



**Committee Meeting
April 11, 2014
Minutes**

Members Attending: Marcus Cheeks (MS), Heather Denny (MT), Ann White (UT), Karl Wilson (UT), Otistene Smith

Staff Attending: Lisa Brandes, Monica Kemper, Bob Harmon

Keynote Topics

The group discussed keynote topics suggested by Otistene: Rigorous Instruction and Racial Equity in Schools. Chairman Marcus Cheeks recommended looking at Equity in a wider sense – including poverty and across varying student groups, in addition to race. The Conference will have five keynote sessions and one session will likely be filled by Secretary Duncan. NASTID is working with Monique Chism, of SASA to make this happen. The group discussed looking at major shifts in the Title I program over the last 50 years as an overall theme for keynote session topics, in recognition of the 50th anniversary of Title I. This could include a panel discussion of Congress representatives who could talk about how Title I has shifted over the decades and to reinforce that Title I is effective at turning around low performing schools. Bob Harmon will contact Rich Long for possible Congress candidates who have a solid background in the Title I program and could be part of a keynote panel.

Keynote Speakers

Suggestions include:

- Dr. Robyn Jackson
- Dr. Ruby Payne from Texas
- Aric Bostick – He's done a lot of conferences around the country and addresses teacher motivation, student engagement and parent engagement
- Matt Damon – His mother was a teacher and he is a huge advocate for teachers. He might be a good motivational speaker.
- Dr. Joe Johnson – He's a motivational speaker who has done featured presentations at Title I Conferences in the past – might be good on the 50th anniversary panel
- Ron Clark – He was a keynote speaker several years back

The group discussed these options and determined that they are all good possibilities with the exception of Dr. Ruby Payne. It was noted that Dr. Payne has



become somewhat controversial; and someone with a more strength-based approach would be preferable.

Organizations to encourage to submit proposals

The committee discussed sending marketing materials to the following types of organizations:

- Universities – colleges in and around the Salt Lake area
- Research Centers
- Tech Centers
- Content Centers
- Comp Centers

Karl Wilson requested a list of organization contacts collected over the last few years to be sent to the committee for consideration. Lisa Brandes will compile the list and send to committee members to review before the next committee meeting.

Refund & Cancellation Policy

The current Conference Refund Policy uses a sliding scale in which no refunds are available after December 1st, for Conference registration and hotel reservations. While not looking to change the policy, we are seeking ways to help attendees who may lose a significant amount of money due to emergency cancellations. The current policy was put into place about six years ago, after NASTID lots thousands of dollars on last minute cancellations. A+ Events has researched alternatives to protect investments for attendees without risk to Association. This year – A+ Events is working with a particular travel insurance company to provide a direct link from the Conference website to purchase their optional travel insurance. The insurance ranges in price from \$49 to \$103, based on amount being insured & age of purchaser. (based on what you're covering) The NASTID Conference Refund policy is to remain in place.

The committee discussed the concept and the only concern was for teachers who may have to pay the extra cost of the insurance out of pocket. It is unknown school districts would be able to reimburse teachers for this expense. However, since the majority of Conference attendees are administrators, not teachers, the group agreed it would be a good option to offer. No approval on this decision is required by Board, but will mention at the April Board meeting next week.

Misc.

- Ann White has reached out to Ron Jarrett, President of the Mormon



Tabernacle Choir, to see if they might be interested in participating in some part of the Conference. Ann hopes to have a response from him by the May meeting.

- The Conference website will be launched next Tuesday, April 15th, and this is the opening date of proposal submissions. Attendee registration opens May 15th.

Future Meetings

- Meeting time: 1:00PM EDT (12:00PM CDT, 11:00AM MDT, 10:00AM MST & PDT, 9:00AM AKDT, 8:00AM HST).
- Tentative meeting schedule: May 9, June 13, (July 22 - in Washington DC) August 8, September 12, and November 14

It was decided to keep the above meeting schedule in place, based on responses from a committee meeting date and time survey.

Next Meeting

- Next meeting: May 9 @ 12PM Central
- Agenda:
 - Review keynote target list
 - Market RFP