

Minutes
Board of Directors Meeting
National SAM Innovation Project

Date: Friday, September 19, 2014

Time: 9:00 AM

Location: Hyatt Regency Lake Tahoe Resort, Spa and Casino
111 Country Club Drive
Incline Village, Nevada

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

Absent: Paul Katnik, member (Paul participated on a conference call from 1:15PM – 2:12PM)

I **Call to order:** at 9:03 AM by President Bert Hendee.

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

III **Reading and Approval of Minutes:** Motion was made by Carol Lensing and seconded by Dave Sechler to approve the minutes as written for the January 29, 2014 meeting. Motion carried.

IV **Treasurer's Report**

- i) Total revenue for FY14 \$4,000,000. In the bank today: \$1.2 million.
- ii) Mark reviewed the audit report.
- iii) NSIP is financially healthy. We do not have a cash flow problem. This is why we can work with districts to support them and their financial issues until they can pay in full.
- iv) Revenues include a grant from Wallace and district fees.
- v) Scott has become fulltime due to the amount of the work required for data collection scheduling.
- vi) The end of the year balance for 2014 (\$1,269,920) doubled the 2013(\$667,395) end of year balance.
- vii) The only issue raised by the auditor is a concern about the amount of the money the organization has in the bank at any time. The option we have is to split up money between banks and set up accounts up to \$250,000. This can be complicated. Another option is to put money into an investment account that is safe, such as Apple, but these investments are not insured. There is a risk, but no history of loss and have to go back to 1929 to find an issue. Dave made a suggestion to maintain the status quo, but to revisit on a continuous basis. Mark suggested placing it in an investment account in the amount of \$500,000 and get a 3-4% return on the money.
- viii) The auditor is impressed with the checks and balances process that we use. We have two levels for reviewing the payments.
- ix) The board agreed for Mark to consult with the auditor and consider placing some in an investment account as a reserve and creating accounts for standard operating procedures in a different bank, etc. Nathan continued to add consideration of a future growth fund, scholarships, etc.

V Executive Director's Report

A. News from Charlotte Mecklenburg

- i) Charlotte is training 110 vice-principals to conduct data collection and move to doing data collection internally. Data collection is a two-day commitment to be used as a professional development experience.

B. Sustainability

- i) Once large districts move the implementation in-district, reduces the dollars to NSIP while the districts continue to grow. Mark continues to be concerned on how to keep revenues to the national office stay balanced and moving forward. Mark shared ways he is keeping these figures under control. We continue to need new streams to offset the veteran teams.
- ii) In the future, Mark is looking at working with districts who pay for performance coaches may become a contractual opportunity for districts with NSIP at a lower cost than they would have to pay independent coaches.

C. Insurance

- i) NSIP has protection and coverage for everything we need. The board was provided with a Summary of Insurance.
- ii) The board employee insurance is fine, but Mark is looking at other providers and option.

D. Time Change Coaching

- i) NSIP has been fortunate to find coaches as needed.
- ii) NSIP is doing lots of coaching with the TCCs and bringing them to Louisville and online has been very valuable. Board members really appreciate the face-to-face training. Being able to talk with the programmer, etc. is very beneficial.
- iii) Dave complimented Mark on his patience with the online training and working through the technical issues.
- iv) NSIP is bringing on some great new TCCs and Implementation Specialists.

E. Time Track

- i) All excuses have been taken away. The system is so much better and continues to improve.
- ii) Kendra shared how valuable looking at the data and taking it beyond just a calendar has been so valuable to share evidence of change in practice and how it links to PD and other events on the calendar. All of this helps them able to do the work they are supposed to do. She "talks it as they walk it."
- iii) Board members shared the impact of the new improvements and how much this has added to support the SAM teams. Most importantly, the graphs and the ease of using the charts and data has made the biggest change. This wealth of information is outstanding. The live graphing and charting has become a tipping point for NSIP. The booklet on graphing has really helped current teams and in interesting new teams.

