



**Iowa ASCD Board of Directors
July 26, 2023 Summer Retreat Minutes
Viterbo University – West Des Moines Campus**

9:00 A.M. – 4:00 P.M.

Directors Attending: Diane Campbell, Lisa Hartman, Lou Howell, Tamela Johnson, David Keane, Dr. Darcie Kress, Michelle Krogulski, Stan Newton, Sara Oswald, Dr. Susan Pecinovsky, Dr. Matt Townsley, Kevin Vidergar, Dr. Mona Yanacheak, Dr. Pam Vogel

Directors Not Attending: Tesha Moser (out of state), Anna Selk (grad class), Cindy Swanson(Ragbrai)

Intended Outcomes of Meeting:

- Strategic Action updates resulting in common understanding of accomplishments and challenges as well as next steps in our work, including personal, team, and board commitments.
- Review [Strategic Plan](#) and [Job Descriptions](#)
- Your Commitment

Focus on Our Group Norms:

- Listen for Understanding,
- Speak to Be Truthfully Understood,
- Confront the Tough Challenges,
- Come Prepared, Have Fun,
- Start on Time and End on Time,
- Value Diversity, Honor Confidentiality

I. Networking (8:30 A.M.) – Join us early if you want to reconnect with others on a personal basis and enjoy continental breakfast.

II. Welcome (9:00 A.M.)

A. Passing of the Gavel - (Diane to Susan)

B. Board Challenge (Susan)

The Eight Functions-for Curr Leads

Presence on the board

C. Welcome the New and Introduce the “Veterans” (Susan)

D. Connector - What leadership practice could you lean into that would keep you grounded with your responsibilities as an Iowa ASCD Board Member?

E. Review of Norms and Agenda - (Susan)

III. Business Information and Approvals (Diane) (10:00 A.M.)

A. Approval of [Minutes of Spring Board Meeting](#) (Tamela)

MOTION: It was moved by Michelle and seconded Sara by to accept Spring Minutes.
Motion passed.

B. Approval of [Financial Update](#) (Sara)

Current bank account: \$96,202.39/Pending Deposits: \$5070

MOTION: It was moved by Kevin and seconded by Mona to accept the Financials.
Motion passed.



- C. Update on Meeting Dates for 2023-2024 - **Mark your calendars now!** (Susan)
- Summer Retreat – July 26, 2023 – Viterbo University – West Des Moines Campus
 - Fall Meeting – September 25, 2023 - 4:30 - 7:30 P.M. - Viterbo University (Face-to-Face and Virtual)
 - Winter Meeting – February 15, 2024, following NIET Coaches Camp Session 4 - 4:30 - 7:30 P.M. - Place to be determined. (Virtual and Face-to-Face)
 - Spring Meeting – April 11, 2024, - 4:30 - 7:30 P.M. - Virtual Meeting

- D. [Conflict of Interest & Operating Procedures](https://docs.google.com/document/d/1WOXA8gWZEMI2SQJx7F9ZBz-MKL1KLJ1G/edit) – Sign <https://docs.google.com/document/d/1WOXA8gWZEMI2SQJx7F9ZBz-MKL1KLJ1G/edit> and share with Lou Howell (LouHowell@gmail.com); review of [operating procedures](#). (Lou)

ACTION ITEM-Sign conflict of interest

- E. Update [contact information at this link](#). (Lou)

ACTION ITEM: Update contact information

- F. [2023-2024 Events Draft](#)

LSCI Request-Danielle has set up-support zoom sessions: if you have attended or have a certification-Problems of Practice-See Events doc.

IV. Charting the Course for 2023-2024 - Part I: Taking a Look at Strategic Plan and My Job Description

- a. Strategic Plan
b. Job Descriptions

Individually - Review the [Strategic Plan](#) and your [Job Descriptions](#). What connections can you make between the Strategic Plan and your Job Description? And the work you have done this year to move the Strategic Plan forward?
Collaborate - What themes can you identify as a small group? What differences stand out for you?

Group 1 Report-Share Out:

Theme: Leaders of Relationship Building: Personal Networks-who are we connected with and how can we influence/share resources/membership /recruiting. Untapped stream in the private school sector. Need member from Prairie Lakes

NEXT STEP: Connect with Diocese

Group 2 Report Out:

Theme: Leaders of Relationship Building/Leaders of Professional Learning: Strategic Plan-make it come alive. Leverage participants at Leadership Session. Build Network through Increased Touchpoints. Support for Principals/Curr Leads. THINK Tank—Find out what their hot topic is. Connect with Resources they are using/legislation.



