

Minnesota Reading Association Leadership Retreat

Hamline University

Anderson 305

July 10th, 2015

9:00 am-3:00 pm

In attendance:

Deb Peterson (Past President)

Sue Paasch (President)

Mary Lillestol (President-Elect)

Carey Seeley (Vice President)

Linda Snowberg (Treasurer)

Stephanie Brondani (Membership Director, SRIC)

Madey Israelson (Secretary)

Cory Stai (MDE Liason)

Dan Larson

Risa Cohen (SRIC President)

Jill Magnuson (Southeast President)

Katie Bannon (Highlights Editor/Celebrate Literacy Chair)

Megan Rogholt (Central President)

Kay Moon (Central President-Elect)

Andrew Rummel (ILA Liason)

Jill Maxe (Twin Cities President)

1) 9:00-9:21 am Continental Breakfast, Welcome – President, Sue Paasch

Attendee introductions (name, MRA role, job)

2) 9:21-9:32 – Ice Breaker Activity – President Elect – President, Sue Paasch

Bingo game

3) 9:32-9:38 – Minutes from May 2nd Executive Board meeting notes - Madey Israelson

4) 9:45-10:31 – Officer Reports

I. Membership – Stephanie Brondani – Membership Director

- Holding steady (376), added 30 from Summer Conference (most TCC), Scott emailed Deb and went through registrations last weekend-extended/added membership for online conference registrations

II. Calendar for 2015-2016 – Sue Paasch – President

- Calendar distributed in folders, put dates in calendar
- Councils need to submit highlights (2 articles between now and June 30, 2015) for active status
- ILA Honor Councils Status: Central, Arrowhead, MAR (Paperwork due in Nov.)

III. Feedback on MRA 2015 Summer Conference – Carey Seeley – Vice President

- Carey: went smoothly
- Linda: 80 registered, some did not pick up, MRA table should be more centrally located, increase of over 20 registered from last year
- Administrative CEUs
- Mary-debrief with Hamline: check in table near keynote speaker, have lunch meeting to go over MRA/ILA opportunities (felt rush-people running to sessions, no time for questions)
- Deb-last year we were in Drew Music hall, round table in entry that many ate at,
- Sue-presentation at lunch and then table talk options/networking during lunch
- Deb-we bring expertise/presenters, especially secondary focus
- Sue-how to make MRA most visible
- Mary-designate MRA presenters in program
- Risa-presenters pitch MRA in their sessions
- Hamline bags include MRA materials/events
- Corey-printable one sheet for recruitment on website, could be used by any council or member (benefits of membership)
- Mary will make-with graphic, Deb-bullet points (pictochart-graphic generator)
- Morning welcome/intro, preview lunch meeting-more explanation of MRA benefits/opportunities
- Every MRA presenter have consistent slide to include in their presentation about MRA membership opportunities
- Deb- MRA logo needs update-have not rebranded, may change name-waiting for tool box from ILA to help state councils make switch over
- Sue could just design visual with no letters/words, son in marketing-can work on it
- Carey-husband can design logo
- Deb-excellent balance of presenters/topics
- Katie-grade designation on program valuable
- Advertise with principal associations-admin CEUs need to be approved-content needs to be tailored to admin needs
- Corey- sample script for presenters (personal piece) to plug MRA, banner/signage once logo/branding is established-increase visibility
- Advertise with EdMN
- College student discounts/scholarships, BOGO-Nonie

Leseaux event, institutional rate for group of college students

- Need to make decision about MRA presenters this fall, so Hamline can advertise (Before Jan/Feb)

10:30 - Break

5) 10:47-11:19 - Materials for Council Leaders and Job-Alike Small Group

Discussions:

1. Briefly introduce yourself and describe your local council.
2. Look through ILA expectations for your position.
3. Share other roles that you have in your local council.
4. Share what you are currently doing within your council that is working well.