F. Research

- i) Vanderbilt research is going well. Their report will come out in the Fall of 2015. Does it make sense to do a random control trial? Is the process different than before? Qualitative versus Quantitative study is still a discussion topic.
- ii) NSIP is interested in awarding some small research grants for case studies.
- iii) NSIP has hired a photographer for a publication.
- iv) Brad Portin is going to edit Holly Holland's study. Brad will end his work with Holly in November. Having both an independent reporter and independent researcher brings credibility to the study.

G. PD, Specialists T & S, Support Materials, Communications

- i) All have improved over the year.
- ii) Need to keep building the number of Implementation Specialists. There will be a new training for implementation specialists this summer.
- iv) Continuing to do more to Time Track. The next one will be on Note Track. NSIP will be redoing the flipbooks.
- iv) Kendra asked about Professional Development that is specific to SAMs. Will Bowen and others are doing just this. Mike Rutherford is interested in doing this with a district that he is working with.
- v) Marshall memo now has 675 SAM users

H. Full Time Staff

- i) Looking at bringing on additional people in New York, Maryland, and Colorado.
- ii) NSIP Staff is now at 11.
- iii) Other employees include Data Collectors – 465; DCs who worked last year – 145; TCC – 79; Specialists – 21; Clerical/Data Entry – 3.
- iv) NSIP is still looking at electronic data collection, but not sure how this will work.

I. Trademark and Patent Rights

- i) NSIP has been awarded the trademark in the field of education.
- ii) Time Track should be trademarked in a few months. Trademark refers to a term and patent refers to a process. It can be patented because of the graphs, charts, etc. that the tool has.
- iii) There are several educational organizations that are using SAMs. All of these organizations have been contacted and have refused to adhere to NSIP rights to the name. Mark is concerned about the use by those outside of the NSIP members.
- iv) Board members shared their thoughts on the issue and whether we pursue the use by non-SAM members.
- v). Is the board interested in marketing Time Track outside of education. An app could be developed with restrictions and guidelines. As a non-profit we can do this if the money goes back into the NSIP development and organization and non-negotiables. After we get the patent, then we will probably have to revisit this issue.

I. FY 15 Focus

- i) Using the tool for Principal Supervisors
- ii) Improving Time Track - Tentative Upgrades in Time Track coming in October
 - a) Optional Tracking Menu
 - b) Improved Import/Export options
 - c) Improvements in NoteTrack
 - d) Other smaller, but needed improvements

- e) Upgrades in the architecture of the calendar system – Precursor to use on the new Apple watch. The iPhone change and the search feature are the key upgrades.
- f) In the fall (September 2015) using PDF, using reminder, speaking into the Apple watch, and calendar feed.
- g) There are 200 other suggestions that are still on the list.
- iii) Data Collection is changing, a collector must pass the online test at 100%. The test is more rigorous. If they do not pass, they cannot collect data. All data collectors received information about the change. This was a result of the feedback from those being shadowed. NSIP is now contact every school on the first day of data collection. There is a survey of questions that are asked. One data collector was let go because of the feedback.
- v) NSIP also calls on the last day of data collection to feedback. NSIP is hiring Dave to monitor data collection and pop in on the data collector. NSIP is doing this in Charlotte because they are using all district people. Dave serves as a resource for the data collectors.
- v) This has really helped this year. When a data collector is removed, Scott calls and discusses why with them.

J. State Conferences: Iowa, Illinois, North Carolina, Georgia will continue.

K. SAMtastic Weekly Tips: Great responses about this. Kendra made a suggestion to archive the tips with a search topics. Mark reported that Jim is doing that.

