

**COUNCIL FOR EXCEPTIONAL CHILDREN  
BOARD OF DIRECTORS**

September 26, 2019

**Minutes  
(Approved October 30, 2019)**

**1.0 Official Items**

**1.1 Call to Order**

President Mary Lynn Boscardin called to order the regular meeting of the Council for Exceptional Children Board of Directors at 7:03 p.m.

**1.2 Record of Attendance; Determination of Quorum**

Interim Executive Director Craig Evans called the roll. A quorum of the following Directors was present:

Mary Lynn Boscardin, President  
Jennifer Lesh, President Elect  
Jim McCormick, Treasurer  
Tisa Aceves  
Linda Balon-Smith  
Julie Bost  
Dennis Cavitt  
Rafael CdeBaca  
Rosalind Hall  
Barbara Hong  
Danielle Kovach (joined at agenda item 4.2)  
Diana Morales  
Charmion Rush  
Mitch Yell  
Paul Zinni

Not present: Mikki Garcia, Past President, Laural Jackson

**1.3 Adoption of Board Business Meeting Agenda**

**MOTION:** Rosalind Hall moved to adopt the Board Business Meeting Agenda.

Mitch Yell seconded.

**Motion passed.**

## 2.0 Convention Program Advisory Committee Update

Convention Program Advisor Committee (PAC) Co-Chair David Bateman joined the call briefly to provide the board with an update regarding CEC 2020.

- He first recognized and thanked PAC Co-Chair Jolly Piersall and Marcee Wilburn (ex officio), as well as CEC Staff Carol Serrano and Renee Glasby, for their collaboration and hard work.
- On Tuesday, Sept. 24, he spoke with The Confederation of Oregon School Administrators (COSA). COSA serves and represents more than 2,000 school administrators, managers and executives. The goal was to get them to support attendance at the convention through a new program in the Student Success Act, passed earlier in 2019, which funds professional learning for educators.
- That same day, he and Judy Harrison, Director of Membership, Marketing and Communications, hosted a reception for local members, again trying to build excitement and drive attendance.
- We have started a preliminary discussion about having an “Oregon” day to drive local attendance.
- This year, about 1,400 proposals were submitted to the Program Advisory Committee (PAC), which is more than the usual 1,200. 423 sessions, plus 350 poster sessions, are on the program. The PAC had a meeting in July, which included a good discussion about how to strengthen proposals and improve the quality of convention content.
- There will be two Program-Chair Invited Special Sessions: legally def IEPs’ Leaders of LD about definition of “learning disability;” and recently deceased leaders in the field to honor – to be recorded for posterity;
  - Special Education as Specially Designed Instruction: In Recognition and Honor of Zig Engelmann. This session will honor Siegfried "Zig" Engelmann and his contribution to the concept of "specially designed instruction," as PL 94-142 defines special education. Presenters will discuss Zig's contributions to the architecture of instruction applied to the full range of academic learning, social behavior and across the full continuum of disabilities.
  - Special Education Research and the Division of Innovation and Development (DID): In Recognition and Memory of Marty Kaufman ... "One Good Idea." This session will honor Martin (Marty) J. Kaufman and his contribution to the foundational development of the research portfolio for the field of special education in his role as Director of the Division of Innovation and Development in the Office of Special Education Programs (OSEP) of OSERS.
- There will be a big emphasis on technology, with the Technology Playground, which will feature three areas:
  - The Vendor Sandbox is a creative space where attendees can interact with vendors who share current technology that supports students with special needs.
  - The Educator Experience will be led by selected educators who will share how they use technology in their educational setting and the subsequent benefits experienced by students with disabilities. These 15-minute presentations will highlight how technology is implemented in their school district or university.
  - The Student Spotlight features K-12 students and provides them with an authentic audience to share their use of assistive and instructional technologies to access their education.

## 3.0 Early Career Initiatives

Caroline Baugher of [McKinley Advisors](#) provided a third and final update on the Early Career Special Educator Study. The goal of the study was to identify opportunities to better serve the unique needs and

challenges of early career professionals to ensure relevance, impact and a strong future for both CEC and the field at-large.

Key findings fall into three areas:

Challenges and the Decision to Engage:

- In addition to pay gaps and classroom management, early careerists struggle with curriculum development, lack of support/ understanding from school administrators, administration, paperwork, and monitoring progress.
- Many joined CEC at the recommendation of an advisor, faculty, or through their university, demonstrating the power of word of mouth.
- Early career professionals come to CEC seeking support, learning and community; there are opportunities to better deliver on all three of these areas.

Opportunities to enhance value relate to online resources, meet-ups and “interactive” learning.

- The highest rated potential offering among focus group participants was an **accessible** online library of best practices and standards for special education curriculums, classroom support, stakeholder management, and more.
- Furthermore, respondents shared that CEC’s website is difficult to navigate and not user-friendly; making it difficult to locate resources that may already exist.
- In addition, meet ups with peer groups, access to advisors and more interactive learning opportunities were also top-rated value-add opportunities.

**Key recommendation: Invest in technology to deliver on member expectations and needs for online and easy to use tools/ templates.**

Cost is a major barrier to greater participation in CEC.

