

WCTE Board Meeting
Saturday, February 28, 2020 9:00 am - 3:00 pm
Holiday Inn & Convention Center - Stevens Point
1001 Amber Drive, Stevens Point, WI 54482

Link for meeting: meet.google.com/sba-uvaw-pbn

Wifi: STEAA

Phone Numbers
(US)+1 423-720-0090
PIN: 600 373 303#

Attendance: Lynn Frick, Kelly Seefeldt, John Schad, Marti Matyska, Brad Bryan, Marianne Potter, Justina Plemon, Sarah Rowse- Borrelli, Linda Barrington, Lynn Aprill

Minutes

1. Welcome and Catch-up (9:00-9:10 a.m.)
 - a. Find book share results [here](#).
 - b. If you'd like to share an instructional resource, please do so here. (We can then recommend these resources to our membership through social media, our website, emails, and the Update.) Find resource share results [here](#).
2. Additions to the Agenda
3. Approval October 19, 2020 - [Board of Directors Meeting](#).
 - . Justina approved, Linda seconded approval of the last minutes
4. Treasurer's Report - Tom Scott
 - . Not present
5. DPI Report - Bianca Williams-Griffin (not present)
 - . Not present - report will be needed by March 14th for inclusion in the next Update
6. Officer Reports
 - . Executive Director - Lynn Frick
- i. Nothing to report - will join in Justina's report on the next convention
 - a. President - Kelly Seefeldt
- [.2019-2020 Goals](#)
 1. Viewed goals from last year and this year. Discussed diversity of board membership and board participation of post-secondary instructors. We used to have half of our board from the post-secondary level.
 2. Sarah discussed the direction of our organization and what we want from our members. Kelly pointed out that our membership is not engaged at this point--they only get a reduced rate at convention. Can we say we're achieving our mission when we don't have engagement beyond the board? Is there a way to connect with them more often using social media and other online platforms?
 3. Whose job is this? Membership and Benefits, Social Media
 4. Discussion of how do we get contact information, additional members, and more engagement - Email district administrators? Offer in-district pd? Members shared what other organizations do to engage their membership (listserv, curriculum) and what we follow on social media.
 5. What is the capacity of our organization at this time? We can't compete with some of the massive organizations, but we can start small. Maybe uploading content to Facebook and start using it more as a forum. And offer a webinar over Zoom. What if we have a webinar with students involved? What about a webinar with a small group of teachers who will then go try the strategy from the webinar in their classrooms and collaborate on implementation--

education with a mission, tied in with SLO. We could create cohorts around different topics and then that cohort works together over the course of the year, gathering their student data and collaborating around their results. David/Tom/Kelly for new teachers possibly. Lynn F./Sarah/secondary reading (reimagining literacy, Pernille Ripp). Or do you make it a book study, where a group reads the book, comes to convention, meets for a session to discuss the book, and then action plan next steps in implementation. Or three groups? Where do we have them communicate? Facebook? Website blog? Could have them apply to be part of a book study cohort IF they have registered for the convention as members.

6. What are we going to do?

1. Interest group/SLO cohort - one group - meet online. Recommended for teachers who need support in creating their SLO - brain trust which provides each other resources, suggestions, write a goal, what data to collect, share professional resources. Highly recommended for single person departments or those new to SLOs. WCTE membership is mandatory. Kelly and Justina will take this on.
2. Create collaborative relationships around the state around teacher practice using book study with Pernille. Apply after they register for convention and members, they get a free book sponsored by Pooley, and then meet right after the keynote to discuss. Would have to attend convention AND meet for a session to discuss the book, and then action plan next steps in implementation. Cap at 15. Sarah/Lynn F./John. *Passionate Readers: The Art of Reaching and Engaging Every Child* by Pernille Ripp.

b. Vice President - Justina Plemon

[VP Report, February 2020](#)

1. Justina will message information about the book study to Pernille if she wants to focus her keynote on this
2. Website scavenger hunt with prize will be developed by Justina
3. "Follow us" contest on Facebook and Instagram
4. Would it make sense to have someone get more training in marketing? See notes for suggestions, plus other online free webinars for nonprofits
5. Add getting the NCTE emails to the task list for convention
6. Justina went to Baltimore for NCTE - notes have recommendations from OCTELA

c. Second Vice President - Sarah Rowse-Borrelli

.Nothing to report - considering Tricia Ebarvia or Betsy Potash for 2022

d. Director at Large - John Schad

.Nothing to report

e. NCTE Affiliate Liaison Officer - Tom Scott

.Nothing to report

f. Historian - Marti Matyska

.Marti shared Some Moments from our History, along with past presidents and Pooley Award winners

7. 2019 Convention Recap - Kelly Seefeldt & Lynn Frick

. [Survey Results](#) & [Debrief](#)

a. [Convention Planning Timeline](#)

.Some discussion on comment on lack of diversity on board and at convention

8. 2020 Convention Update - Justina Plemon & Lynn Frick

. Ideas from last meeting: website scavenger hunt, session for board meeting

.Do we want to have a contract for breakout presenters? How do we hold them accountable, especially to actually showing up and the understanding that they are NOT being paid as sectional presenters and they need to register for the convention. The contract will state that they have to register by a certain date or their name is taken off the program and they will not be presenting.

