

**COUNCIL FOR EXCEPTIONAL CHILDREN  
BOARD OF DIRECTORS**

**July 11-14, 2021  
Alexandria, VA**

**Minutes  
(Approved November 6, 2021)**

**Board Business Meeting: Sunday, July 11**

**1.0 Official Items**

**1.1 Call to Order**

President Dennis Cavitt called the regular meeting of the Council for Exceptional Children Board of Directors to order at 3:02 p.m. ET.

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

Executive Director Chad Rummel called the roll. A quorum of the following Directors was present:

Dennis Cavitt  
Danielle Kovach  
Jennifer Lesh  
Tisa Aceves  
Joy Banks  
Tachelle Banks  
Rosalind Hall  
Will Hunter  
Laural Jackson  
Cindy Perras  
Charmion Rush  
Kareem Thompson  
Ben Tillotson  
Mitch Yell

Not present: Yvonne Bui

**1.3 Adoption of Board Business Meeting Agenda**

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

**Motion passed.**

## **1.4 Adoption of Consent Agenda**

**1.4.1** 04-2021 Board Meeting Minutes

**1.4.2** 05-2021 Board Meeting Minutes

**1.4.3** Committee Reports

1.4.3.1 Finance & Audit Standing Committee (Interim)

1.4.3.2 Honors Committee (Interim)

1.4.3.3 Policy Steering Committee (Interim)

1.4.3.4 Professional Standards and Practice Committee (Interim)

1.4.3.5 Publications Committee (Interim)

1.4.3.6 Representative Assembly Committee (Year-End)

1.4.3.7 Student and Early Career Committee (Year-End)

1.4.3.8 Yes I Can Committee (Interim)

**MOTION:** Laural Jackson moved to adopt the Consent Agenda. Mitch Yell seconded.

**Motion passed.**

## **2.0 Organizational Items**

**2.1** Leadership Development Committee (LDC)

### **2.1.1 Quarterly Report**

LDC Chair Mikki Garcia reviewed highlights of the report. A new step in the education and development of board and LDC candidates is a feedback letter for those not slated, indicating how they could have improved their application. In addition to specific things an applicant could have done to be rated more highly, there are general tips in the letters that will be added to both the board and LDC applications.

### **2.1.2 LDC Minimum Membership Criteria**

**MOTION:** Jennifer Lesh moved to revise the following requirement for applicants to the Leadership Development Committee from:

*Must be an active member of CEC (other than thought leaders) for the past three years, with a minimum total of five years membership.*

to

*Must be an active member of CEC (other than thought leaders) with a minimum total of three years membership.*

Rosalind Hall seconded.

**Motion passed.**

### 2.1.3 Executive Director Powers and Duties Revision

**MOTION:** Laural Jackson moved to revise the Bylaws Article VIII (Executive Director), Section 2. (Powers and Duties), item f. as indicated below:

- f. Serve as an ex-officio non-voting member of all appointed bodies, ~~except those making nominations or conducting elections,~~ or designate a member of the staff to serve as an ex-officio non-voting designee.

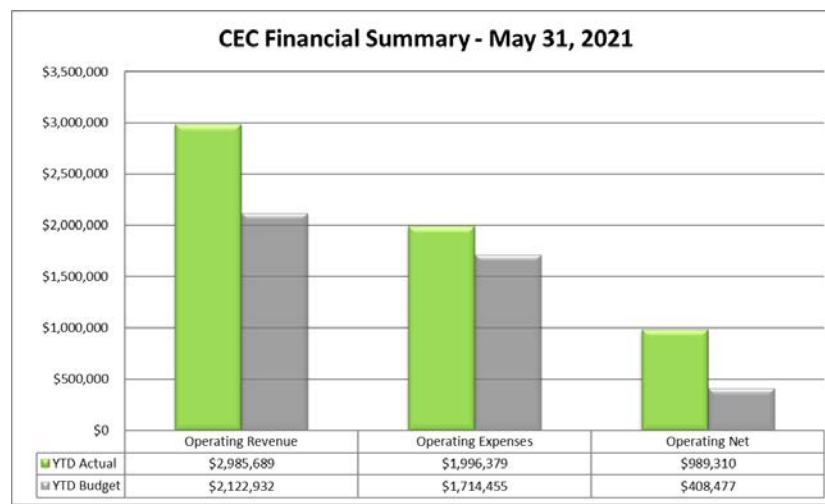
Ben Tillotson seconded.

