

WAMLE August Retreat Minutes
August 14-15, 2008

Present: Ben Talbert, Brian Jones , Stephanie Strow, Cathy Gersich

Absent: Rick Boyle, Dotty Shireman, Don Rash, JoAnn Carbonetti, Keith Salyer,
Don Rash

Thanks to Brian Jones and family for being such gracious and accommodating hosts. If we beg, can we get the recipe for the 7-UP cake?

Guest member Cathy Gersich was in attendance by invitation of Stephanie Strow, and has requested membership on the WAMLE Board of Directors. To be discussed at the next meeting.

Report on Affiliate Leadership Conference in New Mexico:

Ben and Stephanie reported their experiences from the Leadership Summit. A clearer understanding of our affiliate's status and relationship was learned. Essentially, affiliates are independent state organizations that *affiliates* with NMSA. We are our own entity and are responsible for deciding our purpose and the role we want our affiliate to play in Washington State. NMSA is available to support and partner as needed.

Ben facilitated a discussion of the 13 questions that were presented at the Leadership Summit. As a result of this discussion several questions/ideas were raised:

A clarifying vision came out of this and several discussions throughout the weekend:

- WAMLE exists to support middle level education by ensuring effective and affordable professional development is provided throughout the state.
- WAMLE is the voice of advocacy for middle level education in Washington state to ensure the interests of middle level constituents are understood by decision-makers, elected or otherwise. Who is speaking up for middle level education? If not us, then who?

When we reconvene with more board members present, we need to revise our mission statement to clarify our role, i.e. ... Supporting adolescents and middle level education... advocacy for the unique needs of adolescents and professional development for their teachers. The need for a strategic plan for 2-3 years was also identified.

WAMLE Board Size/Membership/Leadership

We identified the need to expand the size of the board to ensure that we have enough people to carry the work forward, and to better represent the array of people we represent, i.e. world language, PE, science, math, pre-service teachers, etc.

The vision for increasing the size of the board includes developing regional boards to better serve areas of the state that are currently underserved, particularly eastern Washington.

We discussed the current construct of the board. With Connie Weiner's resignation from the board we need to identify a new president at the next meeting.

Outreach and Alignment

We discussed the idea of having listening panels throughout the state to assess the concerns and needs of our constituents and align our efforts accordingly, get our message out, and solicit membership.

We discussed expanding our communication strategies by adding elements to our website to further support our constituents: list-serve, blog where teachers can pose questions and receive support from other educators, etc. This also raises the need to develop a written communication plan that addresses outreach efforts, publications, and how we want to use the website.

We discussed the need to establish partnerships with businesses and other organizations to offset costs and utilize the skills of others to support our members. Alliances with corporate and agency groups such publishers, OSPI, AWSP, WEA, Universities, etc., were discussed.

Membership

We discussed the question of membership and who our members are. We determined that every middle level stake holder is represented by WAMLE, but what will membership consist of and what types will we offer, i.e. Single, Dual, not at all. We also discussed recruiting and retaining members.

Professional Development

We discussed professional development and conferences at length. NMSA does not feel that coming to Washington has been sufficiently profitable to continue bringing speakers as they did in Ellensburg and Federal Way. They are interested in continuing support but more discussion is in order to see what that will look like. In the meantime, Threse Hinkle, NMSA President, and Jack Berckmeyer and Jan Burgess have offered to come and speak.

In addition to the state conference discussed below, we also discussed the possibility of Regional Conferences and the following ideas.

Regional Conferences

Principal's Breakfasts– Free

Conferences in regions of state– rotate conference from region to region

Drive-in conferences

Afternoon conferences starting at 4:45 perhaps go until 8:00

State Conference:

We determined to proceed with a state conference on March 7, 2009, that WAMLE will organize.

We are targeting a minimum of 200 attendees to make the event profitable and ensure that WAMLE remains solvent.

The design will be similar to what we planned for last year but did not do. Location is to be determined. Having 200 participants or more pushes us more towards a college, but that requires more discussion. The ideal would be a new construction middle school near the I-5 corridor.

Conference Ideas: Focus on what makes middle level education different. Sessions will highlight best practice in middle level education given current brain research, etc. Board members will teach sessions and identify others who can teach sessions. Additional board meetings and following through on tasks was agreed upon. Cathy Gersich volunteered to be the chair of the Promotion Committee.

