



Board of Directors Meeting Minutes
September 17, 2011 10:00 to 3:00
WEAC Building, Mendota/Monona (Second Floor)

- I. **Introductions/Call to Order**
 - a. Gathered contact information from each board member
 - b. Introductions
- II. **Review Mission Statement and Ground Rules**
 - a. Reviewed Ground Rules and Mission (see binder)
- III. **Mary Bell, President, WEAC**
 - a. Discussed the financial ramifications of the Budget Bill and loss of collective bargaining to our members. However, there is an opportunity here to market to members and provide a service. The Academy work is part of our core priorities.
 - b. Less members this year due to lay-offs, retirements, and financial strain on the members. This has led to lay-offs.
 - c. Priorities
 - i. **Organizing** – Engaging members, build a value proposition for our members and potential members, and deals with marketing as well. Have to explain why the union is needed and what we have to offer.
 - 1. The Academy provides a service in the area of professional development. This can be a selling point for members.
 - ii. **Achieve Political Balance** – The politics of the spring have launched a national movement within the middle class. We need to keep momentum. Important to link to other labor organizations and our members throughout the state. This includes legal issues, having conversations with others, etc. Need to defeat Scott Walker! Need to be successful in the 2012 election cycle.
 - iii. **Shape Public Opinion** – Try to achieve this through coalitions with other groups including labor groups. Need to use earned media and events (i.e. Walkerville) as well as paid media. Our message will continue to focus on Everyday Heroes, people who are dedicated and student-focused. Stressing how the union supports those everyday heroes. The Academy plays a role here with the professional development opportunities that we offer to our “everyday heroes.”
 - d. The Academy needs to be aware of emerging needs. We also need to look at pricing and come up with a strategy so that our members can afford the benefits. Also need to stress to members why our services are offered to non-members as well. Need to address the needs of ESP and evaluate/expand on the ESP certificate program. The Pathwise program connects with what is happening with the Educator Effectiveness team at DPI. May need more training on Charlotte Danielson model since it is the focus of the educator effectiveness efforts coming from DPI. Members from WEAC on the Educator Effectiveness include Ron Jetty, Lisa Benz, and Mary Bell. The mentoring program is going to continue to be important. Looking into the Common Core State Standards – they will change both what we teach and how we teach. Also may need to

look into peer evaluation since the opportunity for it is in the evaluation piece. Might want to look into training. Finally, looking at the new assessment replacing the WKCE. This is an emerging piece.

- e. Discussion after Mary's input
 - i. Discussed how many of our veteran members may be switching over to professional development plans to renew their license instead of the six credits. How do we educate and train these members? – Mostly being done at the UniServ level. We need to stress the importance of the PDP process as well as the importance of licensed teachers.

IV. Open discussion time

Topics may include any items that will or may affect the existence of or viability of the WEA Academy moving into the future.

- a. Discussed looking into what the various colleges charge for grad credits
- b. Should we look into what courses our technical colleges might be able to offer, particularly for our ESP members? Cheaper prices?
- c. Discussed offerings for ESP and how to reach all of the different areas that ESP fall into.
- d. The current ESP Certification program may not meet the highly qualified status under DPI unless members take the Basic Skills course.
 - a. We may need to talk about pricing. Should we be adding this course as a required portion of the ESP Certification?
 - b. Discussed sending part of this discussion to the WEAC ESP Standing Committee for input. DJ will talk to Mary Bell about meeting with the ESP committee and set that up.

V. Approve Meeting Agenda

- a. Moved by Altenburg, seconded by Malaney (with flexibility).
- b. Motion approved.

VI. Approve Minutes from May, 2011 Meeting

- a. Moved by Malaney, seconded by Anderson.
- b. Motion approved.

VII. President's Report

- a. None at this time.

VIII. Treasurer's Report

- a. **Review draft of 2011-2012 budget**
 - i. Reviewed the budget draft – first reading (second reading and approval will occur at the next meeting)
 - ii. Discussed whether we want to move the money that is in Wachovia to WEA Credit Union CDs.

IX. Director's Report

- a. **Transition of Directors** - John left WEAC at the end of June. Tami took on the position starting July 1st and then had to reapply and was officially hired September 1st. John is still available on a consultant basis through January to help during the transition.
 - i. The QEI is now administered through AWSA with John in the lead.
- b. **Reviewed Long Term Initiatives** – Given progress report
- c. **Reviewed 2009 Member Survey** – Most of the top requested items are available through the WEA Academy
- d. **Program Status**
 - i. ESP Certification Program – 4,500 ESP members on the list who are at some point in their ESP certification process. Not a good method to see where people are at and how much they are utilizing the program.
 - ii. Fees/Tuition Options – Need to look at fees for non-credit as well as credit

offerings

- iii. National Board Certification Preparation and Support – Because \$500 for the instructor cost (9 months), the offering would be \$550 for members, \$700 non-members, and \$465 for three credits. We make \$50 for each member and \$150 per non-member.

e. **Potential New Courses**

- i. Becoming a Cooperating Teacher (for student teachers) – was pushed aside with the politics of the spring.
- ii. Professional Learning Communities
- iii. Preparing for Renewing National Board Certification
- iv. Reading Development and Instructional Practices

f. **Professional Development in Member Leadership Development**

- i. There have been some discussions about some of this being administered through the Academy.

g. **Future Topics**

- i. Policies on course content
- ii. Standards for Professional Learning
 - 1. Received a handout from Tami from a conference that she attended through Learning Forward. May be discussed at a future meeting.