Group 3 Report-Out:

THEME: Innovation Leadership/Teaching and Learning: All of the work is built on building relationships/partnerships with district leaders/Legislators. (encourage to attend/come and present/see that joining Iowa ASCD). Help them to understand what is going on

Group 4: Report-Out:

Theme: Membership & Communication: *Leader of Relationship Building:*
Young leaders-build their connection within and outside. Building Network/
How do we hook them?

Susan Summary: Promoting Iowa ASCD. Who are the new audiences/how can we access them/they access us?. How do we build capacity? Continue to build our organization as one that people know about and can turn to.

- V. **Charting the Course for 2023-2024 - Part II - What's Happening** - Leads of Strategic Actions need to prepare information [on the attached form](#) and post it/send it to Lou by July 20 so that participants have time to review and reflect.

Financial-Work-Sara: Invoicing and receiving payments. Promote the events;
CHALLENGE for 22-23: Managing collections/new software/false charges

NIET - Dr. Susan Pecinovsky-Instructional Frameworks
COACHING CAMPS/TEACHER HUDDLES-SEE Susan's NEIT notes for details
CHALLENGE for 22-23 1) Changes in Midwest Director Position 2) Availability of requested presenters of content 3) Continuing to identify target audience as TLC funding may change the positions available for this work 4) Additional Board Members to support this work

PK-12 System Approach to Mental Health Needs (Teach to Heal)- Dr. Susan Pecinovsky **LSCI** - Cindy Swanson

Life Space Certification-teach child to modify behavior/goal to keep them in. June/July '23 sessions-with Danielle Thies. 60 educators certified in IA. Davenport has 25 Behavior Interventionist certified.

New Session: in Jan/June/July 2024-ISEA MEMBERS-no lodging/no fees/no expenses/certif. credit. (ISEA-Ross Trust/Wells Fargo connections)

ACTION: Recruit counselors to attend-

CHALLENGES for 23-24: Marketing/Build Capacity/Grants for those to attend. Tap into that CIRCLE OF INFLUENCE: Counseling Programs at Colleges-great resume builder. Attendees to Target: Behavior Interventionist/Counselors/ParaEducators/ At Risk Instructors "doing the work". Margarten (ZOOM Sessions offered for : Admin/BI-Counselor-problems of practice-no charge)

ACTION: Work with Danielle to create a marketing video that explains Teach to Heal/Lifespace as a method to not replace but supplement current SE practices.

CHALLENGE for 22-23—State/AEA work-competing for the same marketing crowd. Addt'l board members to help with the work-advisory.

ACTION: Develop the what's next for those that attended—cohorts around the state? Get Danielle in districts. NEED-inexpensive venues/food

Curriculum Leadership Academy - Kevin Vidergar



Kevin: 94 participants finished this week-many types of "leaders of learning"
4 Reflective Questions: (One was—What immediate help do you need from ASCD?
(Document: networking/regional/special topic dive-ins?)
CHALLENGES: 1) Develop a set of modules for the new curriculum leader-2 or 3 year curriculum to be unveiled at the Academy next year. Go back to 3 tracks. 2) Marketing/Finding presenters/Developing Special Topics 3) If you want to be a part of this-by Aug 1 notify Darci or Kevin-meeting a minimum of once a month for 1-2 hours

Higher Education - Dr. Matt Townsley and Dr. Michelle Krogulski
Share IA ASCD membership-forms/website to future teachers.
Challenges in 2022-2023: Meaningfully connecting with other educational leadership professors across the state (ICPEA)/Advocating for educators amid increasing challenges in our state and nations

Partnerships - Lou Howell
Collaborative group of others discussing advocacy ISEA and NEIT Sponsorships-Viterbo/ICEB/ Eduplanet/? \$2000 to fund Curr Network-logos on notepad, etc.
Challenges in 2022-2023: No director committed to developing partnerships. Need to expand our role in instructional frameworks?/Partners and/or sponsors we should consider in our work/Advisories for each event include reps from other organizations working on the same focus-stronger partnership with the AEAs?

Membership - Tesha Ruley/Lou Howell
Shared membership. 4 year

CHALLENGE: Meeting the needs of the roles of each of the shared membership.
AEA memberships-districts that don't have members.

ACTION: Look at the list of schools in your AEA that Lou created contact them-maybe encourage someone to write an article to get them a free membership.

- Advocacy and Influence - Dr. Pam Vogel and Anna Upah Selk

Pam-Legislative team meeting in January-teach others to advocate-50 some participated.
ISEA/Margret Buckton. Sent out legislative alerts. Pam went to "The Hill", visited with others in person.

