

**COUNCIL FOR EXCEPTIONAL CHILDREN
BOARD OF DIRECTORS**

November 3-4, 2018

Minutes

(Approved January 29, 2019)

Note: Due to extenuating circumstances, a full vote record, include who moved and seconded each motion, is not available for this meeting.

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 10:45 a.m. EDT following two board development sessions: an investment update from Morgan Stanley and an update on Dyslexia from National Center for Learning Disabilities' Interim CEO Lindsay Jones.

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: Dennis Cavitt moved to adopt the Board Business Meeting Agenda. Angie Jasper seconded.

Motion passed.

1.4 Consent Agenda

1.4.1 September 13, 2018 Minutes

MOTION: Kim Moffett moved to adopt the Consent Agenda. Angie Jasper seconded.

Motion passed.

2.0 Organizational Items

2.1 President's Report

Due to her appointment as the Director of the Office of Special Education Programs, to begin on November 5, President VanderPloeg was chairing her last meeting. She expressed her gratitude to the CEC staff over the course of her presidency.

She reviewed the steps in the process for the first board appointment that would take place that afternoon.

2.2 Executive Director's Report

Executive Director Alexander T. Graham provided the following updates:

Human Resources

- Communications Manager – Annie Baldauf has resigned and will be joining the staff of Girls on the Run. We will miss Annie both personally and professionally. During her tenure at CEC, she has done an outstanding job supporting our communications and marketing efforts, including our professional awards and the Yes I Can program. As we seek to fill the position, Judy Harrison has hired and interim communications professional who will begin work on November 5.
- Advocacy and Policy Coordinator – the position remains vacant.
- Publications Manager – Al Rickard remains in an interim role with CEC. Al will continue with CEC in 2019 as we continue to expand our publications reseller program and begin the revision of *TEACHING Exceptional Children*.
- Kristen Sayeski has given CEC notice in her position as academic editor of *TEACHING Exceptional Children*. CEC will begin the search process to retain a new academic editor. A position description will be posted in *Special Education Today* as well as on our website. Interviews will take place during the 2019 convention. The goal is to have a new editor on board by March 30.

NGO Exchange – Committee on U.S. China Relations

Allen Tsai has joined our team for the past three weeks as a fellow of the Committee on U.S.-China Relations. During Allen's visit he received a full orientation by department to workings of CEC. In addition, CEC staff scheduled site visits for Allen at Crossfield Elementary School in Oak Hill, Virginia, The Kilmer Center in Vienna, Virginia and St. Coletta's Charter School in Washington, DC. Allen also met with the National Center for Learning Disabilities and will be heading to the ADHD Conference sponsors by CHADD and ADDA in St. Louis, Missouri.

Virginia New Special Educator Initiative

On October 29, the Virginia Department of Education announced the CEC support initiative to welcome new special educators. Currently, school district superintendents are submitting names of their first-year special educators. Each teacher will be provided Full Membership in CEC for one year, a digital copy of *The Survival Guide for the New Special Education Teachers*, and a voucher for an upcoming training program provided through Virginia CEC.

NASDE Conference

Laurie VanderPloeg and Alex Graham participated in the 2018 Conference of the National Association of State Directors of Special Education. CEC hosted a table in the exhibit area as well as a session on High Leverage Practices, including the distribution to each director of the joint CEC/CEEDAR Center publication *High Leverage Practice in Special Education*.

Teacher Educator Division (TED) Projects

- Strategic Planning – TED's leadership has request support for a strategic planning initiative beginning in January 2019. The project will be similar to the unit strategic planning projects completed in 2018 with Indiana, Texas and Virginia. TED will pay CEC a small fee for time and materials spent on the strategic planning process.
- 2020 TED Conference Registration and Proposal Management – Carol Serrano has been working with Dee Berlinghoff to finalize how CEC will support the 2020 TED Conference with registration and proposal management services. TED will pay a fee to CEC for registration support.

Publications Fulfillment

As of January 1, CEC will retain Bright Key to support our publications fulfillment. Currently, CEC has outsourced our fulfillment to PBD. Bright Key offers a full-service operation, with the potential to expand services, including membership invoice mailings and short run printing of select publications.

Pioneers Request Concerning CEC's 100 Anniversary

On October 9, 2018, the Pioneers Division contacted the executive director to offer support to develop a plan to celebrate the 100th anniversary of CEC in 2022. Pioneers are well suited to assist CEC with this celebration given their historical knowledge and ongoing service in CEC's archives. This topic was also a part of the November 2018 Past Presidents Forum agenda.

State of the Profession Survey

The survey of just over 9,000 invited participants closes on November 5. As of October 29, the survey return rate was 8.9%.

