

**COUNCIL FOR EXCEPTIONAL CHILDREN
BOARD OF DIRECTORS**

July 10, 2018

MINUTES

(Approved September 13, 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 6:32 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
Linda Balon-Smith
Julie Bost
Dennis Cavitt
Rafael CdeBaca
Barbara Hong
Angie Jasper
Danielle Kovach
Jenn Lesh
Kim Moffett
Diana Morales
Alexis Morgan
Woody Stout
Mickie Wong-Lo
Mitch Yell
Paul Zinni

1.3 Adoption of Board Business Meeting Agenda

MOTION: To adopt the Board Business Meeting Agenda

Motion passed.

- 1.4 Adoption of Consent Agenda
 - 1.4.1 June 11, 2018 Board Meeting Minutes
 - 1.4.2 Committee and Workgroup Reports (Interim and Year-End)
 - 1.4.2.1 Finance & Audit Standing Committee
 - 1.4.2.2 Diversity Committee
 - 1.4.2.3 Honors Committee
 - 1.4.2.4 Professional Standards and Practice Committee
 - 1.4.2.5 Representative Assembly Committee (Year-End)
 - 1.4.2.6 Student Committee
 - 1.4.2.7 Yes I Can Committee
 - 1.4.2.8 Mentoring Program Steering Committee
 - 1.4.2.9 Standards Development Workgroup
 - 1.4.2.10 State of the Profession Workgroup
 - 1.4.3 Division for Communicative Disabilities and Deafness Request for Name Change

MOTION: To adopt the Consent Agenda

Motion passed.

2.0 Organizational Items

2.1 President's Report

President VanderPloeg provided the following updates:

- The Interdivisional Caucus will be asked to assess how divisions are supporting students and early career special education teachers, and report back with recommendations on how to improve.
- She and Director of Policy and Advocacy, Deb Ziegler, with the support of Communications Manager Annie Baldauf, participated in an interview about the Special Education Legislative Summit (SELS) with Politico. The topics covered were issue briefs and asks that would be taken to the Hill, and basic event information (e.g., attendance numbers, high-level agenda);
- At the SELS reception the previous evening, Kimberly Richey, Deputy Assistant Secretary for Special Education and Rehabilitative Services indicated that Secretary of Education DeVos was pleased to receive the follow up letter to listening session in which she (President VanderPloeg) participated. The content and recommendations made were very strong.
- She received many compliments on the July 6-8 Leadership Institute from attendees, and thanked staff for their hard work.
- As well, she received many compliments on the Monday format of SELS and the Hill rally earlier in the day.

2.2 Executive Director's Report

Executive Director Alex Graham provided the following updates:

- He is currently work with Insperity (our human resources firm) to do some reorganizing as it pertains to our "content management." This will include the filling of the following positions in the next 90 days:
 - Publications Management
 - Advocacy Position

- CEC is working on a joint project with the National Association of State Directors of Special Education (NASDSE) and the Council of Administrators of Special Education (CASE), using the Virginia Aspiring Leaders program, a state-wide initiative to identify and train 20 to 30 new administrators, as a model. CEC staff is hosting meetings with CASE leadership and the leadership of NASDE to explore developing an online micro-credential style course for state CASE subdivisions to deploy to support the administrator shortage.
- Jennifer Bullock, Director of Education and Standards, and Judy Harrison, Director of Membership, Marketing and Communications, attended a meeting at the National Education Association (NEA) concerning their online course offerings for teachers. NEA is interested in partnering with organizations like CEC to develop their program offerings further. CEC is in continued discussions with their staff. This type of partnership may allow CEC to use the NEA learning platform and production capabilities to develop much needed, cost-effective professional development for our members.
- The 10th floor tenant has recently tried to sublease the floor without any interested parties. C3 Systems has had a change of business operations where their consultants are required to be onsite with government agencies, so they do not need the entire 18,000 square feet. They continue to pay their rent. There are 5½ years remaining on the sublease.
- CEC has engaged a public relations firm – Smith and Harroff – on a small retainer to assist in promoting various activities of the association. Most recent, President VanderPloeg and Deb Ziegler, Director of Policy and Advocacy, participated in an interview with Politico. We are also exploring working with them to provide media training for the board of directors and staff.

