

WCTE Board Meeting
Friday, July 26, 2019 9:00 am - 3:00 pm
Cambria Suites - Wisconsin Board Room (1st Floor)
5045 Eastpark Blvd,
Madison, WI, US, 53718

Link to \$82 Rooms: <https://www.choicehotels.com/reservations/groups/QL29D8>

Thursday's Agenda - 10:00 - Wisconsin Board Room:

Bylaw Revision 10:00-2:00

Convention Planning 2:00-5:00

Dinner 6:00 - Erin's Snug

Menu: <https://www.erinssnug.com/dinner>

1. SWOT - Strengths, Weaknesses, Opportunities, Threats
 - a. Identify one high priority weakness & one threat to tackle in the coming year.
 - b. Identify one opportunity to capitalize on.
2. Update bylaws to reflect the suggested changes to voting, new district director roles, etc.
 - a. [Current Bylaws](#)
 - i. Article I, II, XI, & a created article for executive director position - Lynn F., Tom, and Marti
 - ii. Article III & V - John S. and Justina
 - iii. Article IV - Kelly and Marianne
 - iv. Article V-VIII - Jennifer and Sarah
 - v. Article IX - Lynn A.
 - vi. Article X, XII, & XIII - John P. & Amanda
 - b. [New Role Descriptions](#)

Add:

Executive Director

Membership and Benefits Chair

Social Media and Communication

WCTE Update Coordinator

[President](#) - John

[First Vice President](#)

[Second Vice President](#)

[Past President/Director at Large](#)

[Recording Secretary](#)

[Executive Treasurer](#)

[Membership Secretary](#)

[Pooley Trust Officer](#)

[Convention Manager](#)

[District Director](#)

[DPI Liaison](#)

[Archivist](#)

[District Director Liaison](#)

[Chair, Wisconsin Conference on English Education \(WCEE\)](#)

[Chair, Wisconsin Conference on English Leadership \(WCEL\)](#)

[Affiliate Liaison to NCTE](#)

[Affiliate Liaison to CEL](#)

[Awards Coordinator](#)

[Intellectual Freedom Committee Chair](#)

[Website Coordinator](#)

[NCTE Awards for Student Literary](#)

[Magazine Coordinator](#)

[Wisconsin Literary Map Website](#)

[Coordinator](#)

[Standing Committee on Diversity Chair](#)

[Professional Issues Committee Chair](#)

[WCTE Update Editor](#)

[Wisconsin English Journal Editorial Team](#)

3. Revise current [WCTE Position Descriptions](#)

4. Convention Work Time:
 - a. Registration
 - b. Thursday's Workshop
 - c. Friday's Theme

Friday's Agenda:

Attendees:

- Marianne Potter
- Chelsey Gruetzmacher
- Kelly Seefeldt
- Linda Barrington
- John Schad
- Tom Scott
- Lynn Frick
- Justina Plemon [[link to single point rubric resource](#)]
- Lynn Aprill
- John Pruitt
- Pat Osowski
- Via Zoom:
 - Holly Caudill
 - Jamie Erickson
 - Sarah Rowse-Borrelli (joined at 11:00)

Zoom link for meeting: Join URL: <https://zoom.us/j/842807795>

1. Welcome and Introductions
 - a. Share books [here](#)
 - b. [Book List](#)
 - c. Instead of sharing book titles to the group, I'd like everyone to bring a valuable resource, lesson, website, etc. that you really like from your own classroom -- only a strict 2-3 minutes to share. Share resources [here](#)
 - d. Resource [List](#) - This is something we would eventually like to use to pull from and send resources in our membership emails.
2. Additions to the Agenda
 - a. NCTE/Affiliate Liaison Discussion added to Unfinished Business
 - b. Linda needs updated pictures before the meeting is over.
3. Approval February 16, 2019 - [Board of Directors Meeting](#).
 - a. Justina moved to approve the minutes from the last meeting. Lynn Frick seconded. Motion carried at 9:36 a.m.

4. [Treasurer's Report](#) - Tom Scott

- a. Our fiscal year goes from February 1st to January 31st. (Important to note while looking at our yearly budget.)
- b. Discussed the pay for the Executive Director and whether it would be done once per year or three times per year.
- c. Tom discussed the Wild Apricot and the fees associated with it in relation to the funds collected. He asked for further discussion on the need for Wild Apricot for an organization of our size.
 - a. Discussed how we are not using Wild Apricot to its full potential. Right now we do us it to allow people to join and renew membership online, register for convention, and send out monthly membership emails. We are not currently using our full contacts list to send emails, nor are we sending regular membership renewal emails.
 - b. We are going to try to use Wild Apricot more and then create a report to help us determine if it is cost effective when used to its full potential. Report will happen in February and we will discuss again further in July next year.
- d. Brief discussion of the work that was done on the Pooley account and the \$2500 we recouped from overpaid taxes. Right now the money from that refund is in our checking account.
- e. Compared to recent previous years, our overall balance, in the checking, money market, savings and CD (all our accounts), is higher.
- f. Discussion regarding what to do with the Pooley refund money. The Pooley trust board members had discussed using some of the money to reimburse Lynn Frick and Justina for their travel to the NCTE Affiliate's meeting in Washington D.C.
- g. Lynn Frick moved to approve the report. Approved at 10:12 a.m.

