

**Board of Directors Meeting**

Saturday, January 27, 2018

Santa Clara County Office of Education

1290 Ridder, San Jose, CA 95126

10:00 am – 4:00 pm

**Improve Efficiency \* Strengthen Partnerships \* Expand Social Media Presence**

**Present:** Ayisha Benham, Brinkley Abercrombie, Cheryl Rehome, Dawniell Black, Janeen Zambo, Janet Mann, Mary Janzen, **Maureen Johnson,** Michelle Herczog, Natalie Wojinski, Rebecca

Valbuena, Rob Vicario, Ruth Luevanos, Scott Petri, Valerie Doherty, Whitney Olson, Denisha Connet, Cindy Crawford (CTA Liaison)

**Absent**:  Cricket Kidwell, Gina Hansen-Sedor, Greg Spielman, Katherine Rand, Keldon

 Clegg, Pamela Harter

**Partial Attendance Call in**:  Fred Jones, Legislative Analyst; John Dadlez, Webmaster; Al Rocca, SSR Editor

**1. Called to order 10:04 am – Natalie Wojinski, President**

President Wojinski welcomed to the board and introduced Janeen Zambo, new Region Six Representative.

**2. Executive Director’s Report:**

Avi Black welcomed the group and asked members to recall how they became involved in CCSS.

Responses revealed many ways people can become aware and involved in CCSS.

* Meeting purpose and goals – Utilizing the upcoming conference (March 23 – 25) to encourage active membership in CCSS is the focus of today’s meting.
* MY CONFERENCE 2018 WORKSHEET was passed out and members aked to utilize throughout meeting to identify how they will accomplish recruitment of new members
* Review of board meeting documents posted on CCSS website.
* March Board meeting has been set for Sayturday, March 24 6:45PM
* Reminded board members to register for the conference. Hotel rooms are going quickly
* The SSR will be published before the conference

**3. Financial Report- Veray Wickham, Office Manager**

Review of Profit & Loss statement (provided electronically) This is a snapshot of where we stand at 6 months of fiscal year. Conference registrations and payments received in January are not included here.

**4. Review of Wild Apricot** –

Avi Black demonstrated how to use the CCSS Wild Apricot platform to:

* to email members with welcome, renewal reminder, etc.
* note that membership has increase 15% in 6 months. Board needs to keep them renewing by personal contact
* get updates on conference numbers
* meet goal of 300 more registrations - minimum

If when checking a “lapsed” member you find an error (name change, email, etc.) contact Avi or Veray to learn how to update/correct.

**5. Executive Council Accomplishments – Avi Black**

The E.C. holds a telephone meeting monthly and they receive current information about CCSS activities and finances. We will start posting minutes of these EC meetings online with Board Documents.

On the January EC call a policy decision was made regarding a policy on "Complimentary Provisional Memberships for Non-Member Conference Registrants"

Reviewed//discussed: On a trial basis, for this year’s conference alone, a one-time “complimentary provisional membership” will be offered to all non-member conference registrants, requiring action on each recipient’s part to actively accept that offer, that will confer on those who accept the offer all benefits of regular CCSS membership through December 31, 2018 *except* voting rights in the CCSS election *and* reduced conference registration fees offered to members. Complete document at <https://www.ccss.org/page-1861116>

**6. Review of today’s meeting documents on CCSS website** - <https://www.ccss.org/page-1861116>

* Use your money
* Review format of motion - detail is essential
* Focus on non-members recruit to membership
* These complimentary, provisional members will need follow up by local councils

**7. Reaffiliation Procedure for Regional Representatives**

Ask Avi for reaffiliation OK - no documents/forms needed this year

**8. Report on incorporation status – Avi Black**

CCSS may be Incorrectly incorporated

* 501 ©3 provides a public service
* 501©6 provides service to its members – this seems closer to describing what CCSS does.
* Affiliation options reviewed (between local councils and CCSS)
	+ Locals can choose option

Avi will continue to explore

**9. Consent Items - August Board Meeting Minutes**

Revise 8/27/17 minutes:

Page 7 – “***C4*** *Framework mentions taking a stand and taking action.”* Should read **C3**

Motion to approve w/ corrections

M/S Jansen/ Valbuena

In the future, minutes should list both first and last names of those in attendance.

**10. John Dadlez, CCSS Webmaster – Called into meeting**

* Works from Riverside
* Has been a web designed since 1994
* Working on both our website and Sched
* Request for regional information to be updated on website – Send current in formation to Avi or Veray and they will forward to John.

**11. Partner reports:**

Cindy Crawford / Liaison from CTA

Directed us to CTA Insider newsletter for information on how dues are assessed at CTA.org

Political action page is where one can find CTA’s candidates’ endorsements.

Janet Mann- CDE

Information only update.

