

Minnesota Reading Association

[Summer Leadership Retreat]

Date: 8/12/2012

Location: Radisson Hotel Roseville

Invitees Attend:

Jen McCarty Plucker
Jessica Crooker
Kari Ross
Deb Peterson
Michelle Bowker
Debbie Sauer
Scott Voss
Brenda M. Resch
Barb Polzin
Pat Hanson
Kris Samsel
Lisa Grundstrom
Jill Magnusson
Maurna Rome
Kathy Fox
Risa Cohen
Katie Bannon
Stephanie Brondani
Linda Snowberg
Kari Peterson

Introductions: 4 corners (something you enjoyed this summer, something you want to still do this summer, a stretch goal to complete yet this summer, a word you like the sound of)

1. Officer Reports

- a. Membership – Stephanie
 - i. Added about 100 members since January
 - ii. Spring symposium added a lot of members generally and to SRIC specifically; want to do what we can to keep them as members
- b. Treasurer – Scott (Linda)
 - i. 2011-2012 budget shows a profit (first time we're operating in the black for a few years)
 - ii. Proposed 2012-2013 budget is very similar to 2011-2012
 - iii. Review LiRN budget for 2012-2013
 - iv. Review current assets and liability

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- c. 2013 Conference Update – Jessica
 - i. weighing costs and options, we decided to move conference location to Cragun's for 2013
 - ii. no cost for conference space at Cragun's; food cost is higher so we will likely keep registration prices the same
 - iii. probably will continue with the same format as this year (keynotes with a few additional speakers instead of breakout sessions as has been done in the past)
 - iv. \$159+tax for Wed & Thurs nights only (at this point); waiting on an event that they usually have that weekend, and can't guarantee the resort availability until they know when that is scheduled
 - 1. need to ask about cost/availability earlier in the week, and if room cost is for double occupancy
 - v. Still looking for a theme and suggestions for speakers
 - 1. Multi-tiered systems of support (all means ALL)
 - 2. Text complexity, rigor (Fischer & Frey)
 - 3. Lucy Calkins
- d. Council Active Duty & Website Update – Scott
 - i. Four of 8 councils have submitted active council forms (if you have not done this, it must be completed ASAP)
 - ii. All councils need to fill out 990-EZ forms for tax purposes every year
 - iii. Encouragement to complete IRA Honor Council (benefit is that it can help set your overall goals as a council); difficult part is meeting international outreach requirements
 - iv. Active Council Verification Forms for next year due to Jen McCarty prior to July 1, 2013 (though Honor Council application will serve as verification form if that is completed)
- e. State Dept Q&A – Kari
 - i. MCA III item samplers will be available in September (though it will be another 2 years before the MCA III is fully online)
 - 1. 3-4 samplers available per grade level
 - 2. Some standards will remain assessed at classroom level
 - 3. Will not be as much flexibility this first year for reading; by 2014 will be fully computer-adaptive, and last administration counts for MMR
 - a. Last year in Math, kids who passed the first time were done, but this time, all kids have to take it at the end of the window
 - 4. Have the option to take assessment on paper (will always have that option; school-by –school decision, but entire school has to have the same option)
 - ii. Reading Well plans are almost all submitted
 - 1. Protocol has been developed to review plans

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2. Reviewers include Centers of Excellence Reading Specialists, Kari Ross, and rep from special ed, rep from EL, and a rep from Commissioner's office
 3. Template will change next year, but what information is required to be submitted will not change
- iii. Oral language is a hot topic – more info will be coming in next year around this area

Notes:

- Comment that the conference appeared to slant secondary, may have been a reason for fewer attendees this year

2. MRA 2012-2013

- a. Theme: Reach (outreach, within reach, reach out, reach within)
 - i. Leadership is a major focus for the year
- b. Work to refine roles in executive board vs local council (marketing for local events, partnering for local events, provide vision so all councils have cohesion)
- c. Council brainstorm (What data do you have about your council's activities (events, participants at events, retention rates of members; Are there data points that your council does not have but would be helpful; Where should your council leadership focus reach efforts (new members, increased participation, more or different events)
 - i. MAR: reemerging as an active council – 43 members; yearly event has really added to membership; looking to find ways to reach out to broader membership
 - ii. SRIC: handful of regular attendees at meetings and events, but those are mostly leadership folks – how to get regular attendees
 - iii. Arrowhead: 7 events/year with 30 or so attendees, though membership has gone down; how do we find out what members want and why folks do not continue membership
 - iv. Do we need a leadership training for MRA?
 - v. How do you plan events that meet the needs of teachers at a variety of points in their career
 - vi. How do you sustain membership/leadership?
 - vii. How can we use social media to meet needs of members?
 - viii. Could local councils make plans to attend new teacher trainings across the state to recruit new members?
 - ix. Thinking about marketing:
 1. Who are we trying to reach; where do you find them; what is keeping people from joining; what is keeping people from participating; what tools do you *already* have from MRA that could be utilized in your council – newsletter, website, Facebook, events, grants; get to

