

Women Education Leaders in Virginia Board of Directors Meeting MINUTES



Thursday, July 15, 2014
Gena Keller's Home
Fluvanna County
 380 Ballenger Lane. Palmyra Va. 22953
 10:00 AM-2:00 PM (Coffee and Conversation at 9:30)

Attending: Gena Keller, Beth Baptist, Paula Lichiello, Staci England, Julie Meyers, Regina Turner, Lee-Ann O'Dell, Jennifer Cavanaugh, Merle Herndon, Margaret Blackmon, Elaine Fogliani, Liza Scallet

Item #	Topic	Discussion	Action	Person Acting
1	Welcome/Introductions	Gena Keller welcomed participants; participants introduced themselves Participants made corrections on Master List of Contact Information; Liza will send updated Master List of Contact Information to Board Members.		Gena Keller
2	Agenda Overview	Gena and Elaine gave participants an overview of very full Agenda.	Agenda Approved	Moved by Staci England; seconded by Merle Herndon; Motion carried with no dissenting votes
3	Approval of Minutes	Minutes from March 19: Elaine pointed out corrections on #4 (\$13, 250) (\$3,000) Margaret asked for corrections on #7 (2013 identified) (\$1,947.44 to replace approximate income)	Minutes Approved	Moved by Staci England; seconded by Lee-Ann O'Dell Motion carried with

		<p>Minutes from March 21: Beth asked for names of officers be listed for #2 and #5 Liza will make corrections to Minutes.</p>		no dissenting votes
4	<p>July 1, 2013-June 30, 2014: Profit and Loss Statement July 1, 2014-June 30, 2015: Proposed Annual Budget Annual Conference Comparison (2008-2014)</p>	<p>Julie and Liza presented the P & L, which showed a net income for the past year of \$6,108.19. Margaret asked that income and expenses be listed with as much specificity as possible (i.e.: "Other Program Income" be identified specifically "AASA/WELV 2013 Conference Income"). Elaine asked that the exact amount of money in bank account be indicated (\$20,692.81 on June 30, 2014). Elaine discussed the detailed spreadsheet she had created on Annual Conference Expenses and Income from 2008-2014. She pointed out that there were only 81 registered participants in 2014, but increased sponsorships allowed WELV to make the most profit ever for the AC.</p>	<p>Profit and Loss Statement, Proposed Budget, and Annual Conference Comparison</p> <p>Financial Documents Approved</p>	Moved by Margaret Blackmon; seconded by Staci England Motion carried with no dissenting votes
5	<p>Schedule of Board Meetings Recommended Dates July 15, 2014 September 25, 2014 February 19, 2015 March 18, 2015</p>	<p>Elaine presented dates and times (10 a.m. – 2 p.m.) for Board Meetings. Lee-Ann has contacted Zehmer Hall, which is willing to host the September meeting. Paula is willing to host the February meeting at Lynchburg College.</p>	<p>Meeting Dates and Locations Approved</p>	Moved by Lee-Ann O'Dell; seconded by Margaret Blackmon Motion carried with no dissenting votes
6	<p>Annual Conference Location and Theme and Speakers</p> <ul style="list-style-type: none"> • 2014 Conference Evaluations • Hotel Cost Comparison • 2015 Conference Theme Speakers Board Responsibilities 	<p>Board members reviewed the Annual Conference Evaluations from 2013 and 2014. Elaine pointed out increase in satisfaction from conference participants. (91%-98% rated each category either good (4) or high (5) this year.) Elaine presented a database with complete breakdown of costs for three possible venues for the 2015 AC. Beth expressed her concern about the quality of the food at The Holiday Inn. Elaine described the difficulties experienced this year in working with Doubletree, and both the cost and limitations of using the Darden School. The Board's earlier decision to approve trying this new venue was affirmed.</p>		Elaine Fogliani Liza Scallet

		<p>Elaine shared a write-up of possible Themes and Speakers for the 2015 AC. Staci pointed out the need to gain the approval of superintendents, Julie expressed the desire to have more of a focus on leadership in the classroom, Lee-Ann suggested broadening the focus to look at higher education, and Beth encouraged consideration of Paula’s presentation on Leadership. After spirited discussion from the entire group, a theme for the 2015 was decided upon: A Call to Be Bold: Women Leading Change.</p> <p>The group also discussed the suggested speakers and approved of Elaine making initial contact to determine fees and availability. Elaine encouraged all Board Members to contact her with suggestions for other speakers.</p> <p>Elaine also shared a list of the AC responsibilities of Board members and encouraged anyone else who wants to help to contact her.</p>		
7	October Lynchburg Forum	<p>Paula presented information on the Lynchburg Forum, which be held on Saturday, October 18, from 8:30-12:30 at Randolph College. Paula will be sending us more details in late July, and WELV will be actively working to publicize this event. Our goal is to have at least 50 participants this year.</p>		Paula Lichello
8	VASCD Presentation	<p>Elaine described the WELV proposal for a Presentation and Panel at the VASCD Annual Conference on <u>The Confidence Code: The Science and Art of Self-Assurance – What Women Should Know</u>. Julie indicated that VASCD had received twice as many proposals as they will be able to accommodate, but those they will be notifying presenters soon of whether or not their proposal was accepted.</p>		<p>Presenter: Elaine Fogliani</p> <p>Panel Participants: Julie Myers, Gena Keller, Linda Reviea</p>
9	Business Partners Dinner at Superintendents Conference in VA Beach	<p>Elaine will be sending invitations to superintendents to attend a dinner, sponsored by new WELV Partner American Fidelity, on Sunday, September 28 at the Superintendents’ Conference in Virginia Beach.</p>		Elaine Fogliani

