



Leadership Minutes

Date: Aug 10, 9am-4:30pm

<p>Present: Mary Lillestol, Julie Scullen, Sue Pasch, Kay Moon, Madey Israelson, Keitha Gail Martin Kerr, Jill Maxe, Beth Wolf, Jill Magnuson, Katie Bannon, Linda Snowberg, Carey Seeley, Cory Stai, Deb Peterson</p> <p>Absent:</p>

Agenda Item	Notes	Action/Next Steps - Who and What
Review March 5, 2016 Minutes	See March 5 meeting notes	NA
Mission reflections	<p><i>ILA mission: Our mission is to empower educators, inspire students, and encourage leaders with the resources they need to make literacy accessible for all.</i></p> <p>Mission reflections - are we offering what we say we do (google form): attendees completed survey</p> <p>See graphs for survey results</p> <p>Discussion of survey results:</p> <ul style="list-style-type: none"> <u>Lifelong literacy for all citizens</u>: get rid of “citizens,” what does “actively” mean? What is ideal vs. practical? Are we representative of MN? We are largely focused 	<p>Quick wins - create space at our meetings</p> <ul style="list-style-type: none"> develop professional development questions connected to books that schools can use create flow chart of best practices for student literacy need? (ex. Of taking something off teachers’ plates) Put newsletter on website, social media, too Resources for teachers for Readers are Writers <p>Long term</p>

on K-12 aspect of literacy, MN Literacy Council=adult literacy, would need to grow to be able to address “lifelong literacy,” narrowing of vision to reflect priorities? We need to be more strategic and prioritize (bang for buck), need to work on communications, inventory of what is going on in literacy broadly and what is our role? We are good at supporting teachers, but what else is our role? Are we really meeting needs of classroom teachers? Or just of literacy leaders?

- Encourage professional interaction among organizations: lacking collaboration with broader literacy community, also, lack resources on website-ex. develop professional development questions connected to books, good collab with Hamline, MCCR, Int’l Dyslexia Asc., Missing opportunities for collaboration with Reading Corp, MN Literacy Council, MCTE, Children’s Literature Network, need to work with MCTE (ILA and NCTE collab at national level), but need to be careful not to get too broad,
- Promote networking and collaboration: LiRN, how do we get folks to see value and draw them in? MRA is largest contributing member of LiRN (\$ and people), and profits benefit MRA, have we lost some of identity by partnering with Hamline for summer conference? We are not as visible as we could in Hamline partnership-would they let us be more visible? How do we reenergize councils in outstate MN that are struggling? TCARC has blog-requires time, collaboration needs communication,
- Maintain Website: increase communication with webmaster, website looks polished and professional
- Broaden school, home, community literacy: hinges on local councils?

- Newsletter: high positive response, a few people don't get it, need to put it on website and make sure all receive
- Local Council Leader Meetings: in past have invited 2 reps per council-doesn't matter who, for honor council someone from local council needs to attend leadership meetings, pay for 2 people-but can interested parties attend? No such thing as closed meeting in MRA-all are welcome
- Literacy efforts across state: need to offer events in different places, need better email system, work to bring in bigger names, Sue met ND leadership in Boston-they are interested in partnering
- MN Legislative Advocacy: we have monitoring efforts, not advocate, Cory is liaison and keeps us informed, we do not have a lobbyist, position papers, make connections to other groups, is this work we can actually do?
- Celebrate Literacy Award: people don't know about it, don't know criteria, start promoting earlier in year
- Readers are Writers: backwards planning, get more submissions since going digital, some teachers drop whole class of assignments, set criteria for submission, make resources available to support teachers
- Grants: need to increase awareness
- Local Honor Councils: ILA liaison should have information about this
- Take Aways:
 - **Collaboration**
 - **Resources**
 - **Communication**

	Check system?	
ILA Update	<p>Julie presented update from ILA: “Strengthening the Network... Restructuring the chapters to build capacity”</p> <ul style="list-style-type: none">● ILA was: focused on research based reading content, assortment of chapters, network was mirrored of ILA, then:● Reading First went away and recession hit● Trends: drop in membership, conference attendance, publication sales, engagement● Chapters are struggling-trends: difficulty with management of local chapters (financial, record-keeping, membership, web upkeep), lack of planning and forward vision,● Collision of factors: many organizations are struggling and experiencing the same● ILA response: assess financial position, analyze trends, survey stakeholders, develop strategic plan and financial plan to support implementation● Missing pieces: strategic governance, neglected issues, lack of data to inform decision-making, limited paths to leadership● Establish new framework for network, ILA Network Taskforce, recharter all groups, communication plan, 15 months to finalize all groups, <i>will need to recharter</i>,● Webcasts that executive council will be invited to● Implementation timeline<ul style="list-style-type: none">○ Communication began in July 2016	