6) 11:19-11:43 - Briefly report the highlights of your discussion to the whole group:

1. Presidents:
 - Struggle with membership, Central Council-Ed Camp literacy (no agenda, brainstorm topics with participants, “unconference”) with St. Ben’s, 150 in attendance, free, Saturday morning, little cost, split cost of food and publicity, got 30 members from that, very positive feedback, struggle=no expert/facilitator, gave away some free memberships, too
 - SRIC: don’t know what people want, survey-but how to get people to events?
 - People aren’t attending events
 - How to widen net-teachers, para professionals, administrators
 - Give away memberships, other valuable things-puts people on mailing list
 - Events few and far between: webinars, Twitter chats, etc.,
 - TCRC: November event tied to December event-one event build on another, advertise-Buy one, get one free
2. Vice Presidents/President Elects:
 - Once a month meetings keeps members connected to organization
3. Secretaries/Treasurers:
 - Have credit card machine set up at events so people can join organization
 - Have check/paper option, too
 - If going to give away memberships have computer ready to sign people up

- Put in registration as paid and tell Stephanie or Linda addition was a free membership
- Went through leadership roster and updated

7) 11:45-12:12 – Officer Reports

I. Treasurer – Linda Snowberg – MRA Treasurer

- Taxes: only have to do tax form is average income over 3 years exceeds \$50,000, also have to do attorney general filings (\$25 fine), Linda is completing, Linda will make screen cast of how to do 599 (postcard filing), send out to councils so each can do it, fiscal year ends July 2015
- Linda distributed FY 2014-2015 Balance Sheet
- Budget is balanced, not spending too much or too little
- LiRN and dues are greatest income sources
- Received checks in honor of Campbell-will offer grant
- Resolution for \$100-host reception at ILA Conference, sponsor paying \$500, MRA will pay \$100+ taxes, *Linda motion: spend up to \$300 on reception at ILA, Stephanie second motion, vote unanimous*
- Executive council should approve expenditures, need to leave paper trail
- In October-executive board meeting: outline of budget to approve, then get to Linda

II. MDE Update – Cory Stai – Minnesota Reading Specialist

- Link Read Well by 3rd data submission to literacy incentive aid (\$45 million state wide)-based on formula (% of proficient students on 3rd MCA, and % of potential of allotment of 4th grade students met growth goal from 3rd-4th), not earmarked for literacy, goes into general expenses, legislative deadline-several schools have not submitted, sending out letter to late submitting schools
- New online web application well received, few bugs discovered and working on,
- Will have good data on assessment, intervention through online system-more confidence in early literacy data
- Contract with research firm to look at local literacy plans, randomized sample, strengths, weaknesses, etc. by end of calendar year will have feedback
- Change around assessment and testing: State Revisor 120b.10: which assessments are required: still requiring reading and math 3rd-8th, reading, math and writing in high school, science: status quo, timeline-not this school year, implement next year

- Eliminated ACT components that aren't ACT, students are offered and state pays for students to take college and career readiness assessment (offered on school day, not required)
- Test reduction: local, not state level, grades 1-6, no more than 10 hours a year, 11 hours 7-12 grade
- Buy in/funding for learning management system: Canvas-online learning opportunities, build capacity, greater accessibility
- Developed eLearning modules coming up in next months on introduction to standards, writing, speaking/viewing/listening, series on text complexity
- Pilot test course on Canvas-course on IEPs, ELs
- 19 modules, 30-45 min learning opportunities for PLCs
- Toolkit-may rebrand to Standard Center, etc. will have celebratory roll out

III. Social Media – No report

12:15 – Lunch (Visit to Hamline's Anniversary Ceremony)

What members are reading: Infamy, Americanah, Lowlands, Girl on the Train, Dear Committee Members by Julie Schumacher, CS Harris murder mysteries, Will Thomas murder mystery series, Aviator's Wife, Autobiography of Malcolm X, The Story of Beautiful Girl, The Night Tokyo Burned, The Storied Life of AJ Fikry, The Birchbark House, Fatty Legs, Carolyn Hart-murder mysteries about a book story owner, Where Did you Go Bernadette?, The Rosie Project, The Road to Character, Lonesome Dove, The Short and Tragic Life of Robert Peace, Priority List, Orphan Train, The Opposite of Loneliness, Percy Jackson and the Lightning Thief, Warmth of Other Suns, After the Ecstasy What About the Laundry, Parnassus on Wheels, Addie on the Inside, The Maze Runner, El Deafo, Dragons Love Tacos, Judy Blume