2.3 Treasurer’s Report

2.3.1 May Financials

Statement of Financial Position Highlights

- At the end of May 2018, CEC’s cash balance is \$477K, up by approximately 16% from the year prior.
- Receivables are \$461K, even with May 2017.
- Long-Term Investments stand at \$2.3 million, down by 41% from last year. In November 2017, CEC liquidated \$1.8 million in investments to pay off its outstanding portfolio loan.
- Total assets at the end of May stand at \$6.1 million, down by 21% from last year. The decrease is primarily related to the liquidation of investments as noted above.
- Accounts payable at the end of May 2018 are 96% less than 2017, due to timing of the annual convention. All expenses for the 2018 convention have been paid while many expenses were still outstanding at the end of May 2017.
- Total Liabilities are down by approximately \$2 million, or 24%, from last year. The large decrease is primarily related to paying off the portfolio loan and the decrease in accounts payable as noted above.
- Total Operating Net Assets at the end of May 2018 are \$3.8 million, up by 2% from last year.

Statement of Activities Highlights

- Operating revenues through May 2018 are \$3.6 million, approximately 12% below YTD budget. Compared to a year ago, revenue is down by approximately 8%.
- Operating expenses at the end of May 2018 total \$2.8 million, approximately 14% below the YTD budget and 12% below the previous year.

- At the end of May 2018, CEC has a net operating surplus of \$745K, steady with the YTD budget.

Additional Observations

- Although CEC's YTD revenue is 12% below budget, CEC's overall operating surplus is even with the YTD budget due primarily to expenses savings in two areas: (1) Convention expenses came in well below budget and (2) two full-time positions have been vacant for much of 2018, leading to lower salary and benefits expense.
- Webinar revenue is strong coming in at \$20K which already surpasses the annual budget after only one webinar, and three additional paid webinars are scheduled for 2018. Publications sales surged in May to \$62K, the strongest month thus far in 2018, closing the gap on the YTD budget.
- Membership dues continue to be a major concern as revenue continues to lag 2017 by 16%. Advertising revenue is lagging budget as Townsend has booked only \$3,500 of its \$200K annual goal through May.
- CEC currently has an estimated 4.5 months reserve, steady with this time last year.

2.3.2 IRS Form 990

MOTION: Mikki Garcia move to accept the IRS Form 990 as presented, based on the recommendation of the Finance and Audit Standing Committee. Paul Zinni second.

Motion passed.

2.4 Leadership Development Committee

Mikki Garcia, Immediate Past President and Chair of the Leadership Development Committee reviewed highlights of the LDC quarterly report, including the work plan for 2018-2019 and achievements related to objectives and work plan.

2.5 CEC Statement Against Separation of Families

A request was received from a board member for CEC to release a public statement rejecting the Trump administration's "practice of separating parents from their children while emphasizing the serious social, emotional, cognitive, and learning consequences of such a practice."

MOTION: Paul Zinni moved that, President VanderPloeg send a letter to each unit and division informing them that, because they are affiliated with The Council for Exceptional Children, they will send any public statements to CEC's Board of Directors and/or the officers of the organization for review and comment prior to the release of said statement.

Further move, if the Board of Directors feels that such statement is not aligned with the mission and vision of the organization and/or its policies and practices, and thus is not in agreement with the statement, but the unit or division chooses to send the statement anyway, it will note in the statement that it does not reflect the views of the Board and CEC.

Motion passed.

3.0 Maltreatment Workgroup Update

Workgroup Chair Catherine Corr provided a brief update to the board via phone call. The workgroup has held bi-weekly meetings since CEC 2018. One of the challenges they are having is coming to consensus on complex terminology in order to make the policy clear but brief. The workgroup received constructive and important feedback Representative Assembly's opportunity for online input on the draft policy. Due to the amount of input received, the workgroup is requesting an extension to September 1, 2018, for submission of the final draft policy.

MOTION: Paul Zinni moved to grant an extension an extension to September 1, 2018, for submission of the final draft maltreatment policy. Jennifer Lesh seconded.