	<ul style="list-style-type: none"> ○ Letter of intent from current councils due to ILA March 2017 ○ Chapter transition committee works with ILA staff April 2017 ○ Completion September 2018 ● Angela Ravel- ILA coordinator will schedule transition webinar ● MRA: examine current governance, create transition team, be on lookout for communication, connect with ILA advisors, ILA will assist councils with this process 	
Lunch	Jill and Carey shared reflections and highlights from ILA Boston	
Vision	<p>Vision: What do we want it to look like 10 years from now. How do we challenge and inspire members and ourselves?</p> <ul style="list-style-type: none"> ● Collaboration: Council support, MCRR, LiRN, conference with Hamline, outreach, what are members needs? CMRC example ● Resources: Book club, blog, grants, awards, ppts from presentations, what are members needs? MRA recommendations ● Communication: website, highlights, clean up email system, legislative monitoring, grants, outreach: collaboration partners and members <p>Current Mission: <i>The Minnesota Reading Association actively promotes lifelong literacy for all citizens. We encourage professional interaction among all organizations involved with literacy and provide resources for exemplary literacy practices and habits.</i></p>	<p>Quick wins - create space at our meetings</p> <ul style="list-style-type: none"> ● Develop/share professional development questions connected to books that schools can use, need to be beefed up to increase membership ● create flow chart of best practices for student literacy need? (ex. Of taking something off teachers' plates) ● Put newsletter on website, social media, too ● Resources for teachers for Readers are Writers

Adjustments to mission statement discussion:

- ILA will send rep out to support council in developing mission and vision for state organization
- Can request board members to come to events

Review of Goals and changes made:

- Promote networking and collaboration in the area of literacy:
 - Maintain a website of resources and professional connections
 - Create and maintain partnerships to broaden current knowledge in literacy to schools, home and community
 - Publish a newsletter four times a year
 - Connect with our membership through E-Buzz: Change to “connect with membership through ongoing emails and website,” get rid of “E-Buzz,” need to add social media goal?
 - Note: newsletter and emails are vehicles to achieve goals: communicating regularly with members, these are action steps to accomplish this
- Provides resources and opportunities for professional growth and leadership development
 - Present a yearly conference for membership
 - Organize Leadership meetings for local and state council members
 - Offer Seasonal Symposiums of collaboration and professional growth, used to be expectation that each council offer a symposium-part of active council status
- Supports literacy efforts across the state of Minnesota:

Steering committee to assemble to review suggested changes to goals

	<ul style="list-style-type: none"> ○ Maintain Legislative Advocacy efforts-change to “monitoring” instead of advocacy, or “promote legislative awareness” ○ Recognize outstanding members through the Celebrate Literacy Award: change to “literacy leadership”? ○ Recognize outstanding young authors through the Writers are Readers Celebration ○ Provide Grant opportunities ○ Recognize local Honor Councils: how are we doing this? Is there something that could be done that would be more beneficial? <p>Institutional history: understanding by laws, etc., documents-what to do with organizational history?</p>	
ILA	<p>Deb-see report for additional details In July of 2017 IRA ceases to exist, will be absorbed into ILA, state and local councils need to chose 1 of 3 options</p> <ul style="list-style-type: none"> ● Option 1: <ul style="list-style-type: none"> ○ Inc. in DE, new names, new bylaws, sign ILA affiliation that meets requirements, ILA staff person signatory on bank records, state boards fiscally responsible for local chapters w/out separate nonprofit status dues to ILA, ● Option 2: <ul style="list-style-type: none"> ○ Remain affiliated with ILA, but separate tax exempt status, pay dues, local councils file under state council EIN ● Option 3: <ul style="list-style-type: none"> ○ Not affiliated w/ILA, ● State needs to select option by March 2017 	<p>Determine steering committee member to communicate with local councils</p>