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teachers through kids and parents (opportunities that students want to participate in but teacher has to be a member); “guerrilla marketing” – unexpected marketing; book clubs; free events vs donation events; radio stations through Clear Channel – “Reading Rocktober”;

Goals for local councils (Fed Ex time):

- Stay in touch with members with monthly “teacher tips” from the council
- Professional resource sharing (come to a mixer to share your favorite *Reading Teacher* or *JAAL* article that you use for your own professional growth, in leading PD, or in courses you teach)
- Donation event (bring gently used/new children’s, YA, adult books, and/or professional texts)
- Seek IRA Honor Council status
- \$1 book sale, book swap at events
- Find ways that our website supplies good sources open only to members to hook new members (what could we put on the website that would be interesting enough to get people to join in order to access)
- Facebook
- Book clubs, discussions
- Fall kickoff mixer – bring a buddy
- Outreach for early childhood

3. Community Building Activity

- a. Ball Toss activity & discussion

4. Council Communication & Collaboration

- a. Wiggio (suggested site to use for local councils, communication for local council exec boards and/or council members)
- b. MRA website – use for minutes or posting upcoming events, emails to members, advertise events via email, access forms – 990N, Active Council, Honor Council, post resources
- c. IRA website – Engage (place for networking)
- d. Facebook

5. Closing, next steps

- a. Looking for someone to take over as chair of Grant Committee
- b. Books we’re reading:
 - i. *The Other Wes Moore: One Name, Two Fates* (Wes Moore)

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- ii. Phillipa Gregory books
- iii. Reading and Writing Genre with Purpose (Nell Duke et al)
- iv. Loving Frank (Nancy Horan)
- v. The Picture of Dorian Gray (Oscar Wilde)
- vi. We the Animals (Justin Torres)
- vii. Ursula Under (Ingrid Hill)
- viii. Flying Solo (Ralph Fletcher)
- ix. The Forgotten Five Hundred: The Untold Story of the Men Who Risked All for the Greatest Rescue Mission of WWII (Gregory Freeman)
- x. Stephen Jobs (Walter Isaacson)
- xi. Grammar in the Writing Workshop
- xii. Cinder (Marissa Meyer)
- xiii. Napoleon's Pyramids (William Deitrich)
- xiv. Tales of a Female Nomad: Living at Large in the World (Rita Golden Gelman)
- xv. Dog Gone It (Chet and Bernie, Spencer Quinn)
- xvi. Hotel on the Corner of Bitter and Sweet (Jamie Ford)
- xvii. The Lucky One (Nicholas Sparks)
- xxviii. I Know a Librarian (Laurie Knowlton & Herb Leonard)
- xix. A Long Walk to Water (Linda Sue Park)
- xx. The Noticer: Sometimes, All a Person Needs is a Little Perspective (Andy Andrews)
- xxi. 11-22-63 (Stephen King)
- xxii. I Hate My Neck (Nora Ephron)
- xxiii. Lots of Cake, Plenty of Candles (Anna Quindlen)
- xxiv. The New Jim Crow: Mass Incarceration in the Age of Colorblindness (Michelle Alexander)
- xxv. The Giving Tree
- xxvi. Roland Smith's Tentacles (Roland Smith)
- xxvii. Courageous Conversations About Race (Singleton & Litton)
- xxviii. Seeking Peace: Chronicles of the Worst Buddhist in the World (Mary Pipher)
- xxix. The World Without You (Joshua Henkin)
- xxx. Forty Rules of Love: A Novel of Rumi (Elif Shafek)
- xxxi. Where We Belong (Emily Giffin)

Notes:

- Radio

Minutes prepared by: [Kate Kelly / 8/10/12]

Minutes Approved: [Approval signature needed]