NAESP Board of Directors
March 2016 Minutes
March 11-13, 2016
The Renaissance Arlington Capital View Hotel
Arlington, VA

OFFICIAL MINUTES

Distribution:
NAESP Board of Directors
NAESP State Representatives
NAESP State Presidents
NAESP State Executive Directors
NAESP Editors
Past NAESP Officers
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1. Call to Order

President Robyn Conrad Hansen welcomed the Board members and presented a special award to Carol Riley to congratulate her upon her retirement from NAESP and in recognition of her many years of dedicated service to principals and children. She reviewed the agenda with the Board.

Motion made by Dwight Cooper, seconded by Missie Patschke, and CARRIED: to call the 2016 NAESP Board of Directors March Meeting to order at 10:33 a.m.

Motion made by Blaine Hawley, seconded by Sharon McNary, and CARRIED: to approve the 2016 NAESP Board of Directors March agenda.

2. Executive Team Reports

Executive Director Gail Connelly and Foundation CEO & Deputy Executive Director Ernie Mannino provided updates on operational plans and initiatives, organizational partnerships, and an update on NAESP Foundation activities.
• **The Club Connect program** in partnership with United Way was designed to raise funds and develop resources at the school level to support early childhood literacy efforts. Currently, 85 schools have been “adopted” by corporate sponsors at $10K per school. A fundraising firm was hired in Miami and plans are to hire additional firms in LA, New York, and Texas at a rate of one every 90 days. The expectation is that the firms will be paid a commission and should bring in approximately 25 new schools per quarter. NAESP member schools will be the first selected to receive the program.

• VALIC has informed NAESP that the company will no longer be the sponsor of **The National Distinguished Principals Program** due to a change in corporate priorities that in no way reflects negatively on their high regard for the program and the principals who are recognized. Although disappointed with this decision by VALIC, NAESP understands that priorities are bound to change over time and we are most thankful for VALIC’s twenty-six year sponsorship of the program. We are currently seeking sponsors for the 2016 National Distinguished Principals Program and if necessary, the program will be funded as part of NAESP’s operational budget in order to ensure that the program will remain essentially the same going forward.

• NAESP received a two-year grant from the **Charles Stewart Mott Foundation** to support afterschool & summer learning initiatives. We are in the initial stages of developing a needs assessment survey for school leaders created in collaboration with the University of Charleston, SC designed to help determine the states and school communities that will be identified as models of good practice or that are in need of assistance that will be provided as part of the project.

• In collaboration with the **Wahl Foundation**, NAESP launched a school grant program called “**UNthink My School**” that will award a total of $40,000 to schools that champion themes of innovation and creativity. The winners will be posted on the NAESP website by April 1.

• NAESP in partnership with VINCI Education launched the **Digital Leader of Early Learning Award** to showcase leadership in technology and Pre-K-3 early learning programs. Five principals have been chosen based on their innovative educational technology practices that support the early learner. On July 6, 2016 our digital leaders will be recognized at the NAESP **Best Practices for Better Schools Conference™** in National Harbor, Maryland.

3. **Proposed Operational Plans & Agreements**

NASSP needed to implement and test new technology solutions before offering to provide services to NAESP. NASSP Executive Director JoAnn Bartoletti and Deputy Executive Director Dennis Sadler presented two proposals for the NAESP Board to consider for NASSP to provide contractual services to NAESP in the areas of Information Services/Information Technology (IS/IT) and Financial Services that would potentially save significant money for NAESP and allow NAESP to benefit from the advanced technology solutions. The Board expressed appreciation to NASSP for their efforts and intent to provide services to NAESP as presented. Subsequent to the presentations, the Board requested that NAESP staff further review the proposals, determine if they will provide more effective and efficient means of operations for NAESP, and report back to the Board at the next meeting scheduled for May 2-3, 2016. At that time the Board will take the staff's recommendations relative to NASSP's proposals into consideration as they assess progress made relative to NAESP’s current Strategic Growth Plan and make decisions about any modifications that are needed at the mid-way point of the three-year plan.