L. National Conference

- i) Dates:
 - 8th Annual: Fort Lauderdale
 - 9th Annual Scottsdale – Fairmont Princess Hotel
 - 10th Annual: Fort Lauderdale
 - 11th Annual: Tuscon – J W Marriott Star Ridge Resort (February 7-11)
- ii) Invitation sent out to 2200 people. Keynotes are locked in. Breakout sessions are needed. 38 are needed and 12 have been proposed. Proposals are being accepted at November 15th.
- iii) If anything on board members' registration changes, you need to contact Betty.
- iv) Board Meeting Schedule
 - Board Meeting is on Wednesday, board will be coming in on Tuesday.
 - Pre-Session on Thursday
 - Conference on Friday and Saturday

Legal with Paul Dyer

- Issues with a 501C3 – we followed the recommendations of the agency. Florida made us pay the taxes (\$53,000) at the time of the 8th Annual Conference. The attorney recommended that it is not worth pursuing. The board agreed.

- Issue of compensate board members – It is possible to create a process to do this. Mark explained that process. The board agreed to continue as in the past of paying board expenses, but does not want to be compensated.

VI Unfinished Business and General Orders:

- i) Development of a TCC Rubric
 - (a) The rubric was discussed and the work on this is continuing.
- ii) Board section on the SAM website:
 - a) This section of the website has been developed.
- iii) Update report from Dave around the policy areas. Dave reviewed the drafts of the policies.
 - a) The policy were drafted for the following areas:
 - (i) Board Member Job Description
 - (ii) Standards of Practice
 - (iii) Protocol for Board Member Communication with the Executive Director
 - (iv) Board Policy: Board Member Violation of Policy
 - (b) These policies are addressing succession planning and an understanding of the Board's roles and responsibilities.
 - (c) The Board will review and provide feedback by October 1st, then the Board will determine how to proceed with a second draft and at the February 2015, Board Meeting.

VII New Business:

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

- (1) Delaware
 - (a) Delaware is still fighting transition. Got a new contract with the Department of Ed. This grant will focus on transition from Wallace to RttT to Fee for Service.
 - (b) Politically, terms are coming to an end and will have an impact on future work, grants, etc. The new direct liaison is a DASL person, which is very good.
 - (c) This is a year of transition for the SAM program and process.
 - (d) Mark gave kudos to Dave for encouraging SAMs to continue to do the work and not let the funding get in the way. He placed the focus on the work and he continued coaching without pay during the funding transition. Dave's focus in on service, not funding.
- (2) Missouri
 - (a) Paul was not in attendance to report.
- (3) Illinois
 - (a) SAM project is going strong. In 10 districts now. Branched out to elementary schools.
 - (b) Leadership is critical to the SAM process. In some districts the resistors have left and the door is opening is again and in another district a great supporter left and it is taking time to bring the new superintendent on board.
 - (c) Iowa has APs and Principals working as a SAM team.
 - (d) Chicago is still a challenge. Rollie Jones is trying to help.
 - (e) Overall everything is going well.

(4) Louisiana

- (a) There is one assistant principal working with SAMs in Louisiana.
- (b) Some challenges for our principals due to personal health issues, suggestion was to make them inactive. Mark suggested that a conversation with the Principal and the AP on how they want to proceed could be helpful.
- (c) Working with the state and the governor is interesting. Governor has sued the President to do away with the Common Core.

(5) Kentucky

- (a) One district with 11 SAM Teams, Clay County.
- (b) University of the Cumberlands had 83 Education Leadership Candidates participating in the Time Management Course and 65 on the first fall session.
- (c) Sara Wilkinson and Rollie Jones are teaching the courses. Brenda Maynard, Tonia Hopson, and Orin Simmerman are serving as TCCs.
- (d) The state department is interested in meeting to discuss the possibility of using SAMs with their low-performing schools. Hope to meet with them in October.
- (e) We have created two courses: Time Management I and II. Both are eight week courses. Debbie is emailing the courses and course materials to all board members.
- (f) Debbie will be presenting on the SAM process at the state's Ky Association of Assessment Coordinators Conference in October 19-20, 2014. President of the Association is a SAM District Contact and keeps a SAM calendar.

