

Minutes
Board of Directors Meeting
National SAM Innovation Project

Date: September 20, 2019

Time: 9:00 AM EST

Location: Ritz Carlton Lake Oconee

Present: Mark Shellinger, Executive Director
Bert Hendee, President
Paul Katnik, Vice President
Nathan Roberts, Treasurer
Dave Sechler (by phone)

- I. **Call to order:** at 9:00 AM EST by President Bert Hendee
- II. **Quorum:** No quorum until Dave Sechler is on the phone
- III. **Reading and approval of minutes:** Motion was made by Nathan Roberts and seconded by Paul Katnik to approve the minutes with two correction
- IV. **Treasurers Report:** There was no treasurers report given at this board meeting
- V. **Executive Directors Report**
 - A. Service
 - a. Mark will focus on services including Professional Development, timetrack and other tools, and the human support (implementation, coaching)
 - b. We are moving to AWS (Amazon Web Services) which is moving ahead in terms of moving timetrack to this system, a new website, etc. Jim & Eric are each doing their parts and will be complete within a year completely. Our current system is becoming outdated. Follow up regarding Google & Outlook: when the transfer to AWS is complete, there will be interchange between the calendars.
 - c. There will not be a lot of small TT changes this year because of the transition to AWS. Mark did review how to do connected events on timetrack, one of the most popular uses of the newest version of timetrack. Mark also spent some reviewing how notetrack works. A little time was spent reviewing the interaction button within the graph area. These items make great selling points.
 - d. **Website itself:** work continues on improvement to the website— e.g., tools categorized by written pieces, and short videos- very popular
 - e. **Coaching:** Working toward increasing the number of teams someone coaches; 2 cohorts of coaches— Carol Merritt and Carol Owen; once a week they connect with their coaches; 65-70 coaches totally; Carol M. & Carol O. Each have 12-14 coaches they oversee. Council Bluffs in Iowa is moving towards doing their own coaching internally with principal supervisors.
 - f. **Data collection changes:** still requiring shadowing in first and second year; after that data collection is optional for teams- there is no additional cost if they choose to have it done or if their coach can request it be done

B. Fiscal:

- a. Mark reviewed the status of money available for the conference, a running record with current status of amount billed and amount currently collected. This time of the year shows a lot of money billed but not that much already paid- that is typical. Last year was a difficult one fiscally because of some unexpected costs. Current operating fund is about \$200,000. Some changes have been made in Fiscal '20 to reduce costs (e.g., reduction in # of days of data collection, not paying for total national conference for coaches and implementation specialists).
- b. **The cash flow issue this past summer was a very difficult one but we are fine now and cash flow is doing fine.** Mark indicated there will be some reduction in food and beverage at the National conference and we are carefully looking at all expenditures and contracts with hotels, etc.
- c. As clients age their costs reduce significantly so that makes the fiscal side more challenging. Missouri has and is working very well in terms of paying up front and will now use direct deposit through the state of Missouri. Clients that "age out" are an issue fiscally because we need to get a significant number of new clients that pay the full amount to offset this with the veteran districts and schools. NSIP needs about six new larger groups coming on board each year to offset this issue like Lansing, Michigan is this year. Mark indicates he will spend a lot time this winter reaching out to more Superintendents across the country to get more expansion.

C. Legal: Intellectual property

- a. An ongoing item because of protecting our intellectual property and people/districts, etc. cannot just use the name, SAMS

D. National Conference update:

- a. About 450 people are already signed up to attend the conference on Marco Island- the number will be capped at 650 participants.
- b. Mark shared the breakdown within the spreadsheet of participants
- c. Mark shared the list of keynote presenters for the conference and how we are going to save some expenses this year.

E. Update on new SAM schools & Districts:

- a. Mark handed out to each board members, two reports. The board reviewed the documents showing the NSIP state, and district involvement over the past 8 years-the documents were "NSIP State and District Activity 2012-2019" & "NSIP District Activity 2017-2019"
- b. Paul suggested NSiP continue to study the data in different and deeper ways including perhaps looking at student growth, etc. Nathan also suggested we consider looking at culture/climate data down the road.
- c. Mark reviewed the running record of each school/district, their billed cost, and how much they have paid so far. Billed \$3.8 million, received so far \$1.8 million

VI. Board member updates

- A. **Nathan shared a video and information about their university's application to build and open a new Lab school with innovative learning environments, etc.**

VII. New Business

- A. **New board member, Erica Zigelman, is not present at the meeting.** Within the last two weeks she indicated she could not get here until Friday noon so Bert & Mark

told her that would not work so hopefully she can be seated on the board at the January board meeting & national conference. Mark indicated that she was very enthusiastic but had not looked at her calendar to indicate **she was** unable to attend the September board meeting.

- B. The board discussed the possibility of holding our board meetings on a Saturday instead of a Friday in September. Paul indicated he was not in support of moving our board meeting because of one member.
- C. Dave Sechler joined up electronically at 1:00 p.m. The first item was to update Dave on some of the morning discussions. A motion was made by Paul that Erica be seated on the board at the January. The motion was seconded by Nathan. The board voted (4-0) that we intend to seat Erica at the January conference if she can assure us that she can will attend the annual board meeting on the third Friday of September as well as the Wednesday
- D. Paul nominated Bert to continue as the board president- it was seconded by Nathan; discussion was held, and vote was held (4-0) to keep Bert as the board president. The motion was then amended to read that all officers would remain as is for the next year. It was voted on by all four board members (4-0)
- E. **Sustainability Data & Factors:** a discussion was held regarding issues of sustainability in large areas- if there was not a district level contact that is groomed by NSIP to be able to support SAMS districtwide the issue of sustainability becomes very difficult. NSIP needs to continue to strengthen this area! Mark suggested that the coaches touch bases each month with the district office contact to share general comments about how their teams are doing. About 50% of new teams start at the school level and 50% start at the district level. District level turnover is almost a major concern because of loss of that relationship. Paul suggested NSiP plan ahead , set aside some money for each year and periodically do a small research slice to have more hard data. Mark's focus this year is ensuring a good fund balance.
- F. **Targeted Areas for SAMS growth:** Succession planning is still an issue that we need to address more aggressively. Mark indicated that the type of things that helps him the most from board members is making district contacts, finding him more "Lansings"- new larger startups, etc. The board discussed possible succession plans for alleviating some of Mark's tasks. Mark's focus for this year is to build/sustain a strong fund balance. Paul asked the question about the number of districts/states we would like to see in one year. The board discussed where the impact is- increase number of districts in same state allows "word of mouth" more easily to happen. Mark wants another Bibb county, wants more large implementation, large organization like Wallace Foundation to assist with further implementation. Paul also suggested we create more short videos, more research data created and presented, and Nathan suggested we tap into those attending the National Conference and ask for their help in spreading the word. It was decided that we would work to increase the number of districts by 10% in the next year and also to create some meaningful research strands/videos. For the January agenda, an item will be added to discuss the possibility of marketing timetrack to outside of education agencies/companies/fields.

Mark's performance review: Very positive review again- items for discussion based on comments included: 1) revisit the vision and mission statement each year; 2) Need to focus more on equity and gender balance/race, etc. at meetings, particularly at the National Conference; 3) good recruitment methods

Next Meeting: Wednesday, January 29th in Marco Island, Florida

Carol Lensing was presented with a special gift for her participation on the NSIP board. A plaque

Adjournment:

There being no further business, a motion was made by Nathan Robert- seconded by Dave Sechler; meeting adjourned at 3:25 p.m.