4. **Finance Committee Reports**

NAESP Past President and Chair of the Finance Committee Mark White and Executive Director Gail Connelly presented an overview of NAESP’s financial position and reviewed Financial Statements and Investment Reports with the Board.
A. 2014-2015 NAESP Audit

NAESP's auditor Daniel O'Shea discussed NAESP’s preliminary audit for the year ending June 30, 2015. Mr. O'Shea reported that the audit was being held open in order to confirm arrangements for payment of outstanding dues by one of NAESP’s joint state affiliates which were expected within the next few weeks. He reported that the year will end in the black and that all is in order with an unqualified or “clean” audit. Mr. O'Shea concluded by recognizing the outstanding cooperation of the NAESP accounting staff in preparing for the audit and praised the Board and Executive Staff for the continuous improvement in NAESP’s financial position as a result of sound decision making and prudent management of NAESP’s resources.

B. Statement of Activities as of January 31, 2016

At this mid-year point, the NAESP financial statements show net revenues over expenses of $194,384 compared to $267,702 at the same time last year. Although revenues are tracking down, largely due to a continuing downturn in membership, expenses have been curtailed by staff, to the extent possible. It was explained during the meeting that the $1 million Kellogg grant is being tracked separately to avoid skewing the operational budget. The finance staff is projecting that NAESP will end the current fiscal year as of June 30, 2016 in the black with an estimated $100,000 net revenues over expenses (excepting the Kellogg grant). In addition, in October 2015 NAESP paid the last payment of a five-year loan from the National Education Association (NEA) as a condition for NAESP to withdraw from a long-term defined benefit retirement program; withdrawal from the plan was a vital cost-savings measure for the association undertaken in 2010. At the direction of Executive Director Connelly, NAESP finance staff recently established a new bank account and $10,000 (the equivalent of the NEA monthly payment) is being contributed to that account each month in order to ensure that $80,000 will accumulate by the end of this fiscal year as a “ready reserve” fund for use at the discretion of the Board.

Motion made by Duane Dorshorst, seconded by Dwight Cooper, and CARRIED: to accept the Financial Statement of Activities as of January 31, 2016 as presented.

C. Investment Reports as of January 31, 2016

Due to market fluctuations, NAESP’s Capital Reserve and Long-Term Reserve funds are down about 2% since the August 31, 2015 reports were presented to the Board. However, the funds are up overall about 15% since approximately the same time a year ago, primarily due to the funds that were added when NAESP sold the 1st floor condo unit at 1615 Duke Street. As of August 31, 2015, NAESP’s Capital Reserve Fund equals $90,353 and NAESP’s Long Term Reserve Fund equals $2,058,221 for total reserves of $2,148,574.

Raffa Wealth Management, NAESP’s investment management firm, is following the Investment Policy as approved by the Board when the fund was first established in 2011. The investment strategies are conservative based on a survey of the Board that Raffa conducted to ascertain the levels of risk to inform NAESP’s investment policy and strategies. Considering the cycle of turnover in leadership on the NAESP Board of Directors, Raffa will conduct the survey again this year after August 1 and will report to the Board during the October 2016 Board meeting making recommendations for changes, if warranted, based on the updated survey results.
Motion made by Adam Drummond, seconded by Blaine Hawley, and CARRIED: to accept the Investment Reports as of January 31, 2016 as presented.

D. 2016-2017 NAESP Budget

The NAESP budget for 2016-17 is balanced at $8,040,000 reflecting a $210,000 decrease compared to the previous year’s budget of $8,250,000. The proposed budget is more conservative by design to accommodate the downward membership trend – NAESP has lost on average about 400 members per year for the last five years which extrapolates out to a cumulative decrease in dues revenues of almost $1.5 million over the past five years.

The situation is exacerbated by the fact that NAESP has implemented only one dues’ increase in the past fourteen years. Historically, dues increases were implemented every 3-5 years primarily to keep pace with inflation and increased costs related to fulfillment of member benefits and services. NAESP’s staff has counter-balanced these circumstances by continuously reducing expenses and securing increased funding from various foundations; however, this funding primarily supports specific programs and projects not operations.