2.3 Treasurer's Report

Treasurer Jim McCormick and Chief Financial Officer Craig Evans reviewed the Financial Statement Analysis with Budget for the year ending September 30, 2018.

Statement of Financial Position Highlights

- At the end of September 2018, CEC's cash balance is \$736K, up by approximately 5% from the year prior. CEC liquidated \$200K of investments in July (as previously approved by the Board of Directors) to maintain operating cash flow.
- Receivables are \$756K, up by 84% from last year. The increase is related to strong convention sales (almost a 200% increase from this time in 2017) and increased LCE subscription sales.
- Prepaid expenses are up by \$142K, or 57%, compared to last year. There have been increases in prepaid expenses due for future conventions as well as increased efficiency in categorizing such expenses.
- Long-Term Investments stand at \$2.2 million, down by 45% 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 September stand at \$6.5 million, down by 19% from last year. The decrease is primarily related to the liquidation of investments as noted above.
- Accounts payable at the end of September 2018 are \$50K, a decrease of 88% from last year. In 2017, there was a large payable related to an HLP dissemination event held in Chicago.
- Total Liabilities are down by approximately \$1.8 million, or 21%, from last year. The large decrease is primarily related to paying off the portfolio loan as noted above.
- Total Operating Net Assets at the end of September 2018 are \$3.3 million, down by approximately 2% compared to last year.

Statement of Activities Highlights

- Operating revenue through September 2018 is approximately \$5.0 million, approximately 11% below YTD budget. Compared to a year ago, revenue is down by approximately 12%. The decrease is primarily related to declining membership revenue. Also, revenue of approximately \$380K from a CEEDAR grant was booked in 2017 which did not occur in 2018.
- Operating expenses at the end of September 2018 total \$4.8 million, approximately 8% below the YTD budget. Savings compared to budget from the convention as well as overall travel and marketing have kept total expenses below YTD budget.
- At the end of September 2018, CEC has a net operating surplus of \$164K, approximately \$183K, or 52%, below the YTD budget.

Observations

Due primarily to declining membership dues revenue and low advertising revenue from SET, CEC is currently projected to have an operating loss of \$200K by the end of 2018. Membership dues revenue through September is down by \$189K, or 13%, compared to last year. Advertising revenue from SET of \$20K has been booked through September, trending well below the annual budgeted revenue of \$200K.

Publications sales are historically low in September, the beginning of the school year. However, as sales did decline from August, revenue from publications in September was \$57K, compared to the monthly budget of \$53K. This signals continued strong publication sales, which are on pace to slightly exceed budget for the year.

LCE subscription sales have been increasing significantly over the past few months. Revenue from these subscriptions is recognized in increments over the life of the subscription, so the immediate effect of the sales is not fully apparent on CEC's income statement. However, CEC should see a significant increase in revenue from these subscriptions over the coming year. Non-deferred sales from LCE subscriptions are up by \$86K from last year, a 34% increase.

Revenue from webinars through September are already \$22K ahead of the annual budget. Also, CEC has contracted with DCPS to provide a series of contract trainings over 2018 – 2019. Approximately \$39K of the \$69K contract will be recognized in 2018 which will exceed the annual budget by \$23K.

Publications and LCE sales have benefited from efficient advertising efforts while webinar revenue has benefited from the presentation of popular topics (as determined from needs assessment surveys).

CEC currently has an estimated 5.3 months reserves, up from 4.3 months at this time last year.

2.3.1 September 2018 Financials

Treasurer Jim McCormick and Chief Financial Officer Craig Evans reviewed the Financial Statement Analysis with Budget for the period ending September 30, 2018.

2.3.2 2019 Program Plan and Budget Motion

Motion: Paul Zinni moved to approve the 2019 Program Plan and Budget dated October 18, 2018 as submitted. Julie Bost seconded.

Motion passed.

Portfolio Loan Repayment Motion

A motion to establish guidelines for the repayment of any loans secured by CEC's investment portfolio was brought forward but tabled until at least January of 2019.

2.4 President Elect Interviews and Appointment

The board conduct telephone interviews with candidates Donna Sacco and Jennifer Lesh. Following the interviews, the board voted by secret ballot to appoint Jennifer Lesh to the position.

2.5 Immediate Past President Appointment Motion

MOTION: Mary Lynn Boscardin moved to appoint current Immediate Past President Mikki Garcia to the position of Immediate Past President for a one-year term beginning January 1, 2019 and ending December 31, 2019. Julie Bost seconded.

Motion passed.

