



**Conference Planning Subcommittee
March 2017 Meeting Notes**

The Conference Planning Subcommittee met via webinar on Thursday, March 16, 2017 at 1:00PM Eastern (12:00PM CDT, 11:00AM MDT, 10:00AM MST & PDT, 9:00AM.)

Those in attendance were: Karen Campbell (NJ—Chair); Gail Clark Dickson (MD); Paula Daniels (MI); Edmund Moore (AL); Sonya Morris (FL); Jack O'Connor (MT); and Beth Wooster (NE).

A+ Events Staff: Bob Harmon (NASTID CEO—WA), Monica Kemper (NASTID Director of Events—CA), and Marcus Cheeks (NASTID Deputy Director—MS).

Meeting Agenda

1. Review conference evaluation results

As of March 15, there had been 333 Attendee responses (11% of the 3000 attendees)

Average rating of Good to Excellent on:

- Registration process
- Speaker selection
- Online schedule and printed materials
- Exhibit hall offerings

Most Common Attendee Compliments:

- Keynotes were excellent
- High quality sessions
- Long Beach was a great location

Most Common Attendee Complaints:

- Not enough seating in workshop sessions
- Exhibit Hall should have been open 3 days
- Overlapping sessions
- Too many sponsored sessions
- Distance from session to session sometimes too far

The committee discussed the attendee feedback and decided even though there were complaints about the sponsored sessions; they were valuable to the

conference and were clearly identified as having a commercial slant. The committee would like to continue the exhibitor sessions. As for the complaints regarding overlapping sessions, the committee suggested more emphasis being placed on Title I On Demand, so those who could not get into the room could view the session later. They considered having two types of registration prices, one for the full conference and a second price for the conference with a subscription to On Demand.

Exhibitor Evaluation Results, as of March 15:

27 Exhibitor responses (Out of 220 exhibiting companies)

- Most Common Exhibitor Complaints
- Provide more dedicated exhibit hall time
- Don't open the hall at 7am (too early, no one in there)
- Go back to the three-day exhibit hall schedule
- Provide more incentives for attendees to visit the exhibit hall

The committee decided to have A+ Events staff poll the exhibitors to determine the preferred length of time for the exhibit hall to be open – two days vs. three days, and use the results when planning the 2018 exhibit hall.

2. 2018 Conference theme

Liberty to Learn

All children should have the liberty to learn, but not all do. Many children, especially those served by Title I, Part A, and other federal programs, face barriers that impede their liberty to learn. Every day, some of our already vulnerable students come to our schools in the face of economic, social, emotional, language and cognitive barriers that challenge their right to earn an education. The 2018 National Title I Conference addresses these barriers by highlighting the work of individuals, schools, districts and organizations that have successfully removed some of these barriers; thereby giving our children the Liberty to Learn.

The committee reviewed the description of the theme written by committee chair Karen Campbell. It was well received, with some discussion of replacing the word “barrier” with “challenge” in some instances.

3. Review the proposal review and grading process

The committee reviewed several slides regarding the proposal timeline, review and grading process.



4. Make final decisions on presentation themes and topic areas in preparation for opening proposal submissions on April 17, 2017

The committee made collective decisions on the following items:

- Proposals will continue to be grouped in the same three overarching Session Categories: Instruction, Leadership, and Policy.
- The session types: “Engagement” and “Lecture” will be continued, but renamed “Workshop” and “Presentation,” respectively.
- The list of session topic areas will be retained, with the addition of “well-rounded education.”
- The grading process and rubric used last year will be continued because it worked well.

5. Identify organizations or other associations that should be encouraged to submit proposals

The committee would like to invite the Bureau of Indian Education to present, and the organizations that are typically invited: USED, ILA, NCTM, and Title III.

6. Decide whether or not to invite former Distinguished Schools to submit proposals

The committee wants to invite Distinguished Schools from the last two years to submit proposals.

7. Decide whether or not to continue the exhibitor presentation sessions

The committee voted to retain exhibitor presentation sessions.

The next committee meeting will be a conference call on **Thursday, April 20, 2017 at 1:00PM Eastern** (12:00PM CDT, 11:00AM MDT, 10:00AM MST & PDT, 9:00AM.) The main topic of the next meeting will be keynote speakers.