

Minnesota Reading Association Leadership Retreat

Maple Grove Community Center

March 7th, 2015

9:00 am-3:00 pm

In attendance:

Deb Peterson (President)	Amy Bodin (ARC)
Sue Paasch (President-Elect)	Megan Rogholt (CMRC)
Mary Lillestol (Vice President)	Kay Moon (CMRC)
Carey Seeley (Vice President-Elect)	Lisa Krall (MAR)
Linda Snowberg (Treasurer)	Chris Johnson (MAR)
Stephanie Brondani (Membership Director)	Cindy Whaley (SWMRC)
Madey Israelson (Secretary-Elect)	Andrew Barb Polzin (SWMRC)
Rummel (ILA Coordinator)	Cory Stai (MDE Liason)
Jill Maxe (TCARC)	Cathy Fox (TCARC)
Hannah Anderson (Social Media Coordinator)	Julie Scullen (ILA Board Member)

- 1) 9:00-9:10 am** Deb: Welcome
- 2) 9:10-9:35 am** Mary: Ice Breaker: egg candy intro activity
- 3) 9:35-10:00 am** Sue: Hamline Summer Institute

- Hamline Summer Institute: Tuesday July 7-Friday July 10 (week before ILA)
- 25th anniversary of Institute for Hamline
- Thursday July 9th is MRA day, Nell Duke is MRA speaker
- Deb: We have permission to use Hamline's theme: "Honoring our past, envisioning our future" on promotional materials
- Friday will be MRA leadership meeting-please plan Institute attendance accordingly
- Sign up for Thursday registration on MRA website
- Single day registration for other days on Hamline's website, \$150

Needs for MRA Volunteers:

- Marketing of MRA day
- Break out presenters- 75 minutes: panel, workshop, whatever presentation format, all subject areas: reading, writing, Secondary, digital literacies, let Deb know if you are interested
- Call for volunteers: registration, gift for speaker, am and pm handler, advertising, create and distribute invites for Leadership Retreat and dinner
- Something to honor Hamline's 25th: ex. cake, book for their library, plaque, flowers (early in week), no decision made
- Invite Hamline's planning committee to Leadership dinner Thursday night
- Sponsor for leadership dinner- leaders will discuss

MRA Volunteer Commitments:

- Registration: Linda, Jill, Kathy, Madey
- Nell Duke Handler: Carey
- Gift Basket for Nell Duke: Chris will get real wild rice
- Breakout Sessions: Chris, Carey, Madey, Andrew, Corey, Megan
- Advertising/Facebook/Twitter: Hannah

10:00-10:05 am Deb: Social Media Coordinator position

- Hannah will help advertise events through social media
- Review draft of job description
- Hannah:
 - Twitter: picture, blurbs, events, retreat classroom pictures, follow classrooms and retweet teachers tweets
 - FB: longer descriptions, events, more lengthy
 - Hannah posted from MRA, others can comment or post,
- Scott Voss is web master, can talk to him, too, for website-related needs (Scott was honored at celebrate literacy the previous night)

10:05-10:20 am Break

10:20-10:55 am Research Discussion

- Small groups discussed Brueck, J. S., & Lenhart, L. A. (2014). E-Books and TPACK. *The Reading Teacher*.
- Debrief: Sue has related PLC resources for those interested
- Deb: distributed articles-practitioners knowing about research (Duke and Martin) and what matters with struggling readers (Allington)

10:55-11:05 am Treasurers Report: Linda

- Distributed snapshot and balanced sheet
- Council presidents: tell Linda how many people paid for events online so she will send check to your council
- Looking into purchasing credit card scanner for events
- Looking into setting up account with specific hotel for guests/preferred chain, membership blocks vs. speakers, consideration of food-restaurant at hotel
- Will apply remaining Catherine Snow funds to next speaker event

11:05-11:15 am Membership: Stephanie

- Slight drop in membership
- How to meet members needs given reality of limited time? Attendance dwindles with monthly meetings
- TC and Central host events that grow memberships
- Deb: 2 free memberships to each local council to use (gifts, door prizes, raffle, etc.) send 2 names to Stephanie and Linda
- Suggestions to grow membership:
 - Lapsed members: email to lapsed members inviting to renew, highlight upcoming events
 - MPR commercial-ex. during Carrie Miller's program, Stephanie will investigate