9. 2021 Convention
 - . Date - Saturday, October 23rd, 2021 with Folger Shakespeare Library
 - a. Location - Madison Crowne Plaza
10. [Enacting New Roles for Directors](#) - Everyone takes on a focus/secondary task
 - . Discussion regarding inactive board members
 - a. Discussion regarding roles for current board members
11. Committee Reports
 - . Social Media - Kelly Seefeldt - to be transitioning Pat Osowski under new roles
 - i. [Twitter Chats](#) - Volunteers?
 1. Updated - Let Pat arrange facilitators as the new Social Media Coordinator. Kelly has March taken care of.
 - ii. [NEW Email Schedule](#) - Volunteers?
 1. Previous [Email Updates](#)
 2. Kelly will connect with Pat to see what the vision is for email. There are a couple of things we could run on convention, such as call for proposals, book study group, etc.
 3. When do we send something on the book study group cohort?
 - iii. [Facebook](#)
 1. We'll let Pat take a look at this
 - b. WCEE - David Roloff - The College English Instructor Group
 - . Nothing to report. If the board has questions for David, those can be passed along.
 1. How do we get David's students involved in WCTE? (Involvement fair?)
 - c. (W)CEL - Kelly Seefeldt
 - . Update after CEL State Liaison meeting Wednesday
 1. Call for proposals due tomorrow
 2. Book study will be happening on equity - we could promote and participate in a cross-over book study.
 3. Encouraging folks to do breakouts on leadership for state conventions
 - d. [Pooley Fund](#) - Lynn Aprill
 - . Will contact the board about covering books for the book study and the Pooley Award for this convention
 - e. SCOA Region 4 Report
 - . Jim Kroll from Michigan is our SCOA representative for Region 4. They used to send a regional SCOA report, we'll find out if they still do that
 - f. Standing Committee on Diversity - Justina Plemon - transition to new person
 - . Nothing to report
 - g. [Professional Issues](#) - Sarah Rowse-Borrelli
 - . Conversation around [State Standards revision](#) - check in
 1. [Draft standards](#)
 - i. Update on [Dyslexia issues](#) - <https://www.wsra.org/legislative-news>
 - ii. [Teaching of American Indian](#) (Act 31)
 - iii. [More News](#)
 - iv. Legislations to mandate teaching cursive (Assembly Bill 459)
 - h. [Awards](#) - Brad Bryan
 - . See link for Diversity and Inclusion award
 - i. Brad is investigating the tech ed department making the awards in the future
 - ii. Brad will work on the timeline for the Awards Coordinator position
 - iii. Have we ever done press releases for award winners? Brad will create a form letter to include in our Google folder

- i. [Update](#) - Linda Barrington
 - .See link for assignments
 - i.Send [email to administrators](#) for NCTE Secondary Teacher of the Year - nominations due April 1st - Kelly is contacting the NCTE person to get the nomination form
 - ii.March 14th is the due date for articles to Linda.
 - j. Wisconsin English Journal
 - .Update from Kelly - John Pruitt will be stepping down as editor after the Spring issue comes out.
 - i.Discussion regarding the priority of the WEJ--is there a need? What is the need? John Schad will reach out to current editorial board to gauge interest.
 - k. Websites
 - .[WCTE](#)- Linda Barrington
- i.[Litmap](#) - Lynn Aprill
 - l. Intellectual Freedom - John Schad - transition to new person -
 - .Brad should be the contact and Sarah should help round up interest
 - 12. Unfinished Business
 - a. Partnership with WSRA
 - i.Emailed request. Sarah and Kelly can update. Could go through secondary literacy committee rather than the executive committee to make a connection.
 - b. "Why to Teach"
 - .Justina: Goal for spring to film people at WCTE to get this out for spring. Why is it important to go into the field?
 - 1. "Why to teach?" videos needed by April 10 - contact Pooley award winners to film for this. Three to five minutes and then Justina will edit. Will be posted in the Update and on Twitter, on Facebook
 - a. What first attracted you to the teaching profession?
 - b. Success stories
 - c. Best part of your day/year
 - d. Why should someone consider the teaching profession?
 - c. Logo
 - .Tom's son can design. Need Google chat to come up with ideas. Send to Tom
 - 1. Right now he's working overtime because of coronavirus, but would still be available to do this eventually.
 - 2. [Brief](#)

12. New Business

- a. Decide on next board meeting date
 - i.July 23-24, 2020
 - ii.TBD on location - probably Stevens Point

13. Justina moved to adjourn. Lynn Frick seconded. Meeting adjourned at 2:51 p.m.