	<ul style="list-style-type: none"> ● Recommend task force of 4-6 people work with ILA staff on this ● MRA was inc. in 1956 by IRA-as parent organization, allows tax exempt status ● Option 3 is not an option, ● Dues to ILA unknown at present ● Need to ask for benefits when doing webinar ● Needs to be changed by September 2018 ● Will need original charter if option 1 or 2 is selected ● Webinar: who will be watching? Exec board and anyone else who wants to, should schedule sooner, need targeted people to watch, need transition team members and contact info., ● Transition team should include: Mary, Andrew, Carey, Linda, Alice, possibly one additional member from a local council ● Deb: what to do with all the charters? Originals will be in historical society, need to be scanned to be able to move forward with rechartering-documents passed to Sue so Megan can scan and make available on website 	
<p>Collaboration, Communication, Resources</p>	<p>Collaboration:</p> <ul style="list-style-type: none"> ● Priorities <ul style="list-style-type: none"> ○ Keep MRA identity in collaborations ○ Face to Face interaction is always best ○ Meet with individuals interested in re-energizing local councils (Fergus Falls) ○ Marketing, Marketing, Marketing ● Quick Fix <ul style="list-style-type: none"> ○ Communication ○ Identify all other literacy organizations and leaders – Set up a collaborative meeting and work together (MRA host the meeting) 	

- MRA on the Road – PD provided to councils
- Tap into the Jan Richardson event to engage the new members

- Long Term

- Webinars for PD – Other digital options
- Work with ILA to develop our mission
- Look at local councils combining
- Explore Regional Support Networks
- Collaborate with North Dakota for a PD event

Communication:

- Priorities
- Quick Fixes: greater social media presence-multiple users, email blast always connected to MRA website, exec board have admin rights to website, apricot tutorials, 10 min each meeting on website-use it more=get more comfortable, put highlights on website, create table/backwards planning for reminders: planning piece-when to send out notifications, steering committee to plan year's events and when to promote? Highlights-move to posting format (ex. Choice Literacy)-more frequently-could also post on social media and link back to website, once a month post? Clean up email system
- Long term: website access-change form apricot? Get rid of outdated information on website, address email problem, legislative updates on website

Resources: PD, practical classroom ideas, financial-grants, etc.

- Priorities:

Quick Fix Action Steps:

- Resources: Draft member survey, seek MRA leadership approval, connect with Education Minnesota and MESPA for distribution list-Mary
- Collaboration: identify other literacy groups and organization in MN; create Google doc and have MRA leadership start to generate list: Keitha-Gail will create and share with group that worked on collaboration today; explore MRA on the road: come up with one MRA on the road-Arrowhead? Fergus Falls?
- Communication: website tutorial/clean up email, Highlights

	<ul style="list-style-type: none"> • Quick Fixes: member survey-what do members need? Checklist: 3 most common accessible resources, should survey more broadly than members-what would entice non-members to join? Could tap Education MN for data or to administer survey, MESPA? MASA? • Long term: <p>Focus on Quick Fixes-what actions to address during tomorrow's meeting? Action steps and proposals, and who will do it?</p> <p>2 fold goal: getting big name speakers to draw attendees AND foster collaborative ongoing relationships with other educators</p>	<p>(Oct., Jan., April, July/Aug.): all exec board members have admin rights on MRA social media, teaser with link to MRA website?</p>
<p>Council Check Ins: What is council doing? Year in review and upcoming events, How can MRA council's support work?</p>	<p>CMRC, Kay-President:</p> <ul style="list-style-type: none"> • Book group within council-finding time to meet was hard, restaurant was too loud, book was free to CMRC members • EdCamp: Cory presented policy update • Apps & Apps event • Upcoming: Jan Richardson Sept. 17 (336 registrants) • Upcoming: Donalyn Miller Feb 22 <p>TCARC, Jill-President:</p> <ul style="list-style-type: none"> • Fall: Mary Green from TC and SPPS last fall, • Winter: Beth Flottmeier from Bloomington, follow-up TC presentation • Spring: Sean Beaverson and Andrew Rummel-digital literacy event • Upcoming: Kathleen Baxter-Nov. 10, possibly Patty Green, possibly Lucy Calkins in collaboration with LiRN • Cost vs benefits of honor council status <p>SWMRC, Beth:</p>	

