



**Committee Meeting  
November 14, 2014  
Minutes**

Members Attending: Marcus Cheeks (MS), Beth Zillig (NE), Otistene Smith (AR), Ann White (UT), Heather Denny (MT)

Staff Attending: Monica Kemper, Bob Harmon

**Agenda items**

- Conference Update
- Session Hosts Recruitment

**Conference Registrations**

Committee Chair, Marcus Cheeks, gave an update on attendee registrations and booth sales numbers to date.

As of November 14<sup>th</sup>:

- 1125 Attendees have registered (on track with last year)
- 134 exhibit booths sold – (slightly behind last year)

Monica Kemper added that even though booth sales are a bit behind where they were for the San Diego conference at this date, they are still ahead of previous years. Marketing emails to potential exhibitors are in progress and will continue up until the Conference.

**Distinguished Schools**

Marcus described the importance of the Distinguished Schools program and presence at the Conference. He gave an update on the status of Distinguished Schools to date:

- 35 states confirmed
- 8 SEAs not participating (HI, IA, KS, MN, RI, SD, VT, TX)
- 6 states undeclared (CT, DC, FL, OR, OH, WI)
- Materials being sent out as schools are named

Marcus and Ann both indicated that their states will be participating in the program. The selection of their schools has not been finalized yet – but will be very soon.

**Sessions**

- 104 Sessions
- 5 Keynotes
- Online Session Schedule available



Bob explained that last week the Association learned from Monique Chism that Arne Duncan, U.S. Secretary of Education, is unable to appear at the opening keynote presentation of the Conference, as was hoped. Instead, he will provide a video announcement to be shown in his absence. Monique is working with the Association to line up other representatives from the U.S. Department of Education to fill the keynote role at the conference opening session.

Ann said that she had been in touch with the Utah State Superintendent and could have him or another Utah state representative speak at the opening session, if she were given the go-ahead. The committee discussed the option and decided it would be a good addition to the conference and asked Ann to proceed in setting this up.

### **Committee Role at the Conference**

Marcus spoke about the importance of the Conference Planning Committee at the Conference and their role in answering questions and collecting feedback. He would like to have committee members wear the "Ask Me" buttons that were worn last year. The buttons are a good conversation starter and a unique way to give the committee members a visible presence. Committee members also serve as additional "eyes and ears" to gauge audience contentment and help ensure that all sessions are hosted by a member of the National Title I Association

### **Session Hosts**

Marcus went over the concept of having Association members serve as session hosts to introduce each session. This is an important way to include NASTID members in the major professional development activity of the Association. Session hosts also help to reinforce the "ownership" of the conference in minds of the attendees. Marcus showed slides representing the process for NASTID members to sign up as session hosts, and the duties they perform on site.

### **Sign Up Process**

- Available Now for all Active and Associate members
- Members review the session schedule
- Choose the session they wish to host from those available
- Scripted introduction will be available for download – starting in December

### **Session Duties On Site**

- Pick up presenter gift from the registration counter
- Arrive at session room 10-15 minutes early
- Welcome the presenter(s) on behalf of NASTID
- Give on-stage introduction (prewritten script, available in advance)



- Complete session host feedback form (member-focused “how did it go” information used in planning)
- Alert staff to any problems (temperature, overcrowding, attendee medical issues, etc.)
- Remind audience to evaluate sessions
- Thank presenter(s) and provide gift at conclusion

Marcus asked the committee for their ideas on how best to encourage all Active and Associate members attending the conference to serve as hosts.

Bob spoke about his experience in last year’s recruitment of session hosts. Both Bob and Judi Miller, a former NASTID president, served as backup session hosts to any session in which the introducer was unavailable. They also did a fair amount of “arm-twisting” on site, which was very effective in getting Association members to agree to host sessions. Ann volunteered to be one of the backup session hosts at this year’s conference.

Otistene shared that last year the committee members had each been assigned five NASTID members to call and personally remind them to sign up as a session host. She found that this was less effective than the email reminders or on site recruitment efforts.

Committee members suggested sharing their cell phone numbers in order to be reached during the conference if emergency backups are needed. The committee decided it would be useful to keep a list of cell phone numbers of committee members as backup, and to recruit other backups during the Membership Meeting on February 4<sup>th</sup>, to add to the cell phone list.

Another suggestion was to make the sign up button “Introduce this Session” more prominent on the online session schedule, to make it more noticeable to NASTID members. Monica will have that change made to the sign up button.

The committee would like to have A+ Events send out an email next week to the Association, encouraging them to sign up as session hosts. Periodic reminder emails will be scheduled as the Conference dates approach. Then on site recruitments will be made and further backups established.

Marcus announced that this is the final committee meeting scheduled for this year.