

MSCA Leadership Development Institute
August 1-2, 2011
University of Minnesota, Duluth

Monday, August 1, 2011

Members Present: Chris Otto, Dawn Brown, Katie Gerdts, Walter Roberts, Kaia Paquin, Katie Wanous, Kitty Johnson, Heather Krause, Sheila Anderson, Dave Thorpe, Shelley Bungee, Rachel Karnitz, Brandon Wait, Sandy Weaver, Bob Stenson, Kris Moe, Nick Jacobs, Kathy Drinkwine, Kelly Booth, Katie Wanous, Kitty Johnson

1:30-2:45 PM: ASCA Updates/Policy Governance

What is Policy Governance? How does it affect us?

Handouts: ASCA Governing Policies, ASCA Board Policies, MSCA Governing Policies

MSCA began implementing Governing Policies four years ago. This was when committees were set up and the work plan was created.

Chris Otto: Should we review our ends policies/governing policies?

Chris shared about an activity from ASCA LDI called "Super Counselors." Board members worked in table groups to write down and discuss what characteristics embody a "super counselor"

Chris and Dawn wrote our ideas down and posed the question, "Which of these characteristics are 'ends', and which characteristics are 'means'?"

Characteristics classified as an 'end':

Advocacy

Professional Development (best practices, data driven, ASCA Model, awareness/knowledge of community resources and mental health)

Leadership (collaboration/networking, member of professional organizations, self-advocate for position)

Ethics

Partnerships with Stakeholders (collaboration/networking)

Research and Evaluation (data driven)

The topic of COMMUNICATION was brought up; board members shared that counselors in their divisions want to know what MSCA is doing for them. MSCA list serve is a great benefit. Brandon Wait asked how we can encourage members to join the list serve.

Walter Roberts: Suggestion to offer unified state and local division membership; this might be an issue to send to a task force or committee. Chris mentioned that this issue needs to connect to our ends policies.

3:00-4:00: Review of Ends Policies & Work Plan

Work Plan

Professional Development

Chair: Kitty Johnson

Other Members: Jaymie Helle, Shelley Buntjer

Legislative Policy

Chair: Murray Smart

Other Members: Kris Moe, Bob Stenson, Walter Roberts

Research and Evaluation (2010 emphasis was on SPARC)

Chair:

Other Members:

Professional and Ethical Standards

Chair: Jennifer Pepperell

Partnership with Stakeholders

Chair: Lea Oelfke

Other Members: Katie Gerds, Katie Wanous, Sandy Weaver, Dave Thorpe, Kathy Drinkwine

Leaders

Chair: Dawn Brown

Other Members: Kelly Booth, Sheila Anderson, Kaia Paquin, Nick Jacobs

Timely, Relevant Information

Chair: Heather Krause

Other Members: Karen Krause, Rachel Karnitz

Walter Roberts: suggestion to engage in more communication between Legislative Policy and Partnerships with Stakeholders committees

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Executive Board Meeting

Tuesday, August 2, 2011

10:00 AM-3:30 PM

Members Present: Chris Otto, Dawn Brown, Brandon Wait, Kitty Johnson, Sandy Weaver, Bob Stenson, Shelley Buntjer, Heather Krause, Rachel Karnitz, Nick Jacobs, Kelly Booth, Kaia Paquin, Kris Moe, Murray Smart, Walter Roberts, Katie Wanous, Dave Thorpe, Kathy Drinkwine, Sheila Anderson, Katie Gerdts

Call to Order

Meeting officially called to order by Chris Otto.

Approval of Agenda with Flexibility

Motion to approve the agenda with flexibility by Walter Roberts, 2nd by Brandon Wait

Approval of Minutes—May 2011 meeting

Motion to approve the minutes from the May 2011 meeting by Walter Roberts, 2nd by Heather Krause

Governance Policy

Discussed handouts:

- ASCA Governing Style; emphasis on collaborative efforts instead of individual decisions, maintaining an outward vision
- Ground Rules for Meetings
- Board member roles and responsibilities

Ends Policies/Work Plan

2011 Conference debriefing

A few comments from Sheila Anderson:

- Feedback on the meal in the conference room was mixed
- More breakout session for elementary counselors were provided, but counselors would still like more

There was a discussion about the ASCA Conference being in Minneapolis next year. How do we encourage MSCA Annual Conference attendance AND ASCA National Conference attendance?

2012 MSCA Conference will be hosted by Minneapolis School Counselors

Theme: "Unlocking a World of Potential"

2010-2011 Work Plan Review

Professional Development—Kitty Johnson

- The Office of Higher Education has given us funds for professional development, but last year those funds were underutilized
- There is a proposal in the works from the Professional Development committee regarding professional development opportunities for MSCA members:

The MSCA board would provide funding for divisions to use as they see fit, with parameters. MSCA members could speak at workshops for a stipend; mileage would be reimbursed for the presenter; payments for supplies/copies would be reimbursed with a receipt.

Attendance at workshops would be free for MSCA members; all other attendees would pay a \$15.00 fee. Joining MSCA would be encouraged at the workshops.

Presenters at each workshop would provide their resources to the MSCA website so that MSCA can develop a resources page on the website for all members to access.

Walter Roberts suggested that each division partner with a post-secondary institution when planning workshops/presentations

Proposals would be submitted bi-annually for the committee to review.