- Honor council: paperwork but lends prestige and increases \$ from members
- Spring: John Coy
- Gaining new members: can help members financially? Satellite meetings? Mini work shops at area schools?
- Upcoming: Lisa Bullard in fall in Windham area, spring in New Ulm
- Summer conference: increased membership
- Would MRA help pay for PLC book for council? Can use Graham Writing to Read report
- Do meeting minutes need to be sent to MRA? No-can be posted on council's website

SERC, Co-President-Jill:

- Discussion and desserts in Dec. nonfiction notice and note, ~20 attendees
- Books and brews: share books
- Membership is decreasing
- Who to send active council form to? Need to let Linda know so she can write member check

MAR, Co-presidents Deb and Keitha-Gail

- Covers whole state
- Summer book clubs-Sтивен Graham coming as distinguished scholars
- New book and theme for LiRN-Zwiers
- Spring Mixer: share resources
- January policy and issues event: upcoming at U of NW-follow up to Graham event, apply something to teaching, collect student work and bring to January event
- Promote Readers are Writers at Graham distinguished scholar event

Leadership Minutes

Date: Aug 11, 9am-12pm

Present: Mary Lillestol, Sue Pasch, Kay Moon, Madey Israelson, Jill Maxe, Beth Wolf, Jill Magnuson, Katie Bannon, Linda Snowberg, Carey Seeley, Deb Peterson, Scott Voss, Bonnie Houck

Absent:

Agenda Item	Notes	Action/Next Steps - Who and What
<p>Work time for website: Highlights, photos, updates on the website: update council pages</p>	<ul style="list-style-type: none">● Website in general needs:<ul style="list-style-type: none">○ Clean up contacts○ Emails challenges:<ul style="list-style-type: none">■ Updating addresses on contact page (we own @mnreading.org, any email that uses @mnreading.org goes to Scott):■ How do we email councils/all members? Scott modeled how to send emails to local council members and other groups from the website, could councils manage their own membership and delete expired members?○ Coding event registration/accessing paypal○ Upload roster of event attendees from one district/how do we register more than one person● What do I need help with?/Quick Fixes:<ul style="list-style-type: none">○ Adding free memberships for give-aways○ Need access○ Add old Highlights	<p>Someone needs to get in touch with Arrowhead- Renee Montgomery: mrsmonty@montysoft.com</p>

	<ul style="list-style-type: none"> ● Grant Committee Chair <ul style="list-style-type: none"> ○ Open position, Scott has been doing it ○ Put out description ● Web master: <ul style="list-style-type: none"> ○ See notes from Scott's workshop ● State of the state <ul style="list-style-type: none"> ○ No report ● Legislation: <ul style="list-style-type: none"> ○ Directions from group to Bonnie & Eva needed ○ Workshop for advocacy? Webinar on website? How to be more aware of policy/legislation ○ Featured examples of advocacy each month? ○ Page on website? See exemplars in other states ● Social Media: <ul style="list-style-type: none"> ○ No report <p>Are there roles that need to be filled?</p> <p>Will need in February election: new vice president, grant committee chair, secretary, event treasurer?</p>	<p>person</p>
<p>Hamline Literacy Institute</p>	<p>How this summer went:</p> <ul style="list-style-type: none"> ● Lunchtime breakout session better than morning, good time to recruit ● Location of registration table was good-more centrally located ● Book giveaways good draw, and membership giveaways, too ● Possibly increase fee and include membership ● Discounted membership: conference discount? ● MRA presenters were marked on program ● Deb distributed MRA slide for presentations ● Well organized 	<p>Executive board will continue to discuss</p>

	<ul style="list-style-type: none"> ● 52 MRA attendees (60 year before) ● If more attendees keynote presenter can offer session 2x's-morning and afternoon ● Great keynote speaker and great dinner the night before ● Strong program with lots of choices-can offer many breakout options <p>Pros and Cons:</p> <ul style="list-style-type: none"> ● Implied preference to Hamline and their reading license program over others ● Losing MRA identity ● Another time to hold conference? Some only go to one conference per summer and chose ILA <p>Next Summer:</p> <ul style="list-style-type: none"> ● MRA booth every day of Hamline ● Bags or tee shirts ● Add MRA logo to Hamine bags 	
<p>Calendar of events for next year</p>		<p>Each council will update their events on the MRA website</p> <p>Mary and Carey will distribute executive council meeting schedule for 2016-2017</p> <p>Celebrate Literacy March 3rd, leadership meeting March 4th</p>