- Many respondents want to be more involved with CEC, but simply cannot afford it.
- Members consistently indicated interest in greater financial support for involvement in CEC.
- It is a common and effective best practice in the association community to offer a discounted dues rate for emerging professionals and / or complimentary student membership.

**Key Recommendation: Explore a graduated dues scale and complimentary student membership.**

**MOTION:** Rafael CdeBaca moved to authorize CEC staff to implement select recommendations made by McKinley Advisors to adapt CEC’s current membership for early career special education professionals. Recommendations include:

- Conducting a financial analysis to determine feasibility of free or significantly reduced student membership dues.
- Conducting a financial analysis to determine feasibility of a graduated dues structure for early career professionals.
- Developing tools and guides to assist CEC Units, Division, and Universities to engage, recruit and retain CEC members.

Further moved, to authorize staff to research the cost, time and staff requirements to transfer CEC’s existing web site to the RISE platform, currently owned by CEC as part of the membership database, to be included in the proposed 2020 Program Plan and Budget to be submitted to the board for approval in

November 2019, pending review and presumed recommendation by the Finance and Audit Standing Committee.

Julie Bost seconded.

**Motion passed.**

#### **4.0 Committee Items**

##### **4.1 Convention Program Advisory Committee Recharter Application Timeline Revision**

Recent research conducted by CEC (the 2018 Professional Needs Assessment, The State of the Profession Report, and the Early Career Study by McKinley Advisors) have painted a clear picture of the needs and preferences for delivery of content of special educators. The content selected by the Program Advisory Committee (PAC) must address both, and be of the highest quality, in order to ensure that CEC leads the field in professional learning (see Goal 2).

An in-depth analysis of how the PAC currently operates, a survey of current/former committee members, exploration of other associations' models, and potential data collection and analysis, are necessary to determine if there are issues related to operation or processes that need to be modified in order to enhance the quality of convention content available to attendees.

**MOTION:** Linda Balon-Smith moved to postpone the Convention Program Advisory Committee's recharter application from February 2020 to at date to be determined following the hiring of a new Executive Director.

Further moved, that the board will approve a new recharter application timeline based upon a recommendation from the Executive Director, in consultation the with Director of Conventions and Meetings and possibly current or recent PAC Co/Chairs.

Julie Bost seconded.

**Motion passed.**

##### **4.2 Convention Local Arrangements Committee Recharter Application Timeline Revision**

This motion was brought forward in the event the board approved the PAC Recharter Application Timeline Revision Motion. If the PAC recharter application were to be postponed, it would not make sense to move forward with a recharter application for the LAC given that its operation could be impacted by any changes to the PAC coming out of its recharter application.

**MOTION:** Mitch Yell moved to postpone the Convention Local Arrangements Committee's recharter application from February 2020 to at date to be determined following the hiring of a new Executive Director.

Further moved, that the board will approve a new recharter application timeline based upon a recommendation from the Executive Director, in consultation the with Director of Conventions and Meetings.

Linda Balon-Smith seconded.

**Motion passed.**

#### **4.3 Yes I Can Committee Recharter Application Charge**

Often, awards programs are deeply ingrained in the tradition of an association—from the format of the ceremony to the awards being presented. And with such a legacy, associations may be slow to overhaul existing programs or to launch completely new ones.

The board recognizes that, as associations make moves to evolve with their members' and society's shifting values, preferences, and demographics, their awards programs often need to change as well. This could mean revamping or expanding existing programs, introducing new formats or awards, or getting rid of particular awards or award programs.

**MOTION:** Jim McCormick moved a motion to charge the Yes I Can Committee, as part of preparing its recharter application, due to the Board in April 2020, to explore alternative ways to recognize the accomplishments of children and youth with exceptionalities, other than an awards ceremony at the convention.

Dennis Cavitt seconded.

**Motion passed.**

#### **4.4 Awards Rebranding**

Branding is in everything an association puts out to its current and potential new members. Every single point of contact our customers are having with our brand is creating the brand experience. Implementing a strong brand in every aspect of the association is essential, from events, a membership application, a social media post, or awards.

Often, awards are named after a person recognized for some outstanding contribution(s) to the organization and is being held up as an inspiration to others. After time, few know the accomplishments or even who the people are for whom our awards are named.

The current names of the awards do not help to bolster the reputation of our awards or of our brand. People do, however, know CEC. Thus, the board felt it is important the naming of awards are aligned with CEC and the reason for recognition; e.g., The Council for Exceptional Children Outstanding Leadership Award, with our without the word "outstanding."

**MOTION:** Jim McCormick moved a motion to charge the Honors Committee to develop recommendations to better align the awards with brand of the Council for Exceptional Children as part of its recharter application due to the board in April 2020.

Paul Zinni seconded.

**Motion passed.**

## **5.0 Strategic Plan**

The motion to adopt the revised Strategic Plan was tabled to a future meeting to allow further refinement to Goal 1.

## **6.0 New Business**

There was no new business.

## **7.0 Executive Session**

Without objection, the board went into Executive Session at 8:30. The board adjourned from Executive Session at 9:32 p.m.

## **8.0 For the Good of the Order and Adjournment**

Without objection, President Boscardin adjourned the board business meeting at 9:32 p.m.