**Motion passed.**

## 2.2 Treasurer’s Report

### 2.2.1 May Financials

CFO Craig Evans reported the following financial statement analysis for year-to-date ending May 31, 2021.



### **Statement of Activities Highlights & Observations**

- CEC’s cash flow and financial performance remain strong. Operating net income is significantly ahead of budget because (1) the CEC Live virtual convention has generated a net surplus that is \$293K ahead of budget and (2) the first round of Paycheck Protection Program (PPP) stimulus of \$310K was recognized in 2021.
- CEC Live was financially successful and has generated \$992K in revenue at the end of May, performing 54% better than the budget of \$645K.
- Membership revenue is also trending ahead of YTD budget by \$133K. It is noted here that \$95K of YTD revenue is a result of an accounting adjustment; without the adjustment, revenue is still ahead of budget by \$38K. Further, sales (a leading indicator of revenue) are up by 20% YTD compared to the prior year.
- Publication sales picked up in May and are YTD slightly ahead of budget.
- After being forgiven for the first PPP stimulus loan received in 2020, CEC has secured a second round of stimulus funding for the same amount of \$310K. The second round of funding should be forgiven

and recognized as revenue by the end of this year and will significantly bolster CEC's financial position.

- Overhead expenses are currently \$237K over YTD budget as additional staff have been added to increase revenue opportunities; however, cost savings in other areas (moving to a less expensive AMS system, staff restructuring, etc.) should help offset this overage as the year continues.

### **Statement of Financial Position Highlights**

- As of May 31, 2021, CEC's cash balance is \$1.2 million, up by \$287K from the prior year. The increase is primarily related to a second round of PPP stimulus of \$310K funded in March.
- Account receivables are \$32K, down by 26% from last year. The decrease is related to aggressively pursuing past-due receivables and writing off uncollectable receivables earlier in the year.
- Total property and equipment are \$285K, down by 14% from the previous year. The decrease is related to continued depreciation of fixed assets.
- Investments stand at \$1.0 million up 7% compared to the prior year.
- Total assets stand at \$3.4 million, up by 6% from last year.
- Accounts payable are \$63K, down by \$23K from the year prior. The decrease is related to commissions payable for the 2020 Portland convention.
- Unit Refunds payable is \$47K, down by 67% from the prior year. The decrease is related to timing differences in paying out refunds in 2021 compared to 2020. Further, an accounting adjustment totaling \$95K was made in April and May to move an overage of unit refund liabilities to revenue.
- Division dues payable are \$71K, down by 39% from the previous year. CEC paid out previously held reserve funds to the divisions, so dues payable has been reduced.
- Total Liabilities are \$2.4 million, steady with the prior year.
- Total Net Assets are \$966K, up by 32% for the previous year. The increase is primarily related to the second round of PPP government stimulus and a successful CEC Live virtual convention as noted above.

### **2.2.2 Investment Policy Revision Motion**

**MOTION:** Cindy Perras moved to revise CEC's Investment Policy by adding additional ETFs for increased asset diversification. Will Hunter seconded.

**Motion passed.**

### **2.3 President's Report**

President Dennis Cavitt reported the following:

- CEC has spoken with the four corner's staff (both chambers' subcommittee chairs and ranking members who have jurisdiction over each appropriations bill) regarding the president's budget; shared how our asks align with the budget.
- There have been few Policy Response Teams meetings due to the summer recess. The PRT discussed supporting the DIVERSIFY Act, and he issued the following statement on behalf of the congressional supporters:
  - "Attracting a high quality, well-prepared educator workforce fully reflective of racial, cultural, and linguistic diversity is critical to supporting infants, toddlers, children, and youth with disabilities and/or gifts and talents. I applaud the introduction of the DIVERSIFY Act, which will get us one step closer to this urgent goal."
- The Leadership Institute, which finished at noon on July 11<sup>th</sup>, was very successful. There was a lot of rich content. The attendees were very excited and felt the new resources CEC is providing are very beneficial.

