

**COUNCIL FOR EXCEPTIONAL CHILDREN
BOARD OF DIRECTORS**

**Minutes
June 11, 2018**

(Approved July 10, 2018)

1.0 Official Items

1.1 Call to Order

President Laurie VanderPloeg called to order the regular meeting of the Council for Exceptional Children Board of Directors at 7:01 p.m. EDT.

1.2 Record of Attendance; Determination of Quorum

Board Secretary Alexander T. Graham called the roll. A quorum of the following Directors was present:

Laurie VanderPloeg, President
Mary Lynn Boscardin, President Elect
Mikki Garcia, Immediate Past President
Jim McCormick, Treasurer
Tisa Aceves (joined at 1.4)
Linda Balon-Smith
Julie Bost
Dennis Cavitt
Rafael CdeBaca
Barbara Hong
Angie Jasper
Danielle Kovach
Jenn Lesh
Kim Moffett
Diana Morales
Alexis Morgan
Mickie Wong-Lo (joined at 7:06)
Mitch Yell
Paul Zinni

Not present: Woody Stout

1.3 Adoption of Board Business Meeting Agenda

MOTION: Mary Lynn Boscardin moved to adopt the agenda. Julie Bost seconded.

Motion passed.

1.4 Consent Agenda

1.4.1 April 21-22, 2018 Minutes

1.4.2 May 9, 2018 Minutes

MOTION: Dennis Cavitt moved to adopt the consent agenda. Jennifer Lesh seconded.

Motion passed.

2.0 President's Report

President VanderPloeg informed the board about the following.

- On May 23, she attended a School Safety Listening Session with Secretary of Education Betsy DeVos. At the meeting, VanderPloeg shared that CEC supports an approach to school and community safety that addresses both prevention and response; is rooted in research and evidence; addresses mental health services for children and youth and confronts the stigma of mental health challenges; and ensures an adequate number of personnel who are trained to address the complex needs of children and youth with mental health challenges.
- The Leadership Development Committee held its first conference call on June 7 and will have an in-person meeting at CEC June 25 – 26 at CEC.
- The Special Education Legislative Summit will take place July 8 11. Board members should be sure to connect with state teams
- The next in person board meeting is July 10 from 6 pm to 9 pm. Dinner will be at 6:00 and the meeting will begin at 6:30.

3.0 Membership Update

Judy Harrison, Director of Membership, Marketing and Communications, provided the following updates:

- Total Members: 19, 373
- May retention rate: 61%
- Revenue: \$87,000 less than budgeted YTD
- Expenses: \$13,000 less than budgeted YTD

Renewal/Retention activities include:

- Renewal emails
- Renewal phone calls
- Onsite discount codes (e.g. unit/division conferences)
- Exit surveys

Acquisition/Recruitment activities include:

- Direct mail Win-Back campaign
- Digital campaign
- Trial Memberships
- Onsite discount codes

4.0 Strategic Plan Discussion

4.1 Student/Early Career Membership

4.2 Teacher Retention

4.3 Grassroots Advocacy

The board discussed tactics developed by staff in the three topic areas above developed from input received during the small group discussions at the board's April meeting. A discussion will be started in the board community on June 12 for each of the topics so that board members can provide further input on suggested tactics.

5.0 New Business

There was no new business.

6.0 For the Good of the Order and Adjournment

Without objection, President VanderPloeg adjourned the meeting at 8:00 p.m. EDT.