11:15-11:55 am MDE Update: Cory

- Current Bills:
 - Dyslexia Advocates:
 - Extend, increase amount for tutoring
 - Modify language in Read Well by 3rd
 - Connect literacy incentive and Local Literacy Plan requirements
 - Add definition of dyslexia into legislation
 - Goals for legislation: teachers and schools acknowledge dyslexia is real and have programs and support for students
 - Deb: MCRR has policy brief on dyslexia-difficulties of defining
 - Corey: Federal definition of dyslexia, broad/extensive definition: "dyslexia is a neurological disorder, often characterized by..."
- Legislative/Policy Liason:
 - Eva Boehm and Bonnie Houck did presentation on advocacy work for MRA going to committee meetings around dyslexia
 - Put forward proposal about transition position beyond volunteer position, be more proactive in legislative presence,
 - Discussion:
 - Put forth counter offer
 - Could defray costs of position with fees from workshops, etc., do we need 2 for organization our size, way they would represent MRA
 - Reach out to other MN literacy organizations to see if they are politically involved
 - Legal repercussions of paying someone to advocate politically
 - Helpful to have someone help frame MRA position on hot topics
 - Given dwindling membership this may be something the organization offers to members-being informed about what is happening in state.
 - MESPA has similar position-yearly meetings covering: here's what

- happening, here's org. position, and email updates, etc.
- ILA website has policy briefs/position statements on variety of issues
- Executive council will draft counter proposal about education aspect and questions about advocacy aspect of proposed paid position

11:55 am-12:30 pm Lunch and Sharing Current Reading

12:30-12:55 pm Legislative update continued: Cory

- Current Bills
 - Suggest mandatory retention for students on reading scores
 - Retention: all data shows harmful to students
- Governor plan to reduce testing
 - Proposed elimination of MCA Math in 3rd and 4th grade and MCA Reading in 6th and 7th
 - Test reduction has a high likelihood of going forward

12:55-1:40 pm IRA/ILA Transition: Julie Scullen, ILA Board of Directors

- On January 26, 2015 officially became ILA
- Organization is now incorporated in PA, headquarters remain in DE
- Messaging is more important than name of organization
 - More cause oriented, more legislative support,
 - Refocus on issue of 8 million illiterate worldwide
- March 2015 conference website will launch
- July 17-20, 2015 annual conference in St. Louis

Questions for Julie:

- Digital reading- big topic of conversation
- Balance between at conference between classroom practice and marketing/book sales: ILA has moved away from publishing, vendor sessions are marked in program
- Political advocacy: currently updating legislative policy manual

Outreach Ideas:

- Host council leadership academies
- Social media presence has to be consistent
- Retain members by offering practical things: clock hours workshops online, save your license day-conferences, etc.
- ILA website state organizations can request for board members to come to meeting, ILA pays airfare

1:40-1:50 pm Break/Drawing: Trip to ILA Conference, journals and gift cards

1:50-2:00 pm High Lights Submissions: Deb

- Handout from Katie Bannon
- To maintain active status each council:
 - Fills out active council form
 - Hosts events
 - Publish
- Different than ILA honor council

2:00-2:05 pm Deb: LiRN

- Third session April 30, Nell Duke, can still register for prorated price
- Ask LiRN members to go to areas and make contact with new members
- Summer book club and scholar in September: Dr Nonie Lesaux
- Eva Boehm sets up book club leaders
- Let Deb know if you'd like to be a book club leader, leaders get free books, dinner with speaker and lead small table discussion during event,
- Book clubs meet at least 2 times, book club is free, participants get free book
- Collaboration between MRA, MAR, Upper Midwest, dyslexia association, Stearn Foundation, MCRR
- September 25th, \$75 for day, admin/teacher CEUs

2:05-2:15 pm Deb: Feedback from Celebrate Literacy Event (March 6th)

- Need credit card machine for silent auction
- Local councils could have similar events for student writers
- Create a resource for introduction to event in Celebrate Literacy folder,
- Consider splitting into 2 events: one for student writers and one to celebrate literacy leader
- It's about the kids-expand area councils, include videos/Skype sharing of readings

2:15-2:50 pm Local Area Council Collaboration

Carousel discussion topics:

- Recruiting members
- Using social media and other marketing strategies
- Increasing relevance of our councils

2:50-3:00 pm Mary: Next steps

GEDI Planning Strategy:

- Generate
- Evaluate
- Decide
- Implement

	Generate	Evaluate	Decide	Implement
Membership	Set up sustaining memberships, report cards, crate council/template,			Carey share with colleagues
Social Media	LinkedIn, Twitter, Pinterest-research based materials, Facebook Hannah facilitate mini-lessons on use	LinkedIn-discussion boards, various leadership members	Hannah: Facebook, Twitter	Hannah and Scott Voss will share at July leadership meeting
Celebrate Literacy	Geographic diversity, getting other readers/writers to event by region, region events	Would need to shift to December and video winners		
Policy/Legislation	Investigate policy briefs			Chris look into, investigate ability to share info

3:00 pm Thank You and Closing