## 2.4 President Elect's Report

President Elect Danielle Kovach reported the following:

- 100 Stories well underway and will kick-off in August for 99th anniversary. Interviews with some teachers. (Videos, blogs, variety of ways to showcase.)
- Met with Center for Teacher Educators of NJ and spoke about CEC.
- Presenting on July 15 to National Network of State Teachers on how best to support students if virtual in the fall.
- Jump Start 2.0 for EC teachers.
- Testified before the House Education and Labor Subcommittee on Early Childhood, Elementary, and Secondary Education at a hearing about addressing the impact of COVID-19 on students with disabilities.
- There have been several 100th Anniversary planning committee meetings.
  - They wanted to ensure there was some way for everyone participate in the celebration.
  - On Sunday, she and CEC Past President Bill Bogdan (1999-2000) will host the Opening General Session, which will include a “fireside chat” with Judy Heumann, who is recognized internationally as a leader in the disability community. Following, there will be a surprise champagne toast & cake for all in the Expo Hall
  - On Monday, there will be a ticketed Legacy Leadership Lunch to celebrate and honor the work done by thousands of volunteers and leaders over the years (to include fireside chat presentations). Units, divisions, and individuals have the opportunity to purchase a table.
  - One Tuesday, the last night, there will be a ticketed (inexpensive) birthday bash for all.

## 2.5 Executive Director's Report

Executive Director Chad Rummel reported the following:

- The Leadership Institute has been a major focus of work for the past few weeks. There are about 80ish attendees, mostly Presidents or Presidents Elect, not including board members and invited guests.
- Special Education Legislative Summit (SELS)
  - As of the reporting date, there are 2,158 attendees registered for the Special Education Legislative Summit (SELS), July 19-23, 2021.
  - Every state is represented and almost every district in those states.
  - Virtual SELS is a week-long experience, beginning with two days dedicated to training on advocacy and key issues followed by a series of scheduled meetings with members of Congress and their staff.
  - We've put together three briefs on the main issues we'll be focusing on: funding, mental health, and personnel shortage.
  - Given the registration numbers and Hill staff positive response to virtual Hill meetings, staff will discuss the opportunities for future SELS after this year's meeting is over.
- The Fundraising Committee will be pitching legacy donations at the 100<sup>th</sup> Anniversary Legacy Leadership Lunch at CEC 2022.
- He has been working for the past 16 months with IDC to move forward establishing a Committee on Division Relations, a motion the board will be considering later on the agenda.
- Liaising with Child Trends News Service, who is doing research funded by NCESR to find out where special education parents get their information on best practices for supporting their children.

- He is representing special education at the National Technology Leadership Summit (NTLS), which brings together national leaders from educational associations, as well as editors of educational technology journals, directors of non-profit foundations, federal policy makers, and corporate representatives.
- CEC has initiated migration to a new Association Management System (AMS).
  - Members can join for more than one year at a time. So far, one third of new members have done that.
  - Members can make a donation each time they do something. Since the last afternoon of July 8<sup>th</sup>, more than \$1,000 has been received.
  - Members are now asked to indicate primary interest, then can check additional areas. This allows for better targeted communication. As well, when a member logs into website, content is curated based on that.

## **2.6 Board Members as Committee Liaisons**

**MOTION:** Mitch Yell moved to a policy for the President to appoint members of the Board of Directors to serve as liaisons to committees. Laural Jackson seconded.

**Motion passed.**

## **2.7 Proposed Bylaws Comments on Affiliate Membership and Final Decision**

**MOTION:** Jennifer Lesh moved to approve revising the Articles of Incorporation and Bylaws to allow for an affiliate membership category, as per the original motion approved by the Board in April 2021. Mitch Yell seconded.

**Motion passed.**

## **2.8 Committee on Division Relations**

**MOTION:** Jennifer Lesh moved to charter the Committee on Division Relations as per the recommendations contained in the Committee Charter Application.

**Further moved,** that the committee's first recharter application will be due to the Board of Directors at its next meeting three years following the committee's first meeting.

Laural Jackson seconded.