An outline of other considerations for the conference is below and will be discussed further at our next meeting.

Theme Ideas:	Content:	
Magic in the Middle	Keynotes:	Possible Strands:
Survivor	Therese	Brain Research
Extreme Makeover	Jack	OSPI Options
Lost	Legislator	Administrative Strand
A Conference About Nothing	OSPI	Science Strand/Other Content Areas
Academy Awards	Gates Foundation	Balancing Work and Life
Emmy/Grammy		College Outreach

Potential Presenters:

- Department of Education– OSPI
- WEA
- Jan Burgess
- Jack Berckmeyer
- Therese Hinkle
- Pete Lorain
- Digital Learners - Brian
- Math Computational Fluency w/Technology - Brian
- Brain Research - Ben
- Using Standards – Ben/Cindi
- Social Action – Stephanie Strow
- Standards-Based Grading – Stephanie Strow
- Lesson Study – Rick
- Ethno Math – Keith
- Advisory – Jan Burgess

RTI – Dana Anderson
Foreign Language – Janae
Multiple Intelligene/Literacy – Therese Hinkle
Understanding Adolescents – Jack Berckemeyer
Putting the Arse in Art – Cathy
ELL – Jackie DeHaven/Ben
Smart Boards – Cathy/Stephanie Strow
Writer’s Workshop – Susan/Stephanie Strow
Advocacy – Ben

Other Conference Details to Consider

Budget Items:

Food
Coffee
Facilities
Advertising
Postage
Theme Materials

Expenses broken down for Participants:

\$1000 for facility / 200 people = \$5 per
\$5000 for food / 200 people = \$25 per
\$1000 for theme / 200 people = \$5 per
\$1000 for keynote /200 people = \$5 per

Registration Fees:

Total Cost for individual= \$40
Cost of Registration \$80 and every paid participant becomes a member
WAMLE membership \$40 and 1/2 off of state conferences
Member Rate = \$40
Non-Member= \$80 membership included
Pre-Service Teacher Rate= \$20
Team Non-members= \$320 (5 for 4)
Team of Members= \$200 (5 for 4)

Set Up

4-5 time slots
Lunch block
Vendor block
Keynote during lunch
\$45 per individual
\$150 for ten teachers from one school/district
Vendors pay for tables
Mailing lists
Calling districts

Email blasts from state website

District provides continental breakfast and lunch for around \$10 per head

Vendors

Vendors pay anywhere from \$200-500 for a booth

Surveys to the vendors to find out what worked for them

Ask vendors to provide a question they want attendees to ask so they can get a sticker on their bingo card

Vendors can have a slot on the website for a podcast month by month

Set aside rooms for vendors to present from. No guarantees on numbers, be sure to note vendor presentation in listing.

Future Meetings

We drafted an outline of meeting dates, locations, and topics as show below. This is largely a revision of what we put together last January.

Outline of Upcoming Meetings/Events

Date/Time	Location	Topics
September 27. 2008	Fairhaven	Board Construction March, 2009 Conference <ol style="list-style-type: none">Future Professional Development: location, content, datesNewsletter – Conference Themes Bring your laptops or USB with articles, activities, a.s.o. that can be published in newsletterMembership WAMLE and WAMLE BoardOutreach/Alliances/PartnershipsAdvocacy
October 11, 2008	St. Joseph	<ol style="list-style-type: none">Overview of NMSA Resources & Benefits<ul style="list-style-type: none">Explore resources & determine how we can promote those to middle level educatorsAdd to WAMLE's benefits to offer to membersFinancial Stability/Marketing
December 13, 2008		<ol style="list-style-type: none">Website<ul style="list-style-type: none">Bring laptops and check WAMLE website, our forms, benefits, a.s.o.Check other affiliate websitesNewsletter<ul style="list-style-type: none">Work on newsletter – submit articles
February 7, 2009		<ol style="list-style-type: none">Constitution & By-Laws<ul style="list-style-type: none">Jigsaw Puzzle: Constitution & By-LawsMake appropriate changes

		• Vote
March 7, 2009		State Conference Jack Berckemeyer
April 11, 2009		Jack Berckemeyer
June 13, 2009		