History–Social Science (HSS) Framework Rollout Events have been scheduled for:

Three conferences hosted by the CHSSP:

* January 30, 2018 at CSU Fresno
* April 24, 2018 at the Riverside Convention Center
* May 22, 2018 at Sonoma State

Four conferences hosted by CCSESA:

* March 22, 2018 CCSS Pre-Conference Event at the Town and Country Hotel, San Diego.
* April 16, 2018 at San Joaquin County Office of Education
* May 24, 2018 at Humboldt County Office of Education
* August 2, 2018 at Shasta County Office of Education

Michelle Herczog shared more details about the rollouts and requested assistance for the rollout planned for Thursday March 22 at conference site.

The Framework is being offered electronically and resources for adoption are also online.

Ethnic Studies Model Curriculum

CDE will post an application, to take part in an Advisory Committee available this summer. Information for the 2020 model curriculum can be found on the CDE Website.

Current Legislation

Assembly Bill 761 (Mullin)

*Pupil assessment: optional history–social science performance task assessment*

This bill was introduced last year, did not make it out of committee, and has now been amended to be an optional performance task assessment for grades 4, 8, and high school. The CDE will oversee development of the task assessments, and once developed, local education agencies shall have the option to offer the assessment to students. The assessment can be locally administered, scored, and maintained. If used, the assessment will be administered similarly to the California Assessment of Student Performance and Progress.

If funded, the assessment will be accompanied by administration guides, scoring rubrics, and other teacher scoring materials as well as educator training in the hand scoring process and a “train-the-trainer” session for county offices of education.

Senate Bill (SB) 830 (Dodd)

*Pupil instruction: media literacy: model curriculum*: this bill was introduced on January 3, 2018.

This bill would require the Instructional Quality Commission (IQC) to develop, and the SBE to adopt a model curriculum in media literacy for kindergarten through grade 12

(K–12). Use of the model curriculum would be voluntary. The bill would require the IQC to submit the model curriculum to the SBE on or before January 1, 2020 and would require the SBE to adopt the model curriculum on or before March 31, 2020. The bill would require the CDE to put a list of resources and instructional materials on media literacy, including media literacy professional development programs for teachers, on its Web site.

SB 895 (Nguyen)

*Pupil instruction: Vietnamese American refugee experience: model curriculum*: this bill was introduced on January 12, 2018.

This bill would require the IQC to develop and the SBE to adopt a model curriculum relative to the Vietnamese American refugee experience, for use K–12. The bill would encourage a school district, charter school, or county office of education that does not otherwise offer a standards-based Vietnamese American studies curriculum relative to the Vietnamese American refugee experience, Vietnamese boat people, and the Republic of Vietnam Armed Forces, to offer a course of study based on the model curriculum. The target SBE adoption date is on or before March 31, 2021.

Working on science connections to HSS – naturally connected to geography, for example.

The Science and Service Learning session at the STEAM Symposium was well attended, informing science teachers that civics is an integral part of science education in addition to the HSS curriculum.

CDE Grants – Funding for 5 school mini grants for model global education programs

Discussion - Ethnic Studies

There is a structured shift toward “civics” education- M. Janzen

Focus wording of “civics” is being used for a broader definition – including other Social Studies disciplines.

Reported that CGA funding has ended.

**12. Fred Jones-** **Called into meeting**

AB 24 Authorization bill – LCAP

Establishes a State Seal of Civic Engagement, to be affixed to the diploma of qualifying high school graduates, based on a demonstration of excellence in civics education and participation. Advance Civics- not just government (shorthand for all SS disciplines). It requires active engagement

Conference is a good time to sustain and engage members in active participation. Direct members to the toolkit on CCSS website. This is a good time to encourage members to be engaged in local planning.

M.Herczog thanked Fred Jones for his efforts representing us.

Reminded board the CCSS formally supported the PACCRAS Working Group’s (Promoting Authentic College, Career, and Civic Readiness Assessment Systems) letter to State Board of Education President Michael Kirst and State Superintendent Torlakson with proposed language for California Assembly Bill 761.  This bill was re-introduced by Assemblyman Kevin Mullin on behalf of the California Department of Education regarding a state assessment for history-social science and civics.

A. Black – Advocacy should be a major effort to support our membership. The Government Relations committee is working on this. Need to consider how to utilize F. Jones and members to advocate.

Discussion about whether we should have H/SS assessments

None- then SS not elevated to level of ELA & math? - Not in LCAP, etc. districts find no reason to support.

If there are assessments - What kind of test? What should it measure?

Optimal would be performance-based assessment - local schools/districts could be creative.

A. Black - Suggested- join to use local assessments to bypass appropriations (money concerns)

We should dialogue with our members to encourage active support on local level.

**13. Al Rocca, SSR Editor - Called into meeting**

He thanked CCSS for opportunity to once again edit the SSR. Vol 56 is in final stages of publication.

He credits Michelle Herczog for her efforts with this issue. The theme of the issue is the H/SS framework adoption and useful tools for to teach the content. Will be out before conference. We have many supporting sponsorships. SSR will be available in both print + electronic form. Articles will be on our website individually, so teachers can download the specific article they need. Of special interest- How to teach about the holocaust.

He is working w/print and electronic distributors. Academic institutions find our SSR very valuable to them.