X. **WEAC Board Liaison Report**

- a. No report was given at the WEAC Board meeting from the Academy since we hadn't met yet. Professional development items were mentioned at the WEAC Board meeting particularly around the issue of PDP programs and as part of our priorities.

XI. **Bylaws and Policies Update (DJ)**

- a. A legal review was done in 2009. Everything was in order as far as legalities go. It was edited last year and sent to legal for the okay. The final version will be brought back at the next board meeting for approval.

XII. **Board Business**

a. **Goals for 2011-2012**

- i. Motion, "The WEA Academy goes on record to let non-members use their courses at an increased fee." – Motioned by Heideman, seconded by Anderson. Motion approved.
- ii. Went through the WEA Academy Growth Initiatives to assess what has been completed, what needs to be worked on, and what is no longer relevant.
 - 1. Initiative #1
 - a. Motion – "The WEA Academy will spend between \$10,000 and \$15,000 to incorporate the ESP Certificate Program into an online format including online portfolio capabilities." Motioned by Heideman, seconded by Altenburg.
 - b. Motion to table by Malaney, seconded by Weidner. Motion approved.
 - 2. Initiative #2
 - a. Continue work on initiative #2
 - 3. Initiative #3
 - a. Continue work on initiative #3
 - 4. Initiative #4
 - a. Add a button to the WEAC page to link to WEA Academy
 - b. May want to add a piece on UniServ visits
 - c. Get testimonials/articles in *WEAC In Print*
 - 5. Initiative #5

- a. Change to continue to support and promote the QEI since it is not under the authority of the Academy anymore.

iii. Marketing the Academy

1. Public Relations/Communications (DJ)

- a. Started to look into promoting the Academy internally. Tami has worked with WEAC staff to get some articles written up. DJ has also talked with Kim Haas about internal PR and getting our message out there. Need to identify members who have taken courses to share their experiences. Tami and DJ will set up a meeting with the communications department to discuss options for upcoming WEAC publications.

2. Direct Mailing schedule

- a. Motion – “The WEA Academy will mail the most recent version of our brochure to all WEAC members and provide copies to UniSerts to distribute to non-members.” – Motion by Malaney, seconded by Altenburg. Motion failed.
- b. Motion – “The WEA Academy will mail the most recent version of our brochure to all members still listed in iMIDAS.” – Motion by Malaney, seconded by Altenburg. Motion failed.
- c. Motion – “The WEA Academy will send out a communication through the Connecting Leaders and Staff Blog that will advertise the courses being offered this fall including an attachment of our current brochure as well as notice of a raffle to win a scholarship of \$300 towards your next course if signed up for a current class between October 1st and January 1st. In addition, a reasonable amount of brochures will be printed and sent to UniSerts to be set out at UniServ meetings for local leaders to take back to locals.” – Motion by Weidner, seconded by Heideman. Motion approved.

3. Toolkits

- a. Will be discussed at the next meeting.

iv. Prioritizing Goals

- 1. Will be discussed at the next meeting

XIII. Election of Officers (President, Vice-President,, Secretary, Treasurer)

- a. President – Anderson nominates Linda Riesen. Weidner moved to suspend the rules and cast a unanimous vote for Linda Riesen for President. Motion approved.
- b. Vice President – Anderson nominates Stephanie Malaney. Heideman moved to suspend the rules and cast a unanimous vote for Stephanie Malaney for Vice President. Motion approved.
- c. Secretary – Riesen nominates Lisa Benz. Heideman moved to suspend the rules and cast a unanimous vote for Lisa Benz for Secretary. Motion approved.
- d. Treasurer – Anderson nominates Ray Heideman. Anderson moved to suspend the rules and cast a unanimous vote for Ray Heideman for Treasurer. Motion approved.

XIV. Setting Calendar and Meeting Locations

- a. Meetings will be held from 10am-3pm at the WEAC building.
- b. Dates:
 - i. November 12, 2011
 - ii. December 3, 2011
 - iii. February 11, 2012
 - iv. April 28, 2012
 - v. May 19, 2012

- XV. **Recognition of Past WEA Academy Board members**
 - a. Ideas of ways to recognize
 - b. 'trinkets'
 - i. These items will be addressed at the next meeting of the Academy.
- XVI. **Adjourn**
 - a. Moved by Weidner, seconded by Malaney. Motion approved.