



# 2013-04-10

Attendees		Absent	
Buck Evans	Kyle Bunker	Kathy Shoop	
Carol Browder	Jodie DesBiens	Karma Hugo	
Jerry Jenkins	Mary Kernel		
Eric Chambers			
Shirley Cutshall			

## Approval of Minutes:

Buck moved to approve the revised minutes and Eric seconded. The minutes were approved.

## Lightning Round:

Carol:

- The 2013-14 budget is almost finished and is looking good;
- Michele accepted a job at the Oak harbor SD and Brian will be out for several weeks for surgery;
- NWESD's audit was clean without even a management letter, and the auditors liked our four page federal grant requirements summary and think it could be used as an example elsewhere.

Shirley:

- The detention centers are now using a cooperative model, all co-op programs have finalized mailing of agreements for next year (waiting for district approvals);
- Sp Ed Admin services is wrapping up the PBIS training and planning for the next two years- including gearing up for compliance and OSPI monitoring activities scheduled for the NWESD region next year;
- Shirley is working on the staffing priorities for AOP and SpEd Admin Services; and

- Nursing Corps is watching legislative action as related to future SNC admin services.
- Shirley also reported on Early Childhood/Literacy activities as follows--
  - extension of the Starting Strong summer conference to include a pre-conference date;
  - pursuing funding from Gates Foundation for extension of Early Literacy supports; and
  - awaiting response on letter of interest for PreK-3 scale out project funded through private foundation.

Eric:

- Eric is finalizing three grants from the mental health block grants, which will focus on transition services for youth with mental health needs who are also homeless and/or involved in juvenile justice. He is confident that we will get 1 or 2 out of the 3 that he submitted resulting in an income of about \$100,000 a year per grant.
- Eric commented that NWESD has been asked to apply for RTL money since ARIS and LYNKS will not be applying. There is some ambiguity about how the pot of money will be distributed, but if we proceed with plans to apply, we will use the same collaborative design model used in the Skagit Behavioral Health Grant.
- Eric, Jodie, Michael, and two partners are making a presentation at the AESD conference on the Skagit 1/10th money.
- Eric is also finishing up the report on the results of the Professional Development survey that T&L did, and will present the final report at the next Directors meeting.
- In an update on the Medicaid funding, Eric said that NWESD has been recommended for Medicaid funding but have to wait for the board vote that is coming on Monday.

Jodie:

- Jodie had been working on preparing for several activities that were canceled including a 3-day audit. She is working on screening for a Transition Reentry Coach.

Mary:

- Mary has been busy completing the Title III grant activities and the last training, which is coming up in May and is for administrative teams of which 42 people have already signed up;
- She has also been working on comparing and refining the professional development evaluations and process documents for alignment to the WACs and

consistency. Buck will convene a committee of interested stakeholders from the agency who will review Mary's draft revisions to the forms and the process;

- Mary let the Directors' know that Anne Knott accepted a position in another department for next year as an Admin Asst I since MERO cannot fund her position next year. Mary let the group know that as an AAI, Anne can no longer be the one who prepares the Directors' minutes since that role is that of an AAIL. Kyle said he would ask Tammy Lee if she would step in to fill that role.

Kyle:

- Kyle has been working with Michael Tyres on getting HIPPA rules in place for the IT department;
- He has also been working with the remote sites issue of the "guest" user which has now been fixed;
- His staff has been busy updating servers and is ready to update our exchange server to the latest Microsoft Windows, but it will be a few months of testing before rolling out live to the users;
- Kyle has also been working with the EdTech Round Tables and is offering a class on OER (Open Education Resources);
- His department is also doing an iPad class for Anacortes in the near future.

Jerry:

- Thursday through Saturday Jerry will be working with the NWESD board in Olympia;
- He has been busy with the ProCert program and announced that it is expanding next year. Linda Dobbs has been hired to help with the expansion activities;
- Jerry has also been busy welcoming and orienting many new superintendents in the region. He reported that South Whidbey SD has now hired an interim superintendent;
- Jerry is also communicating with constituents regarding legislation. He announced that NWESD will be closing the certification office as of June 30th because the state is going to an online certification system called "e-cert". The ESDs were asked to subsidize the activities for another year at a cost of approximately \$85,000, but we will not be subsidizing it after this year.

Buck:

- Buck is working closely with Prevention;
- He has an executive committee meeting on Tuesday;
- He has hired two new positions at the data center, one of which will offer temporary support to school district business offices (starting this fall) who are experiencing a temporary loss of personnel due to someone being on leave, etc. (Carol was sorry to hear that she couldn't request that support for NWESD!)

## **LCC Update:**

There was no LCC meeting this month so there was nothing to report.

## **Discussion Items:**

### **T&L SURVEY RESULTS and NWESD COMMUNICATION WITH DISTRICTS**

Eric presented the preliminary results of one question on the teacher survey (and same question on the administrator survey) regarding NWESD's communication techniques. The survey showed that department email was the preferred method (the top ranking method out of 6) for communicating about professional development opportunities. The lowest ranked method for communicating professional development opportunities was social media. Points that arose in the discussion that followed:

- we are making huge progress in how many districts used to have all email from the ESD blocked compared to only 2 who now block us, and a few who partially block us (greylisted)
- frustration about having to only send links which causes districts to have to use three or more clicks to find out about what our offerings are
- frustration over not being able to directly market to specific groups (such as school counselors)
- the acknowledgement that our practices can't have districts see us as "spamming" or we will regress to where we were when Jerry first arrived with many blocking NWESD's emails
- wondering how many districts have social media blocked in their districts
- acknowledgement that we don't want personal preference on use of social media to cloud our judgment about what NWESD needs
- wonderings about the value of or need for "fluff" communications and if that type of communication will negatively impact our public image

Buck was prepared to take the group through a process to draft a purpose statement for social media, but the Directors' didn't think they were ready to do that since the sub-topic of social media is impacted by NWESD's more general purpose for communications, which is yet to be developed.

**Conclusion/Action:** Jerry agreed to convene a small committee of stakeholders who will draft a purpose statement for communications, and see if the group can come up with some suggested ways to improve our communication with member districts.

## **TED Video On Hackschooling**

The Directors' discussed their reactions to the video by Logan LaPlante about how "hackschooling" makes him happy.

The meeting was adjourned at 10:20.

*Minutes respectfully submitted by: Mary Kernel*

*Posted by Anne Knott*