Motion passed.

4.0 Professional Standards

4.1 Special Education Administrator Leadership Standards Update

300 people registered for a webinar on May 30 on the draft standards, entitled "CEC's Standards Development: Setting the Foundation for the Future of Special Education." There will be a follow up survey, as well as additional opportunities for public feedback. The work to further develop the standards will be done by Council of Administrators of Special Education (CASE), which is reviewing budget and timeline considerations. Recommendations will first be presented to the Professional Standards and Practice Committee, then to the Board for approval, then to Council for Accreditation of Educator Preparation for final approval.

4.2 Early Childhood Special Education Standards Motion

Jennifer Bullock, Director of Education and Professional Standards, indicated that the development of Early Childhood Education Standards will follow same process as the development of Special Education Administration Leadership Standards with CASE.

MOTION: To accept a Memorandum of Understanding (MOU) between CEC and the Division for Early Childhood (DEC) relative to CEC serving as the Specialized Professional Association (SPA) in the development and administration of the program review processes of the proposed Professional Standards for Early Childhood Special Education Professionals in accordance with CAEP requirements.

Motion passed.

5.0 Publications Update

Al Rickard, Interim Publications Manager, provided the board with background regarding CEC's publishing program.

CEC publishes its own books, co-publishes with divisions, and co-publishes with external publishers. There is a current effort to identify areas of need and inventory is currently being built in key topic areas, such as administration, behavior, assessment and intervention

strategies. A number of existing publications are being bundled to create “toolkits” to increase sales.

A Publications Review Panel have been established via a targeted call for applications. Reviews will be conducted for proposals, manuscripts, external books ready for publication and published books.

6.0 Unit Strategic Planning

Executive Director Alexander T. Graham provided an update on the strategic planning support he is provided for the Indiana, Texas and Virginia units. The process used for each unit is:

Step 1: Member/Nonmember Outreach

- Conduct a needs assessment organized by professional role: teacher/related service provider (in-service), administrator, teacher-educator, student (pre-service teacher/related service provider)
- Use CEC’s blast email system (send 3x)
- Needs assessment analysis and report
- Timeline: 45 days from instrument development to results

Step 2: Strategy Session (one day, in-person)

- Establish or affirm: Mission, Vision, and Core Ideology (reference: CEC’s Mission)
- Identify: Goals, Strategies and Tactics
- Consider the plan for 36 months
- Include both internal and external goals
- Cite assignments and time lines for completion
- Align with business and budgetary planning cycle

Step 3: Review Draft Plan

- Conference call with board members (2 hours)
- Affirm each goal, strategy
- Make assignments (volunteer leaders, others?) and determine timeline for completion
- Vote to approve the final plan

Step 4: Preview Final Plan Members

- Blast email to members with the high-level aspects of the plan: Mission, goals and strategies – ask for feedback and input for participation – volunteers.
- Post high-level plan elements on website

Step 5: Revamp Board Meeting Agenda around the Plan

- Focus agenda in two parts – content/program issues and business issues (minutes, financial reports, etc.)
- Strategic plan goals will always be central to the board agenda, monitored and adjusted accordingly
- Based on board meeting schedule issue a report back to the membership from the president (recommended quarterly)

7.0 Strategic Plan

7.1 Student and Early Career Membership

MOTION: Adopt the tactics presented related to the strategies in the objective to transform CEC's student membership to an "early career" membership experience that recognizes the distinct needs of students and new teachers as contained in the attached document.

Motion passed.

7.2 Teacher Retention

MOTION: Adopt the tactics presented related to the strategies in the objective to address the high attrition rate of special educators and take an active role in improving the retention new special educators

Motion passed.

7.3 Grassroots Advocacy

MOTION: Adopt tactics presented related to the strategy to revise the Children and Youth Advocacy Network (CAN) contained in the Objective "Improve Grassroots Initiatives"

Motion passed.

8.0 New Business

There was no new business.

9.0 For the Good of the Order and Adjournment

Without objection, President VanderPloeg adjourned the meeting at 9:42 p.m. EDT.