8) 1:00-1:41 – Research Discussion – Deb Peterson, Past President

9) 1:41-2:24 – Officer Reports

1. ILA Update – Andrew Rummel – ILA Liaison
 - ILA in transition
 - Events next week for coordinators/liaisons
 - Will have update on October agenda from ILA Conference
 - Filling out annual report at present
2. Website-Linda:
 - Wild Apricot rates are going up ~\$200 per year
 - Katy Ploehn may get quote from brother-in-law
 - Scott: Wild Apricot offers link to PayPal and member communication, Allows multiple managers with different levels of access (have reached limit, need to manage)

- Price increase do to improving platform
 - August-deadline to lock in lower rate
 - *Linda: motion to stay with Wild Apricot for next 2 years, Kay second, approved unanimously*
 - Needs cleaning up, updating, etc.
 - Reach out to council and find out who has website management rights
 - Katy Ploehn needs to go in and update grant dates
3. Leaders in Reading Network (LiRN) – Deb Peterson, Past President
- Offered every year, series of 3 all day workshops
 - Registration included MRA membership
 - Theme for 2015-2016 is text dependent questions
 - Job alike cohorts at meeting
 - Every member brings a guest for free
 - Book for free: K-5 or 6-12 book this year
 - LiRN planning committee: anyone is welcome to join planning committee
 - Anyone who is a discussion leader gets to go for free- discussion guide is prepared for leaders
4. Book Clubs and Workshop – Deb Peterson, Past President
- Dr. Lesaux coming Sept. 25
 - Not too late to join book clubs
 - Eva Boehm is coordinating book clubs, can email Deb to be connected to Eva, will put you in touch with book club leader
 - Books are free, study guide is written
 - 3rd distinguished scholar event: collaboration between NW Dyslexia Organization, MCRR, MDE, MAR, June Stern Foundation
 - LiRN budget: 2014-2015 posted on shared google folder: 66 registrations @ \$295, includes one year membership
 - Next year's budget- 2015-2016:
 - Total on speakers (travel, hotel, etc.)=\$5000
 - Books=\$2500
 - Food=\$1000
 - Misc. (office supplies, other fees)=\$1000
 - Develop standard budget form for event to be completed and brought to executive council for approval? Named categories=consistency
5. Highlights Update – Katie Bannon, Highlights Editor
- Comes out 4 times a year, due date: August 1, October 1, January 1, April 1, 3 months apart
 - To be part of active council, honor council need to submit at least 2 articles a year

- See Katie with questions about if articles were submitted
- Katie keeps running total
- Katie will archive 2015 Highlights on website for councils to reference
- Katie proposed one of two required articles be practitioner oriented or research based instead of event description
- Articles should be 1-2 pages in word, targeted for audience members
- Can link online content/PDFs from websites, etc.
- Goal to make newsletter more scholarly
- Possibly spread out, assign councils across year, so not all coming in at same deadline
- Deb: favorite=student book reviews, could be regular component of Highlights
- Councils sign up for Highlight Submissions
 - SRIC-August 1, April 1,
 - MAR submits every time,
 - Central October 1, April 1,
 - Carey January 1-executive council,
 - Southeast-October1, January 1

11) 2:24 – Wrap Up

12) 2:24 – Executive Board Meeting

1. Set agenda for October meeting
2. Action steps:
 - a. Email council leaders to update leadership
 - b. Deb: bulleted list of MRA membership benefits-Mary make graphic, Scott put on website-under members, also so councils can download and distribute, give out at Nonie Lesaux event
 - c. Katie-make sure space is arranged, email people with Highlights dates and suggestions for submissions
 - d. Sample logos brought to October
 - e. Build survey of MRA membership at October meeting
 - f. Sue-president's letter about Summer Conference
 - g. ILA attendees can write something for newsletter, too
 - h. MDE update in newsletter? Katie will contact Corey
 - i. Follow up with Mary Jacobson-revitalize North Star Council, does anyone have information about their bank account? Scott or Jen or Julie Scullen may know something about it, North Star and Red River have been defunct for ~10 years, Sue will reach out to Mary and follow up

Planning Ahead:

LIRN initial meeting – October 21, 2015

Celebrate Literacy – March 5, 2016

ILA 2016 – Boston July 8-11, 2016

ILA 2017 – Orlando July 14-17