2.6 Leadership Development Committee (LDC) Quarterly Report & Presentation

LDC members Bill Bogdan, Robin Brewer and Marilyn Friend, at CEC Headquarters in town for the annual Past Presidents Forum the previous day, presented portions of the draft report to the board to obtain feedback.

Anna Adl, chair of the sub-committee working on planning a session on CEC leadership opportunities, provided a brief overview via conference call with the board to obtain feedback.

2.7 2018 Board of Directors Election Report

Preliminary figures on voter participation in the election, which ended Oct. 29, were provided. Out of the 18,762 email and paper ballots, 477 members voted in the election, resulting in a participation rate of 2.5%. A final report will be provided to the board.

2.8 Honors Committee Chair Appointment

MOTION: Dennis Cavitt moved to appoint Kathy Boisvert to serve as chair of the Honors Committee for a three-year term beginning January 1, 2019 and ending December 31, 2021. Angie Jasper seconded.

Motion passed.

MOTION: Jim McCormick moved that the Honors Committee look at re-branding the name of the awards to highlight CEC. Paul Zinni seconded.

Motion passed.

2.9 Student Committee Recharter Application

MOTION: Jonathan Stout moved to recharter the Student Committee as per the recommendations contained in the Committee Recharter Application. Kim Moffett seconded.

Motion passed.

2.10 Maltreatment Policy Workgroup Recognition Resolution

MOTION: Linda Balon-Smith moved to approve the resolution honoring the members of the Maltreatment Policy Workgroup. Mitch Yell seconded.

Motion passed.

2.11 2019 Representative Assembly Small Group Discussion Topic

The Representative Assembly (RA) Committee requested input from the board on potential topics generated by the RA Committee for the small group discussion portion of the Representative Assembly meeting at CEC 2019. The RA Committee wanted to receive feedback from the Board as to which topic would help it most to advance objectives in CEC's Strategic Plan or other important program areas. The

decision was made to focus the discussion on educator recruitment or retention. The board recommended that the RAC pursue a discussion around membership, examining questions such as:

- What is the value of membership in society today and how does that impact CEC?
- What added value do units and divisions bring to CEC membership?
- Is the current membership model outdated?

The Board went into recess at 3:20 p.m. until 8:30 Sunday, Nov. 4.

Sunday, Nov. 4, 2018

1.1 Call to Order

President Laurie VanderPloeg called the regular meeting of the Council for Exceptional Children Board of Directors back into session at 8:33 a.m.

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

3.0 Program Updates

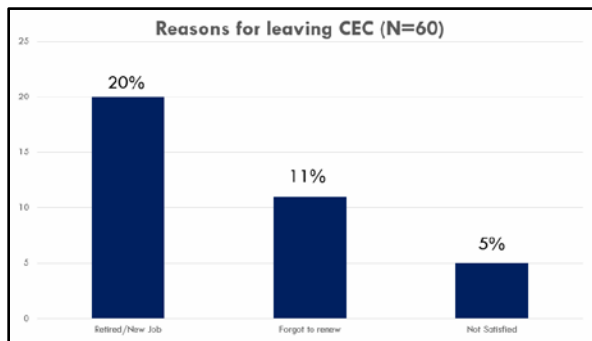
3.1 Membership, Marketing and Communications

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

Membership Development and Retention:

- Total Members (10/31/18): 20,000
- September retention rate: 59%
- New Members continue to join CEC
- Challenge is building loyalty through value
- Top Priorities: Onboarding and Engagement

Results of recent member exit surveys:



CEC's Digital Marketing Acquisition Campaign:

This is a low-cost way to acquire new members. In the past several months, there have been 9,002,600 add impressions, with 12,742 ad clicks, resulting in 520 new members.

Virginia New Special Educator Initiative:

The VA Dept. of Ed. is welcoming new Virginia special educators with support and resources to effectively impact their first years in the classroom; ultimately improving outcomes for students with exceptionalities. These resources will include evidence-based practices, combined with statewide and national peer networks from the Council for Exceptional Children. This package also includes

- A letter from Governor Ralph A. Northam congratulating and thanking them for choosing special education as a profession and encouraging them to continue in the field.
- A free electronic version of The Survival Guide for New Special Education Teachers, published by CEC, and authored by two Virginia special educators.
- A one-year membership to CEC.
- Customized professional development programming.

Current Initiatives:

CEC is working with the Council of Administrators of Special Education on a "win-back" campaign to encourage former members to return. It is having success. Following this initial trial, other divisions will be offered the opportunity to participate.

3.2 Convention

Carol Serrano, Director of Conventions and Meetings, provided updates on registration, the convention program, (workshops, strands, featured sessions), hotels, and business meetings/socials.