The proposed budget for 2016-17 aims to be realistic based on the assumption that the downward trend in membership is likely to continue and that there will be no increase in dues; further, the budget reflects a decrease in reserve fund allocation from $200,000 to $100,000.

Motion made by Kimbrelle Lewis, seconded by Dave Wick, and CARRIED: to accept the 2016-2017 NAESP Budget as presented.

5. Executive Session

The Board convenes in Executive Session when necessary to discuss confidential matters.

Motion made by Tara McAuliffe, seconded by Duane Dorshorst, and CARRIED: to move into Executive Session.

Report out of Executive Session

Motion made by Dave Steckler, seconded by Dwight Cooper, and CARRIED: to move out of Executive Session.

President Conrad-Hansen noted there is nothing to report out from Executive Session.

6. Officer and Zone Director Reports

NAESP Officers, Zone Directors, and Directors At Large reported on the major opportunities and challenges of principals in their zones.

They also provided an update on their activities related to their ‘Board Personal Impact Plan’ as part of the Board’s commitment to engage in actions that contribute directly to the achievement of NAESP’s goals on behalf of principals, schools and children.

7. Governance Committee Reports

A. Nominating Committee Report

Deputy Executive Director Mannino reported that the first “virtual” meeting of the Nominating Committee was held on November 12, 2015 from 12:00—2:30 pm EST. Per policy, the committee
assessed the candidate materials submitted to NAESP for the office of Vice President and conducted live interviews with each candidate. Eric C. Cardwell, Michigan and Dave N. Wick, Montana are the two candidates selected by the Nominating Committee as the candidates for the office of Vice President for the 2016-2017 year. For 2016, between March 16 and March 29, eligible members may vote for the position of Vice President.

Zone Elections for 2016-17

Mannino also reported on the Zone elections: Zones 3, 4, and 6 each held an election for selecting their next Zone Director. The following individuals will begin their three year term on August 1, 2016.

For the position of Director for Zone 3: Deborah Frazier, Principal Harrison Road Elementary Fredericksburg, VA

For the position of Director for Zone 4: Sharon McNary, Principal Richland Elementary School Memphis, TN

For the position of Director for Zone 6: Paul Wenger, Principal Jordan Creek Elementary West Des Moines, IA

Deputy Executive Director Mannino also recognized and thanked Jennifer Shannon for her outstanding management of the myriad changes in the election processes as a result of Bylaws’ requirements.

Motion made by Blaine Hawley, seconded by Kimbrelle Lewis, and CARRIED: to accept the report of the 2015-2016 Nominating Committee with appreciation.

B. Resolutions Committee Report

The Resolutions Committee, chaired by NAESP Vice President Brian Partin, met for an intensive work session on November 19-20, 2015 at NAESP Headquarters in Reston, VA to update and streamline the NAESP Platform. The committee provided recommendations to 21 proposed resolutions including a new resolution entitled, Arts in Education. The Board reviewed the proposed resolutions and recommendations of the Resolutions Committee.

Motion made by Dave Wick, seconded by Adam Drummond, and CARRIED: to accept the recommendations to the proposed resolutions of the 2015-2016 Resolutions Committee.

The proposed resolutions and recommendations as approved at the March 2016 Board of Directors meeting were incorporated into the 2016-2017 NAESP Platform that was presented to the General Assembly on March 13, 2016 and is available on the NAESP web site.

The Board of Directors expressed appreciation for the hard work of the Resolutions Committee and thanked Brian Partin for his leadership as Chair.

C. Membership Committee Report

President-elect Steven Geis was the chair of the Membership Committee for the 2015-2016 year. The first in-person meeting of the Membership Committee was held on February 8-9, 2016 in Reston, VA. The committee convened to explore ideas for future membership models. The committee was briefed on the current status of membership and then collaboratively worked through several topical areas including; creating detailed personas for potential individual and institutional audiences;
articulating NAESP’s current positioning in key areas; and identifying possible types of memberships that should be further explored and considered by the Board.