5. [DPI Report - Bianca Williams-Griffin](#)

- a. Justina and/or Lynn Frick will reach out to the 9 teachers who attended the [The Mikva Action Civics Institute](#) to submit a breakout proposal.
- b. Lynn Aprill encouraged anyone who has not yet filled out the survey about standards revision to do so.
- c. Questions for Bianca about IRPL at the DPI and licensing would be passed on by John in the hopes of including that information on the report in October.

6. Officer Reports (quick updates)

a. *Executive Director - Lynn Frick*

- i. Lynn proposed looking at ways to grow our membership due to yesterday's discussion regarding our new board structure and where our board members are coming from, and her role's task of administering the mission and vision of our organization. One idea was to form membership groups comprised of teachers with a common interest and/or passion, or a common experience, such as new teachers or preservice teachers. These groups would meet and then a chair would appear at the board meeting and have a voice in the organization.

- ii. Tom mentioned that we used to budget funds for district directors to host meet-ups. Lynn Aprill and Kathy Nelson hosted one years ago in Green Bay.
- iii. Kelly asked about the possibility of hosting virtual meet-ups at first and then the groups could determine if they wanted to do an in-person meeting.
- iv. Holly mentioned that her CESA has meet-ups for content teachers, and that people may be more willing to get together online if they have already met in person. CESA 9 sends regular emails (monthly), but Lynn mentioned that is up to individual CESAs. Lynn Aprill mentioned the importance of the district directors being a point of contact for their regions.
- v. Lynn Frick mentioned that we have tried to do district/regional meet-ups in the past, and it was met with minimal success. She thought rallying people around an issue they care about as opposed to a region in the state would be something we haven't tried and might have a different result.
- vi. John Pruitt mentioned the necessity to communicate this information in a number of ways.
- vii. Kelly volunteered to work with Lynn Frick on getting together a plan for starting a group for early career teachers, and they will pass along communication to everyone when it's ready.
- viii. Lynn shared a resource for building membership.
 - a. Justina mentioned at the talk they attended that people need to hear a message nine times in order for it to stick, so we should be more consistent and strategic about our communication in order to really reach people.

b. President - John Schad

- 1. Discussed the changes to the structure of the board, specifically changing to district directors and board members unaffiliated with a region or CESA.

c. Vice President - Kelly Seefeldt

d. Second Vice President - Justina Plemon

- 1. Discussed a huge topic at the affiliate's meeting was building value for the organization and then membership will follow. Some ideas are...
 - a. 4Cs in Milwaukee in March - meet up for ELA teachers?
 - b. Printed copy of the WEJ as a benefit for membership. Will discuss with John Pruitt later on.
 - c. Social media and potentially starting a YouTube channel because Google owns YT. Could/should we also be on instagram?
 - d. Reaching out to school of education leaders and English department leaders to onboard new teachers and preservice teachers.
 - e. We need a new logo. Justina is willing to reach out to graphic designers.
 - i. People liked this idea and agreed we needed to pursue this.
 - ii. Linda mentioned that we should reach out to graphic design students and that they could submit packages that would contain social media banners, and other different files, with new logo designs.
 - f. Reaching out to new teachers and having the message be "why to teach" not "why I teach." Could it be a communications campaign.

- i. Tom and Marianne both shared ideas related to this, including that future teachers had a teacher who inspired them and helped them see value in the profession.
 - e. *Director at Large - Marianne Potter*
 - 1. Much of what we will discuss will happen during the convention business.
 - 2. Marianne's business also flowed over into the discussion about elections and changes to the district directors.
 - f. *District Director Liaison - Lynn Aprill*
 - 1. Plan for Transitioning to new roles -- changes to voting?
 - a. Marianne, Lynn Aprill, Kelly and John are going to meet and discuss some communication to go out about the changes to the board before the election. John is going to set-up this virtual meeting.
 - g. *NCTE Affiliate Liaison Officer (Tom Scott)*
 - 1. The dues are paid. There was some discussion regarding the annual report submitted by John to NCTE. He is verifying that it was submitted. It is in survey form now, so it is difficult to include that report in the Google Drive.
8. *2019 Convention Update - Marianne Potter, Lynn Frick, & Marti Matyska* [postcard sample](#)
- 1. Allison Marchetti is secured as the speaker. Tom and Marianne discussed contacting her and paying Heinemann.
 - 2. Presenters are going to speak for 50 minutes instead of 45. There were 15 proposals for presenters and they were all accepted. Lynn could take a few more, so if a board member has an idea, please submit a proposal.
 - 3. Lynn Frick mentioned that the Crowne Plaza is a great venue to work with.
 - 4. Marianne mentioned setting something up for Thursday night at the Crowne Plaza for the people that stay overnight on Thursday. Tom followed it up with the idea of a facilitated dinner, but Lynn Aprill mentioned that it might be difficult to do the dinner, but a social would be good.
 - 5. The Crowne Plaza does not charge for vendors. What we charge vendors is profit for us.
 - 6. Linda asked for feedback on the postcard options. We decided to go with #2.
 - 7. There is a room for the board meeting, and we need to figure out what we are going to do for food on Thursday night. Lynn Frick looked into the logistical things what are settled.
 - 8. To get registration up and running we need to hear from Allison, we need to get the Thursday workshops, and the meal plans.
9. *2020 Convention Update - Justina Plemon, Lynn Frick, & Marti Matyska*
- 1. Pernille ripp is contracted for our 2020. She is speaking on a Saturday.
 - 2. Looking into Folger Shakespeare Library involvement to some extent in the near future. This could be at the 2021 convention or a spring workshop (?).
10. *Committee Reports*
- a. *Social Media - Kelly Seefeldt*
 - i. [Twitter Chats](#) - Volunteers?
 - ii. [NEW Email Schedule](#) - Volunteers?
 - 1. Previous [Email Updates](#)
 - b. *WCEE - David Roloff - The College English Instructor Group*