3.3 Standards

Jennifer Bullock, Director of Education and Professional Standards, provided the following information:

Current CEC Standards:

- Initial Special Educator Preparation Standards (for programs resulting in initial licensure to practice special education)
- Advanced Special Educator Preparation Standards (for programs whose candidates already hold a special education credential)
- Initial Gifted Educator Preparation Standards
- Advanced Preparation Standards for Gifted Education Professionals

Current CEC Standards Development

- Revision of the Initial Special Educator Preparation Standards (due to CAEP in 2020)
- Development of Early Childhood Special Educator Preparation Standards (due to CAEP in 2020)

Future CEC Standards Development

- Advanced Special Educator Preparation Standards revision (due to CAEP in 2021)
- Development of Administrator in Special Education Preparation Standards (in partnership with CASE)
 - Development plans TBD by CASE

CEC/CAEP Program Review

- CEC currently recognizes 659 programs across 40 states, and programs in Puerto Rico and Qatar
- Approximately 150 program reports reviewed per year
 - Pool of nearly 200 reviewers & auditors
 - 2 cycles annually—Spring and Fall
 - Fall 2018: 81 reports

3.4 Publications

Interim Publications Manager Al Rickard provided the following:

TEACHING Exceptional Children

- Conducting a search for a new academic editor
- Launching reader survey to assess perceptions, usage (including digital), topics, design, and competition
- Themes
 - High-Leverage Practices (March-April 2018)
 - Applied Behavior Analysis (July-August 2018)
 - Dyslexia (January-February 2019)
 - Education and Art (Late 2019 or early 2020)
- New vision and format coming soon: enhanced content and usability

Publications Curation Approach

- Identifying high-quality publications
- Assessing where we publish or resell
- Implementing no-inventory reselling model
- Publications Review Panel
 - Proposals
 - Manuscripts
 - External Books Ready for Publication
 - Published Books

New CEC/DADD Books:

- DADD Book Set on Educating Students with Intellectual Disability and Autism Spectrum Disorder
 - Book 1: Research-based Practices and Education Science
 - Book 2: Foundational Concepts for Leadership and Collaboration
 - Book 3: Essential Skills and Frameworks
 - Book 4: Academics, Life Skills, and Transition
- High-Leverage Practices Laminated Guides

Book Publishing Partners

- Brookes Publishing
- Division on Autism and Developmental Disabilities
- National Professional Resources (NPR)
- Routledge
- Teachers College Press

Adding Value to Popular Titles

To compete with lower prices offered on Amazon, CEC is offering access to a webinar interview with Cindy Golden, author of *The Special Educators Toolkit* and *The Data Collection Toolkit*. This offer is only available when buying books through CEC.

3.5 Policy and Advocacy

Director of Policy and Advocacy Deb Ziegler provided updates on the following to the board:

- the new Office of Special Education and Rehabilitation Services Framework and Rethinking Special Education (<https://www2.ed.gov/about/offices/list/osers/framework/osers-framework-9-20-2018.pdf>; <https://sites.ed.gov/osers/2018/09/rethinking-special-education/>)
- the Federal budget
- 2019 appropriations
- House and Senate mid-term elections
- CEC's "I Educate. I Participate." Campaign, including key features (voter registration information and polling place locator, candidate background and positions; CEC policy priorities; and voting lesson plans for K-12); and metrics (283 non-member leads collected; 179 member clicks; 197 downloads from the All-Member Forum)
- a recap of the 115th Congress and what is expected during the 116th Congress
- special education and related policy
- the special education teacher and early intervention provider shortage

- High-Leverage Practices Initiatives (new videos; integration of HLPs into the next iteration of CEC Initial and Advanced Professional Preparation Standards; laminated guides published by NPR)
- November 27 Institute for Education Sciences (IES) Forum on IES Priorities from Educator Associations – CEC President Elect Mary Lynn Boscardin (who will then be president) and CEC Division for Research President David Lee will be attending

4.0 New Business

There was no new business.

5.0 Executive Session

MOTION: Paul Zinni moved to go into executive session to discuss the Executive Director’s review. Kim Moffett seconded.

Motion passed.

6.0 For the Good of the Order and Adjournment

President Laurie VanderPloeg recognized board members whose terms end Dec. 31, 2018: Mikki Garcia, Andrea “Angie” Jasper, Jennifer Lesh, Kim Moffett, Alexis Morgan, Jonathan "Woody" Stout; and Mickie Wong-Lo.

MOTION: Mikki Garcia moved to adjourn. Jim McCormick seconded.

Motion passed.

President Laurie VanderPloeg adjourned the meeting at 11:40.