10	Stipends for Executive Director and Administrative Assistant	<p>Elaine proposed increasing the monthly stipend for the Executive Director (from \$583.33 to \$783.33) and the Administrative Assistant (from \$458.00 to \$658.00). This \$4,800 increase in the yearly cost to WELV for Contract Services is made possible by the \$5,000 commitment from a WELV Partner for 2014-2015. This decision will be revisited in June, 2015, and the amount of stipends may be readjusted based on revenues.</p>	<p>Stipends for Executive Director and Administrative Assistant approved</p>	<p>Moved by Staci England; seconded by Margaret Blackmon Motion carried with no dissenting votes</p>
11	Report from Administrative Assistant <ul style="list-style-type: none"> • Website Update • Logo • Request for Credit Card • Other 	<p>Liza shared information on the design, capacities, and organization that are proposed for a new WELV website. Julie and others expressed a desire for an active role for social media. Online registration and payment were features that Margaret and others encouraged. Board members are asked to give Liza any feedback, so the new website, which we hope will be launched by September, will serve WELV effectively. Liza reported that the traditional WELV logo has been sharpened and clarified for better quality printing. Liza requested ATM cards, which would allow Elaine, Julie, and Liza to use on-line banking services and not require them to be reimbursed for charges put on their personal credit cards.</p>	<p>Issuance of ATM Cards for Elaine Fogliani, Julie Myers, and Liza Scallet approved</p>	<p>Moved by Staci England; seconded by Margaret Blackmon Motion carried with no dissenting votes</p>
12	<u>Committee Reports</u> Communication Newsletters	<p>Staci and Elaine expressed their commitment to producing a quarterly Newsletter in September, and asked the Board to submit ideas and/or articles. Margaret recalled that biographies of Newly Promoted Leaders and of promising Graduate Students were popular features in the past.</p>		<p>Staci England Elaine Fogliani</p>
13	<u>Committee Reports</u> Mentorship	<p>Margaret Blackmon reported on the ten WELV members with whom she worked as a coach and mentor in 2013-2014. Elaine and others expressed their appreciation for the great work that Margaret does in this role, and discussed ways in which WELV can increase mentoring opportunities (such as working with Pam Tucker and the Batten School, and the Leadership Academy proposed for the Fall of 2015).</p>		<p>Margaret Blackmon</p>

14	By-Laws	Board will receive information at the September Board Meeting.		Donna Plasket (unable to attend)
16	Past Presidents Council	Paula would like to contact former WELV presidents to get feedback from them on WELV. Margaret, Elaine, and Liza will work on producing the names and contact information of past presidents of WELV.		Paula Lichiello
17	Archiving WELV History	Lee-Ann had extensively researched various possibilities for storing sensitive documents. The high monthly costs for cloud services led to the decision to instead create "restricted access" pages on the WELV website. Elaine noted that an effort would be made to archive public documents on the WELV website, focusing at first on the past two years.	Archiving of WELV History on website approved	Moved by Staci England; seconded by Margaret Blackmon Motion passed with no dissenting votes.
18	Contributions	The previously approved plans for charitable contributions to WELV (Friend: \$50-\$100; Collaborator: \$101-\$500; Leader: \$501 or more) were affirmed.		Beth Baptist
19	Strategic Plan Update	Elaine presented a draft of the Strategic Plan for 2014-2015. Gena proposed the creation of an Ambassadors Program, to help Regional Representatives reach out to the large number of participants in their regions and increase involvement in WELV. This idea was enthusiastically received, and Gena is creating a draft proposal which will be shared with Regional Reps.	Strategic Plan for 2014-2015 approved	Moved by Lee-Ann O'Dell; seconded by Regina Turner Motion passed with no dissenting votes
20	<u>Region Reports</u> Region 1 Regina Turner Region 2 Lee-Ann O'Dell Region 3 Sheri Almond Region 4 Jennifer Cavanaugh Region 5 Linda Reviea Region 6 Brenda Blackburn Region 7 Rebecca Harrison Region 8 Merle Herndon	Regina is excited to be the new Region 1 Rep and plans to meet with members in September or October. Lee Ann is planning a meeting in September for Region 2, as well as one-on-one and small group meetings. Jennifer is meeting with her Region 4 members on August 4, and is excited about the potential of the Ambassadors Program to help with her large region. Regional Reps asked Elaine and Liza to send them contact information for current and past WELV members, as well as AC participants who volunteered to become more involved in WELV. Liza asked Regional Reps to inform her of meetings to post on website.		Regina Turner Lee-Ann O'Dell

21	Rates for WELV Membership and Annual Conference Registration Using PayPal	<p>Liza Scallet presented a draft of a proposal for Membership Categories and Rates, for Educators and Businesses.</p> <p>Margaret expressed support for the idea of having all educators' memberships run from March – April, and having a year's membership included as part of the registration fee for participants in the Annual Conference next year. Staci stated that we need to be sure that we can justify any increase in annual dues by pointing to increased services to membership. The current rate of \$25 will stay in place until the Board votes on this issue.</p> <p>In addition to having online registration for the AC, we are also looking into PayPal and other methods of taking credit card payments which might be less costly than the current Intuit program.</p> <p>Elaine suggested that anyone with feedback on the categories for Business membership contact her, and she and Liza will work on finalizing the fees and benefits for businesses.</p>		Gena Keller Elaine Fogliani Liza Scallet
22	Board Member Comments And List of Action Items	No additional comments or action items were presented.		
23	Adjournment	Board members expressed amazement at completion of the full Agenda by 2 p.m.	Adjournment approved	Moved by Staci England; seconded by Lee-Ann O'Dell Motion passed with no dissenting votes

Next Board Meeting: Thursday, September 25, from 10 a.m. – 2 p.m. at Zehmer Hall (UVA), in Charlottesville.