CHALLENGE: Getting issues/talking points out there. Are things being read? Rural areas-where are they getting info—what do they do with it? How do we reach more people? Are there other ways to get the information out? Send a letter/e-mail to superintendents—to Build confidence in teachers to advocate. Talking to the staff—about what is being debated. (Jen Hueling-Northeast-session-had shared ways to advocate-know who to contact/know does and don't.) Create Elevator speeches/Tell the story.

POSSIBLE ACTION: Bring in IA Ascd members from across the state: Coach the coaches to advocate. Legislative Corner in the newsletter/Alert—every month? Create video. Work starts now—meet them at summer events/contact in fall/then when you reach out in Spring—they know who you are.

- Social Media (e.g., website, Twitter, Facebook) - Becky & Lou
Website: new site for a year. Continually updating.
Facebook: updated-event promotion-updated once a week (share on facebook)
Twitter: try to update daily;
Instagram-Teesha will be doing some training for Becky/Lou
Challenge: Revise front page/update banners more often/repost Twitter. SHARE often. Share media-crowd sourcing.



ACTION: Share/like/retweet/link our webpage to things you share.

- [The Source](#) - Diane Campbell

Challenge: Getting the articles. Third Year of the Source. 4 articles for the Source from each Board Member. Writers get a year of free membership. Sign up.

ACTION: Diane send out a reminder to us to recruit writers or write

VI. Lunch (approximately 12:15) and Networking

VII. Charting the Course for 2023-2024 - Part III - My Commitment Is... (Susan & Lou)

- c. Consider the work identified in our conversations earlier today.
- d. Within the assigned work group - chart the following.
 - i. Major actions and responsibilities of directors to create/support a high quality body of work.
 - ii. Identify areas of future work - What work is necessary to support teaching and learning in Iowa?
- e. **Your commitment** - Complete the gallery walk, seeking ways for your contribution(s). Where do you see yourself having the opportunity(ies) to make the greatest contribution(s)? Add your name and action(s) you are willing to commit to in assuring the success of the future work of Iowa ASCD.

VII. Identifying Your Commitment - Say It Out Loud!

Diane Campbell: Calendar invites/remind of articles/commit to non-members. Posting twitter/facebook at least twice a month/contact those districts that don't have membership. Serve as Curriculum Advisory. Board members-jump on Zoom with each other.

_____Webpage keep current-complete redesign. Connections between Source and webpage. Video/Podcast for the website/Tutorials follow up for those that attend workshops.

Lisa Hartman: Curriculum Leadership/Social Media support. Telling district stories/Advocacy/Membership/Present at AEA Meetings/List of new admin/curr directors—send invite

Lou Howell-Committing to partnerships: With ASCD/Business Partnerships/ Parochial/Colleges and University connections/Superintendent Partnerships. Curriculum Academy supports.

Tamela Johnson-retweet/share facebook. Partnerships with parochial schools. Reach out to AEA school

David Keane-List of area schools to join in area/Learning Path—credentialing for attending—align with 8 functions. Microcredential.

Dr. Darcie Kress--Commit to Co-Director of Curriculum Academy; Write articles; Asking for proposals-around 8 functions. Personally reaching out to districts to

Michelle Krogulski-Advocacy for Higher Ed; Pre-service memberships. Will email teachers to join-current no member districts. Articles for the Source. Promote the teacher huddles for those that support teacher candidates.

Stan Newton-Teach to Heal/LSCI initiative-making more connections with counselors. Source and website ideas.

Sara Oswald-LSCI staff member or herself—advisor for Danielle work

Dr. Susan Pecinovsky: Build capacity for NEIT work. Develop advisory team. Commit around



advocacy-help Pam. Continue to serve on Advisory for curr academy

Dr. Matt Townsley-Share info about ASCD-Ed Leadership—-at colleges. Share with college students. Podcast-on how to write an article

Kevin Vidergar-Commit to Co-Director of Curriculum Academy; Reach out to NW AEA; Write articles.

Dr. Mona Yanacheak-Source Articles. Curriculum Academy serve on committee. Reach out to diocese principals. Contact the Higher Ed in the area. Table at the local conference.

Dr. Pam Vogel-Write a legislative article for Source/Twitter. Session on how to advocate.

IX. Adjournment (Susan) (4:00 P.M.)

Next Meeting: September 25, Following Day 1 of Workshop with Danielle Theis at FFA Center in Ankeny. Virtual opportunity will be available for those not able to “drive in” for the board meeting.

Action Update Form - for Financial Report

Special Action Update Form - Directors will use this form to share the work accomplished in 2022-2023. You will want to make a copy of this form. This information will be used in preparation for 2023-24.

Expense/Mileage Form