**Motion passed.**

## **Executive Session**

The Board went into Executive Session at 4:45 p.m. ET to discuss legal, personnel and financial matters. The board came out of executive session at 5:08 p.m. Without objection, President Cavitt recessed the meeting at 5:09 p.m. ET.

## **Strategic Planning**

The Board and staff directors participated in a facilitated Strategic Planning Retreat on Monday, July 12<sup>th</sup>, and the morning of Tuesday, July 13<sup>th</sup>.

## **Board Business Meeting: Tuesday, July 13**

### **1.0 Official Items**

#### **1.0 Call to Order**

President Dennis Cavitt called the regular meeting of the Council for Exceptional Children Board of Directors to order at 1:54 p.m. ET.

#### **1.1 Record of Attendance; Determination of Quorum**

Executive Director Chad Rummel called the roll. A quorum of the following Directors was present:

Dennis Cavitt  
Danielle Kovach  
Jennifer Lesh  
Yvonne Bui  
Tisa Aceves  
Joy Banks  
Tachelle Banks  
Rosalind Hall  
Will Hunter  
Laural Jackson  
Cindy Perras  
Charmion Rush  
Kareem Thompson  
Ben Tillotson  
Mitch Yell

### **2.0 Organizational Items**

#### **2.10 Project 20/20 Update**

Chair Endia Lindo provided an update on the work of the three Project 20/20 subgroups.

##### ***Membership***

- Used data from focus groups to model CEC lifespan engagement of diverse professionals.
- Surveyed members to assess nature of barriers and incentives for engagement across the life span (in concert with Engagement subgroup).
- Creating an annual self-audit tool for organizational use.

##### ***Engagement***

- Surveyed (with the Membership subgroup) engagement across the membership lifespan.
- Conducted research regarding developing a leadership identity.
- Met with CEC and division publications chairs/editors regarding increase DEI in journals (editorial representation, authors, and content) and held an equity audit information session.
- Promoting advocacy for DEI emphasis in funding/supports, including IES and NCSER.

### ***Programming***

- Asset mapping to catalogue what resources CEC already has in support of DEI, for what audiences, its accessibility, and to determine what is still needed and how these resources can best be stored, sustained and updated.
- Calls for targeted resources will be issued.

### **2.11 Diversity Travel Stipend**

**MOTION:** Jennifer Lesh moved to approve a Diversity Travel Stipend to support travel to CEC’s annual Convention & Expo for student and early career (first 5 years in role) members from Black, Indigenous, and people of color (BIPOC) backgrounds.

**Further moved, to** approve the chair and co-chairs of Project 20/20 (or subsequent diversity, equity and inclusion committee members) as the workgroup responsible for receiving and selecting the recipients of the Diversity Travel Stipend, as recommended by the Project 20/20 committee, effective immediately and terminating when the Board discontinues the Diversity Travel Stipend.

Cindy Perras seconded.

**Motion passed.**

### **3.0 Department Updates**

#### **3.0 Policy & Advocacy**

Kuna Tavalin, Senior Policy Advisor, provided the following information:

#### ***Policy Update***

- Bill re-introduction
  - Keeping All Students Safe Act
    - Would: make it illegal for any school receiving federal taxpayer money to seclude children and would ban dangerous restraint practices that restrict children’s breathing, such as prone or supine restraint; prohibit schools from physically restraining children, except when necessary to protect the safety of students and staff; and provide training for school personnel to address school-expected behavior with evidence-based, proactive strategies, require states to monitor the law’s implementation, and increase transparency and oversight to prevent future abuse of students.
  - DIVERSIFY Act
    - Would help diversify the education system by increasing the maximum TEACH Grant award from \$4,000 to \$8,000 per year to align with the full cost of college today.
  - Protecting Our Students in Schools Act
    - Would federally prohibit the practice of corporal punishment in any school that receives federal funding and establish enforcement protections and a federal grant program to assist states and school districts in improving the climate and culture of schools across the country.
- Budget Released May 28
  - IDEA full funding glidepath
  - Big increases to Part C, Sec. 619, Part D
  - Level-funding of Javits, National Center for Special Education Research