Asked that board members send ideas for future issues to AL.

Considering “audio articles”

**14. Motion – Change of Office Manager Status**

(Staff excused for board discussion.)

**WHEREAS…**

The current Office Manager (OM), Veray Wickham, was hired with status of independent contractor after careful consideration and approval by the EC and the Board, and by agreement of the OM;

AND

Our current accountant, Kemper CPA Group, has provided the CCSS Executive Director (ED) and the OM with well-documented advice cautioning that the IRS has begun monitoring and auditing businesses more thoroughly about possible misclassification of employees as independent contractors;

**BE IT RESOLVED THAT…**

Veray Wickham, CCSS Office Manager, be reclassified as an employee of CCSS retroactive to the beginning of her contract on November 1, 2017.

**ATTACHED MATERIALS**

* Employee vs. Independent Contractor?
* Chart of OM compensation schedule to date and beyond
* Draft of revised contract

Top of Form

Bottom of Form

**Complete motion and supporting materials posted on website -** [**https://www.ccss.org/page-1861116**](https://www.ccss.org/page-1861116)

M/S Connet/Rehome Passed

**15. Standing Committee Reports**

**Strategic Planning- D. Black & R. Vicario**

* Establishing evaluations for potential consultants
* Phone conversations w/firms to follow
* Created timeline
* Collecting relevant information from membership
* Select consultant in next few months.
* Provide an update to the board and final section

Suggested selected consultant might attend March conference and March board meeting.

Core Values- handout distributed and collect from board members initially

Google form was shared with board email list. Board asked to respond to survey by February 3rd.

The survey form will be used for members also.

Expectation is that the survey will shows what works /or not

Send suggestions to Rob Vicario

Question about the budget for consultant M. Janzen

Avi - In 17/18 budget carryover. Executive Council has discretion to review moving funds to 18/19 budget

**Social Media Report – S. Petri**

* Reports on numbers of “hits” on social media platforms.
* Scott Sending 3 per day trending up
* Impressions- 35,000 people per week
* Focus on Twitter this year Profile visits- can got to web or recent feed
* Sched automatic counts as a mention
* Sept spike in new followers when conference promotion began
* We average 30 new followers per month
* Requested board search #casoccsstudie and #ccss18
* Suggested way to engage with social media is to “retweet, reply, mention” - Remember to add # so tweet will show
* Scott will send out info/instructions on how to use Twitter and continue to monitor Twitter numbers
* Our members equally using Facebook &Twitter
* Greg Spielman is managing CCSS Facebook
* Looking for more committee members so individual members can focus on other platforms (snapchat etc.)
* Discussion - How can we use Sched.com together at the conference?
* A. Black
	+ In using social media board needs to keep impartial focus when representing CCSS. Be cautious when posting content and/or opinions

Regarding Social Media Task Force becoming a standing committee

* Concerns about the “life” of platforms in current speed of technology advances
* Scott suggests keeping as a Task Force currently.
* Questions about different duties and status of Standing vs Operating committee
	+ Needs review and should be part of ongoing planning of CCSS structure
	+ Suggested this can be part of review at board retreat

**16. 2018 Conference Updates**

* M. Herczog –
	+ Framework roll out is Thursday, March 22nd at the conference venue in San Diego. She requested assistance for registration at 8:30AM - Valerie Doherty, Veray Wickham, Avi Black will assist
	+ Gubernatorial Forum- All candidates but Gavin Newsom have agreed to attend
	+ Media coverage and sponsor support is strong
	+ Requested assistance for registration and throughput the event during
* A. Black gave a detailed conference focused walk-though of both Sched and CCSS website. Conference schedule can be found on Google. Doc <https://docs.google.com/document/d/1iifZL8ECk5r3TxHibv222iAha-ObKV2_4MTJLbGs59k/edit?invite=CPzFsewJ&ts=5a0b42ac>

**17. D. Connet & V. Doherty 2019 Conference in San Jose**

* Theme Integration-Inspiration-Innovation
* Connect graphics to books becoming technology
* Planning committee is meeting Feb. 4th

**18. D. Connet – Board Elections**

* Even-numbered regions up for election in 2018
* Greg Spielman stepping down, so we need a Southern Area Vice President
* 2nd seat will go to Regions 4, 5, 9, 10
* Maureen Johnson not running for 1st VP-
* Names will be submitted to Denisha
* Nominee with most votes has a 2-yr. term, second place has a 1 yr. term
* Encouraged to use the conference to connect with members and ask them to run for regional and area positions on the board.
* Use dates of schedule board meetings in recruitment.
* A. Back – Big changes coming to CCSS and so new blood important
* Ballot will be ready for Annual meeting held at conference

**19. A. Black - Committee work today**

* Agenda for March 24th board meeting – what will your committee report on?
* Focus on recruit/retain members
	+ Look at year in life of member – how will you/your committee interact with members
	+ Communications - discuss the variety of options

N. Wojinski, President – Meeting Adjourned at 3:58

M/S Connet/Abercrombie Passed