how they support the SAM work and the issue of evaluations. Paul shared some thoughts that Bert presented to the group about maximize the leverage of the ads in terms of collective commonality across our states.

ii) Presentations are better than ads and the board discussed the key words and phrases and ways to approach presentations. The board also discussed the national consultants NSIP works with and how they can become more of a partner. Possibility about seeing an NSIP sticker on the books about SAMs. The board members are going to work with state organizations to get audiences with superintendents and associations, in particular the school boards association.

M. The board will need to present a slate of board members for the next board meeting.

#### VI **Unfinished Business and General Orders:**

i) Development of a TCC Rubric

(a) Carol has suggested that we develop a coach's rubric and use it as a reflective and growth measure. A coaching rubric will help focus the coaching. It has been so helpful in the assessment of the SAM Teams. The guide has been really helpful. Kendra and Carol are going to work on a draft.

ii) Board section on the SAM website:

a) A recommendation had been made to set up a password protected section to put our board documents and minutes of the board meeting. Jim Mercer is going to work with Bert on this after the conference. The board will extend decisions on what pieces become public at the next annual meeting.

iii) Update report from Mark around the policy areas.

(a) Discussion about a policy as to the use of the SAM process and tools outside of the normal SAM process. Right now it is institutional knowledge, but needs to be developed into policy.

(b) Mark is working on human resource policies, such as sick leave, etc.

(c) The audit done by the outside group was about encumbering funds and the company is now using a company credit card and not personal cards to the office staff, all expenditures are being linked to clients.

(d) There may need to be a policy developed in the area of additional members to the board. This is something that might to be looked at in the future. The composition of the board works well for the organization right now and Mark recommends that the board remain the same for another year. Dave did suggest that the board should develop a draft of the expectations of board members. Dave volunteered to help to draft board expectations.

(e) There memorandum of understanding with each of the state affiliates will be developed this year. The board also discussed the sustainability of state leadership and transition to new leadership.

iv) The board had discussion

#### VII **New Business:**

A. UC SAM use:

*B. State Affiliates Updates - Key points of the updates include:*

(1) Delaware

- (a) Delaware's RttT funding is going through the pains of moving from federal funding to individual schools paying the fees. Dave is reaching out for assistance on how other affiliates have approached this program.

(2) Missouri (Paul was not in attendance.)

(3) Illinois

- (a) LUDA conference is next week and the SAM conference will be in April.
- (b) Bert has a concern about superintendent moves and how it will impact the programs in the districts.
- (c) Bert also wants to do more of the coordinating work and she is bringing on personnel who can help to make the transition.

(4) Louisiana (Nathan was not in attendance)

(5) Kentucky

- (a) Have reached out and had interest in two additional districts in Kentucky, this would bring in three new districts this school year and one in the fall. One additional school in Jefferson County has joined the SAM Program, Shawnee High School.
- (b) University of the Cumberlands faculty was very pleased with the data collection training and the time management module training. Several faculty are interested in data collection and are using some of the resources Mark shared in their courses.
- (c) University of the Cumberlands hopes to be implementing SAMs with the Summer Sessions in our leadership programs. Some fifty candidates would be involved.
- (d) Two Kentucky SIS Team members have joined the UC faculty and will become TCCs to our candidates. UC also has hired an experienced SAM data collector to track students for a day.
- (e) Debbie believes that the new SAMs innovation at UC and the requirements of the new principal evaluation system in KY will bring several new schools to the SAM program over the next two years.

(6) Georgia

- (a) Kendra shared GCPS had a lot of principal movement this year (14 new principals) and Dekalb is coming along and Henry County is coming on board.
- (b) Great conversations with district personnel and they are becoming more informed about the SAM work.
- (c) Kendra has a concern about the high school principals and some that want to drop the program. She is not sure what is going on, but plans to find out what is going on and encourage schools to stay on board.
- (d) Kendra is encouraged about those who are attending the conference. They will help to go back and share good news when they go home.
- (e) Kendra discussed the need to check in with the teams and stay abreast of what is going on with the teams.

(7) Iowa

- (a) Carol shared her vision in Iowa that as they continue expand to become the state director and assign others to take on her coaching responsibilities. It is part of the transition plan.

- (b) All of the SAMs will official authorized by the state in July 1, 2014. Authorization will last for five years. New SAMs will get an initial authorization. The state has created a SAM code. This really creates a career path and make them feel valued. SAMs will pay fees the same as other positions in the state.
- (c) This new authorization will assist with the issue of others calling themselves SAMs and not being a part of the NSIP program.

**VIII Board Actions:** Board actions were taken during this meeting were: .

1) Motion to approve the pilot program proposal for the University of the Cumberland with the revisions discussed. (See attached proposal) Motion by Carol and seconded by Kendra Unanimous 5-0.

**VIII Next Steps**

a) Mark and Bert are looking for a location where we have a SAM presence. They will consider possibilities and share with the board.

**IX Next Meeting Date:** *The meeting dates will be September 18-19, 2014. The board will come in on Thursday, September 18<sup>th</sup> and leave on Sunday, September 20<sup>th</sup>.*

**X Adjournment:**

- a. Motion made to adjourn by Dave Sechler and seconded by Carol Lensing .  
Motion carried 6-0. There being no further business, President Hendee declared the meeting adjourned by unanimous consent.

Respectfully submitted by,



Debbie Daniels  
Secretary

Adopted by the Board in the meeting  
of \_\_\_\_\_,  
(Date of Meeting)

\_\_\_\_\_  
(Signature of Presiding Officer)