### ***Appropriations***

- Goal: glidepath to full funding of IDEA
  - Federal share: 40% of Average Per-Pupil Expenditure
- Relayed funding requests to Congress
  - Letter to appropriators, meetings with key staff
- Working in coalition with other stakeholders
  - Co-chair IDEA Full Funding Coalition; met with House bill leaders at their request
- House considering its bill this week

### ***Member/Partner Engagement***

- Special Education Legislative Summit
  - Next Week! July 19-23, 2021
  - 1,500 + registrants
  - CEC's annual opportunity to amplify policy messages through grassroots advocacy
- Provided policy/advocacy updates/engagement for University of North Carolina-Greensboro and InterAgency Council of Developmental Disabilities Agencies, Inc. (IACNY)

## **3.1 Professional Affairs**

Laurie VanderPloeg, Assistant Executive Director for Professional Affairs, provided the following information:

### ***Since April Board Meeting***

- CASE Standards submitted to CAEP July 1
  - Expect a decision in early fall (September/October) about their inclusion in the SPA Program Review Process
- Training Workgroup has been convened
  - Working on updating and expanding CEC's trainings for programs and volunteers to be applicable to all sets of standards
- Accreditation Expectations went out for Public Comment
  - Closed on July 6<sup>th</sup>
  - Currently being reviewed by the Accreditation Commission
- Red Book Revisions
  - Initial Draft submitted on July 1<sup>st</sup> for review and editing
- Teacher Resource Repository
  - Launching early fall 2021
  - Seeking pool of reviewers late summer
  - Accepting submissions late summer
- American Recovery Plan Act White Paper; the first stimulus package to include funding for the Individuals with Disabilities Education Act (an additional \$3 billion dollars).

### ***2022 Convention***

- Orlando, FL; Jan. 16-19, 2022; Orlando World Center
- 100th Anniversary Celebrations
- Exciting new programming formats
  - Research → Practice Deep Dive sessions
  - Teacher Slam sessions
  - Data Blitz sessions
  - Collaborative Presentations

- Virtual Convention
  - Feb. 1-4, 2022
  - Utilizing same Whova platform/app as the 2021 convention
  - Access to content for up to 6 months
- CEC Learning Library
  - CECs Learning Management System (LMS)
  - Over 100 asynchronous/recorded workshops, webinars and sessions spanning special education topics
  - Content free to CEC members 24/7
  - On-demand professional development and PDH certificates

### **2021 P.D. Programs**

- On Demand Modules:
  - HLP Deep Dive Series; more than 150 registered
  - DDEL Critical Conversations webinar series; more than 150 registered
  - JumpStart program for new special educators; August 2021
  - Paraeducator program for Special Educators and Administrators of Special Education Fall 2021
- Contract Trainings
  - WI Cooperative Educational Service Agency: HLP Train-the-Trainer (July-August)
  - VA Department of Education: Administrator program (August-October)

### **LCE**

- Year to Date Statistics
- Total number of renewals have doubled
  - Subscription revenue has increased 30% from 112K up to 157K
  - Subscription revenue goal of 338K within reach by year's end
  - Training goal met: 8 webinars conducted, income 7.6K
  - First week of July 2021 sales at 15K; 30% over July 2020
  - Over 600 accounts with 2,000 users worldwide at present

## **3.2 Engagement**

### **3.2.1 Membership**

#### **Since April Board Meeting**

- Refreshed onboarding for new members
- Enhanced student resources
- Additional member categories
- Hardship waivers

#### **Key Metrics**

<b>Onboarding emails</b>	<b>2020</b>	<b>2021 (YTD)</b>	<b>Industry Benchmark</b>
Delivery Rate	99.1%	99.5%	99.05%
Open Rate	34.4%	37.1%	38.32%
Click Rate	8.3%	9.5%	16.87%
Unsubscribe	.1%	.1%	.07%

Membership	2020 (YTD)	2021 (YTD)	April 2021
Total	26,035	20,566	20,753
Division	18,318	19,183	

### Upcoming Projects

- ‘Mentoring’ calls for new teachers to prepare for the school year
- Focused communications with improved data management
- Back to School campaign
- New tracking system for customer inquiries

### 3.2.2 Component Services

#### Since April Board Meeting

- Leadership Institute; nearly 100 registrants
- Created Student Chapter Section on website
- Working with Student Chapter Advisors to have sessions at TED conference and CEC 2022 to reinvigorate and learn more about our student chapters