(6) Georgia

- (a) Gwinnett has developed a SAM professional development calendar for the year. The district is training district staff to become trainers and build internal capacity. The training is for all members of the SAM team in Gwinnett and DeKalb.
- (b) There is some movement with Atlanta Public Schools. Kendra was contacted by a SAM coach who shared a contact in Atlanta and helped Kendra get in touch with them. Since then new people are coming in and she has a new contact from KIPP who she can use as a way to open the doors. His connection with charter schools could be a SAM link.
- (c) Henry County has a new superintendent and two of the district coaches have come to SAM coaching training. The new superintendent seems interested. Kendra asked Mark for discussion with superintendents to get buy-in. Mark offered to assist Kendra in talking with the superintendent and share calendars and data.
- (d) The SAM Conference was a tremendous success this summer. It had a high impact on the SAMs.
- (e) Every Monday, Kendra sends a SAM update. The new challenge is to check the calendar for the next two months to schedule and conduct celebration. Shares things that can be celebrated. The incentives to attend in the summer is the great professional development provided. This year a fee will be included.

(7) Iowa

- (a) Iowa now has authorized SAMs as of July. It is excited to see their certificates on the wall and they are licensed.
- (b) State Conference is coming and Mark and Mike Rutherford is coming.
- (c) Iowa includes the expenses of the conference in their SAM fees to encourage attendance.

- (d) Two superintendents will be presenting at the national conference on their study and experience in breakout sessions.
- (e) Several districts received teacher leadership grants. Instilling instructional strategies and coaching. They have asked to set up calendars for instructional coaches. This is opening up a whole new dimension.
- (f) The districts with these grants are a great in to using note tracks from the Time Track Calendar.

8) Iowa Standards and Policy

- i) Carol shared the state requirements and standards. Iowa has seven SAM standards. Carol has worked hard to have a smooth transition to new leadership for SAI, including SAMs.
- ii) As of July 1, 2015 there is a formal application process. Carol shared copies with the Board.
- iii) Carol signs off on the application confirming that the applicants have gone through the training.
- iv) The Board applauds Carol for the great work and this groundbreaking initiative in Iowa.

9) Western Illinois Study

- i) The study is qualitative data. The study was focused on the perception and impact of the SAM Project. Davenport Schools have been in the project for five years. Most schools are Title Schools. In this district the model is to hire SAMs that aspire to be a principal.
- ii) Carol shared the Executive Summary.
- iii) This model opens up possible revenue streams for districts enabling them to get grants for teacher leadership development.
- iv) The findings affirmed a lot of the intended process and that improvements that NSIP has implemented, such as the Communication Training with the Office Staff was identified in the study as a need. (Reminder this study was done a year ago).

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

- 1) Motion made by Bert Hendee and seconded by Dave Sechler to discuss with US Bank other ways to protect current assets and explore investment accounts to be called the NSIP Investment Reserve. Motion carried 6-0.
- 2) Motion made to approve Mark pursuing any violations of our trademarks and that he inform the board before it goes to court action. Motion by Dave Sechler and seconded by Carol. Motion passed 7-0. (Paul Katnik was online to vote on this action.)
- 3) Motion to authorize Mark to pursue marketing Time Track to non-educational organizations and continue exploring and report back to the board at the next meeting. Motion made by Dave Sechler and seconded by Kendra Washington-Bass. Motion carried 7-0. (Paul Katnik was online to vote on this action.)

IX Next Meeting Date: *The meeting date will be Wednesday, January 28, 2015. The board will come in on Tuesday,*

X Adjournment:

- a. Motion made to adjourn by Bert Hendee and seconded by Kendra Washington-Bass.
Motion carried 6-0. There being no further business, President Hendee declared the meeting adjourned by unanimous consent at 3:52PM.

Respectfully submitted by,



Debbie Daniels
Secretary

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

(Signature of Presiding Officer)