- i. This is a discussion that needs to happen
- c. *(W)CEL - Kelly Seefeldt*
- d. [Pooley Fund - Lynn Aprill](#)
 - i. The Pooley is in great financial shape since everything was straightened out regarding access to the funds.
 - ii. Thanks go out to John's father-in-law for helping get back 4 years worth of overpaid taxes. There needs to be a discussion about what happens with the remainder of the refunded funds.
 - iii. The only funds put out were for the Literary Map's hosting fees.
 - iv. There were several ideas regarding what the Pooley could do to begin utilizing the funds it takes in each year. See
- e. *SCOA Region 4 Report - No report*
- f. *Standing Committee on Diversity - Justina Plemon*
 - i. [Inclusion Invitation](#) - Chelsey moved to approve this draft of the inclusion invitation action plan as written. Approved.
 - ii. Rose Peterson and Justina had a conversation regarding getting MPS teachers into WCTE and they discussed ways to increase diversity in our organization. A wide variety of topics came up.
- g. *Professional Issues - Sarah Rowse-Borrelli - No report*
 - i. Could Sarah find information about legislative updates and report back at least to include in the Update?
- h. [Awards](#) - Brad Bryan
 - i. We went over Brad's submitted proposal and everyone who read it thought it was a great start and would like to see him continue to work on refining it. While there is not enough time to get this award in the works for this upcoming convention, we tabled this until the winter with the understanding Brad would continue to work on it.
- i. [Update](#) - Linda Barrington
 - i. Linda went over what was going to be in the next issue of the Update.
 - ii. Jamie Erikson - potential featured District Director?
 - iii. Everyone who has committed to get something to Linda for the Update should get their articles to her by Tuesday, August 20th.
 - iv. Linda also will include two articles republished from the UWM school of education publication.
- j. *Wisconsin English Journal - John Pruitt*
 - i. David Fitzpatrick is a new editorial board member, replacing Donna P. David suggested there needed to be more traffic to the website and had a strategy for using Twitter. The WEJ now has a Twitter and is following and tweeting things.
- k. *Websites -*
 - i. *WCTE- Linda Barrington*
 - ii. *Litmap - Lynn Aprill*
 - 1. [Website](#)
 - 1 We discussed the updates Linda has planned, as well as the updates that are ready to go related to the convention.
 - 2. [Report](#)
 - 1 See Lynn's report for information about web traffic.
 - 2 Lynn's goal this year is to add the authors from the Wisconsin Writes project to the map this year.

I. Intellectual Freedom - John Schad

- i. There is no award recipient for this year as of yet. Linda suggested an Oshkosh North teacher, Jason Cummings. John is investigating.

11. Unfinished Business

a. Executive Board Term Length

- i. Yesterday's board meeting was focused on changing the By-laws to reflect a two-year commitment for each role to bring stability to the board.
 - 1. Everyone in attendance agreed it was good for the board.

b. Affiliate Liaison Position

- i. This is something that needs continued discussion. There was some discussion about it when we came to the WCEE portion of the agenda.

c. Membership Offerings -- Potential Growth Opportunities

12. New Business

d. [Tax Exempt Forms](#)

- i. NCTE provides templates. John is going to plug in our name and post them on the website.

e. Discuss yesterday's progress -- [report](#) to the group

- i. A group is going to meet to figure out the changes to the board structure and then it will be communicated to everyone.

f. Decide on next board meeting date - October 17, 2019 at 5:00 - 9:00 pm

g. NCTE Baltimore

- i. We would be looking into using the remainder of the Pooley funds that were reimbursed from paid taxes. Justina would represent WCTE at NCTE and attend all the affiliate sessions if we reimbursed her to the tune of \$1500.
- ii. Marianne made the motion. Motion carried.

Justina moved to adjourn. Adjourned at 3:11 pm.