#### Upcoming Projects

- Develop *Division Digest*, a monthly newsletter highlighting the work of our divisions
- Leadership Institute Follow Up
  - Individual follow up with unit & division leaders following post assessment
- Develop a virtual leadership training
  - For individuals unable to attend in person LI
  - Repackaging information that was shared live

### 3.3 Public Affairs

#### 3.3.1 Publications and Communications

#### Since April Board Meeting

- Launched web support system for units and divisions
- Assisted in Aarwyn database migration
- Developed and launched Partner Resources Directory
- Developed and launched 12 campaigns promoting and supporting CEC international
- Held first Publications Committee Meeting

#### Key Metrics

- April-June 2021 Publication Sales \$125,858
- Sales up by \$40,612 for the year compared to 2020
- Exceptional Children impact factor improved to 5, remains #1 in field
- Website visits up this quarter over last quarter:
  - 534k pageviews (up from 484k)
  - 210k sessions (up from 176k)
  - 53% bounce rate (down from 55%)

### **Upcoming Projects**

- CEC 2022 Convention and Expo Marketing and Outreach
- 100 Year Anniversary: website, timeline, 100 stories development
- Continuing updates to the book, “What Every Special Educator Must Know,” with expected publication in Fall 2021
- Reviewing final proposals for a few additional new books

### **3.3.2 Strategic Partnerships**

#### **Business Partnership Opportunities**

- E-blasts
- *TEC/EC* Journal Advertising
- Partner Solutions Directory
- Sponsor Learning Library, Teacher Repository
- Sponsor Webinars
- Annual Conference

#### **Since April Board Meeting**

- Launched the online Partner Solutions Directory, with 35 partner listings, 6 Featured Partners, and 15 e-blast/*TEC* advertising spots confirmed; \$44,600 to date
- Prospectus for the 100th Anniversary Annual Convention is live
- 51 exhibit booths sold; \$100,600 to date
- Assigning booths and spots in the Technology Playground and Expo Showcase (\$7500 to date)
- Secured University of Southern Florida to provide assistive technology devices for Technology Playground
- Secured Wellness for Educators to partner with us in the Expo Hall, early morning fitness classes and a pre-conference workshop
- E-blasts for July and August are fully committed; working to confirm four tentative slots; \$17,325 to date
- Webinar for vendor partners scheduled for August 12th
- Developed offerings for potential partners to sponsor our Learning Library, and Teacher Repository

#### **Upcoming Projects**

- Continue Marketing Campaign for Partner Solutions Directory
- Continuing 2022 Expo Sales Efforts and Marketing Plan
- Developing systems to track and execute on deliverables for Annual Conference
- Collaborating on the 100th Anniversary Bash
- Sponsorship related to 100 stories/100 Year CEC Anniversary

### **4.0 New Business**

There was no new business.

Without objection, President Cavitt recessed the meeting at 5:30 p.m. ET.

## **Board Business Meeting: Wednesday, July 14**

### **1.0 Call to Order and Official Items**

#### **1.1 Call to Order**

President Dennis Cavitt called the regular meeting of the Council for Exceptional Children Board of Directors to order at 9:06 a.m. ET.

#### **1.2 Record of Attendance and Determination of Quorum**

Executive Director Chad Rummel called the roll. A quorum of the following Directors was present:

Dennis Cavitt  
Danielle Kovach  
Jennifer Lesh  
Yvonne Bui  
Tisa Aceves  
Joy Banks  
Tachelle Banks  
Rosalind Hall  
Will Hunter  
Laural Jackson  
Cindy Perras  
Charmion Rush  
Kareem Thompson  
Ben Tillotson  
Mitch Yell

Not present: Rosalind Hall

### **5.0 Executive Session**

#### **5.1 President Elect Interviews**

#### **5.2 President Elect Appointment Motion**

The Board went into Executive Session at 9:01 a.m. ET. The board came out of executive session at 11:44 a.m.

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

President Cavitt thanked the board for a productive strategic planning retreat and meeting. Without objection, President Cavitt adjourned the meeting at 11:45 a.m. ET.