Expenditure--\$10,000 for a three-year trial period

Shelley—this proposal will encourage collaboration among divisions and provide resources for all MSCA members

- The committee would like to publish a professional calendar on the MSCA website; MSCA members would then be able to submit professional development opportunities they know of to the website
- The committee would also like to provide professional growth and development opportunities through webinars using the MSCA website;

Legislative Policy

- Right now, the primary focus of this committee is to increase collaboration with our stakeholders with the goal of increasing “buy-in” to become partners in advocating for our profession.
- The committee would like to set up meetings with key players (such as Governor Dayton)
- The committee would like to participate in a press conference with the Attorney General's office in early October
- The committee is working on a two-year contract with our lobbyists

- The committee is collaborating with the Stakeholders' committee to help members know what to do when contacting legislators

Research and Evaluation

- During this past year, the committee rolled out the SPARC; Chris Otto encouraged members to check out the SPARC on our website and become familiar with it. It is a good tool to use with legislators
- Marianna Sullivan (St. Paul) has piloted the SPARC and would be a good contact.

Partnerships with Stakeholders

- Collaborating with Legislative Policy committee
- Grad Program visits

Leaders

- Emerging Leaders reception at Madden's—making changes/improvements
- When members join divisions, president of division calls new members to welcome them, ask questions
- Leadership training at LDI
- Providing resources for leadership on MSCA website
- Transition processes for new board members
- Jump drive for each committee to aid in the transition process
- Map of divisions on website

Timely and Relevant Information

- Contacting ASCA to discuss electronic newsletter, as they provide a template
- Working on setting up an electronic newsletter instead of paper mailing. There will be a few advertisements in the newsletter
- Would like updates from members regarding conference planning, Day on the Hill, etc.
- Murray—concern about advertisements—it shows that we promote that organization

Operational Parameters

Membership Update

- 835 members compared to 826 last year at this time and 818 the year before
- List-serve is ready to be updated
- Walter Roberts—manages the list-serve and this feature is only available to MSCA members

Financial Report Update—Rachel Karnitz

Handouts provided to board members:

- Budget 2010-2011
- Proposed Budget 2011-2012
- Account Balances as of 6/30/2011

Guidelines Topics for 2011-2012

- Articles will be due October, February, and May
- October 2011 topic is "Building Relationships"—Sheila Anderson, Nick Jacobs, Dave Thorpe, and Kelly Booth
- Writers for "Crisis Management" topic: Shelley Buntjer, Kelly Booth, Sheila Anderson, Walter Roberts, Judy Comstock
- Writers for "Communication" topic: Kris Moe, Jaymie Helle, Beth Braun, Marianna Sullivan

Calendar Updates

- Board Reports due October 3 to Katie Gerdt
- May board report is an annual report
- Chris suggested that the board report format and our mission statement be included in our Blue Book

Government Relations Update—Murray

Would like to:

- Get in touch with all division presidents and their government relations members

- Collect data and testimonials regarding the positive effect of school counselors; Sheila Anderson suggested using student essays (that are submitted for scholarships each year) as testimonials, after receiving permission from the authors.
- Video tape counselors in action—"who are we, and what do we do?" (in collaboration with stakeholders, public relations, and government relations) Suggestion by Sheila Anderson to focus more on student stories in the video.
- Chris Otto suggested posting Murray's handouts on the website
- Bob Stenson mentioned using radio as an outlet to inform communities on what is happening with school counselors
- Suggestion by Kelly Booth to use the media to help counselors advocate.
- Use the 2020 report
- Help members become comfortable contacting and communicating with our legislators

Discussed Handouts:

- A Reading List—LEAD—PLAN—ACT (a booklist to help guide us in the process of advocating for our profession)
- The Grassroots of Influence/Five Conversations Your Legislators Want to Have

New Business

2011-2012 Membership contract (John Paton)

- Several board members stated that the website has not been user friendly and needs to be updated
- Suggestion by a few board members to look into other vendors to make sure MSCA funds are being spent in the best possible way (being fiscally responsible)
- Rachel and Heather will discuss the website reconstruction suggestion with John

Motion to renew John's membership contract for 2011-2012 by Kris Moe, 2nd by Walter Roberts. All in favor, motion passes.

Suggestion to create a policy of reviewing contracts with our vendors every 3 years. Chris Otto will look into this.

2011-2012 Lobbyist contract

Discussion: Do we need to have a lobbyist for MSCA? How has having a lobbyist benefited counselors in the state of Minnesota?

Murray Smart—it is important to provide feedback for our lobbyists. We also need feedback from them.

Motion to renew the contract with our existing lobbyists, Dan and Maryann Campo (Lobby Minnesota) for 2 years by Walter Roberts, 2nd by Bob Stenson. All in favor, motion passes.

Guidelines online distribution

Should we move towards distributing our Guidelines publications online? Do we send hard copies AND online copies?

Murray suggested printing some hard copies for archiving, presentations, advocacy, etc.

Heather: Should we survey MSCA members to help us decide if we should move towards electronic distribution?

Chris Otto: The survey should be extensive—we need to find out how many members actually read Guidelines

Offering membership renewal through ASCA

Discussion tabled for now

ASCA web link for meetings

There is a link on the website to meet with executive boards online

Motion to provide funds to the Professional Development committee by Dawn Brown, 2nd by Bob Stenson. All in favor, motion passes.

Motion to approve the 2011-2012 budget by Kathy Drinkwine, 2nd by Katie Wanous. All in favor, motion passes.

Meeting Evaluation

- Stop Doing
- Start Doing
- Keep Doing—keep sharing ideas; it is important to hear from everyone, as we all have things to share; keep sharing handouts at the beginning of the meeting

Adjournment

Motion to adjourn the meeting by Katie Wanous, 2nd by Shelley Buntjer

Minutes submitted by: Katie Gerds, MSCA Secretary