**Motion made by Eric Cardwell, seconded by Blaine Hawley, and CARRIED: to accept the Report of the 2015-2016 Membership Committee with appreciation.**

8. **Appointment of At Large Middle-level, Minority Director**

The NAESP Steering Committee composed of NAESP’s Officers presented candidate materials for the Board’s consideration for the position of At Large Middle-level, Minority Director. Upon due consideration, the Board selected an individual to fill the position.

**Motion made by Dave Wick, seconded by Kimbrelle Lewis, and CARRIED: to approve Dr. Schwanda Jackson as the At-Large Middle-level, Minority Director for a three year term beginning August 1, 2016 and ending July 30, 2019.**

9. **Update on Minority and Middle Insight Task Forces**

Elizabeth Bailey, 2B Communications facilitated a discussion with the board surrounding the development of a meaningful goal-oriented task force.

Last October, the Board of Directors agreed for staff to move forward with establishing two Insight Task Forces for the purpose of focusing on issues of diversity in educational leadership and leading to recommendations for advancing the profession. Staff has taken stock of available resources needed to proceed with this work and recommends the following for the Board’s consideration:

- Establish only one Task Force on Diversity;
- Delay the convening of the Task Force until after August 1, 2016 when the new Middle-Level Minority At Large Director will assume office;
- That the Minority At Large Director and the Middle-Level Minority At Large Director be assigned to co-chair the Task Force;
- Zone Directors who are in office as of August 1, 2016 would nominate a member principal or assistant principal from his/her Zone who is a thought leader and has expertise to share related to this area of interest.
- NAESP’s President would appoint the members of the Task Force no later than October 14, 2016.
- The Task Force would be convened virtually and in-person beginning in early 2017 with the goal of preparing and submitting recommendations to the Board for consideration in late 2017.

**Motion made by Adam Drummond, seconded by Dave Steckler, and CARRIED: to accept the recommendations by NAESP Staff as outlined above and establish one Task Force on Diversity.**

**Motion made by Duane Dorshorst, seconded by Dave Steckler, and CARRIED: to direct Executive Director, Gail Connelly to pursue collaboration with NASSP to better serve middle level principals, including a possible combined membership.**
10. Approval of Updated Policies—300.3 & 300.4

Policy 300.3 Candidates for NAESP Vice President: Data to Accompany Application and Policy 300.4 Candidates for NAESP Zone Director: Data to Accompany Application were amended to align with the current NAESP Bylaws and related election policies.

The amended Policy 300.3 Candidates for NAESP Vice President: Data to Accompany Application can be viewed here.

The amended Policy 300.4 Candidates for NAESP Zone Director: Data to Accompany Application can be viewed here.

Motion made by Dwight Cooper, seconded by Blaine Hawley, and CARRIED: to approve the recommended changes in Policy 300.3 Candidates for NAESP Vice President: Data to Accompany Application and Policy 300.4 Candidates for NAESP Zone Director: Data to Accompany Application and instructs staff to incorporate into policy format.

11. Approval of NAESP State Representative Policy 200.1A

The board discussed and approved Policy 200.1A NAESP State Representatives that clearly sets forth the qualifications and term(s) of office for NAESP State Representatives and procedures to be followed by the State Affiliates, the NAESP State Representatives, NAESP’s Governance Staff, and the NAESP Board of Directors. This policy is needed to provide clarity and guidance for State Affiliates in response to questions that have been raised as a result of the new Bylaws requirements related to the role of the NAESP State Representative.

Motion made by Blaine Hawley, seconded by Eric Cardwell, and CARRIED: to approve Policy 200.1 A as presented.


Last July 2015, NAESP entered into a contractual agreement with Insperity, an industry-leading HR services provider. Based on Insperity's policies, NAESP employees are technically also employees of Insperity and, as such, are subject to Insperity's policies and procedures. NAESP’s attorney is in the process of reviewing both sets of policies to ensure alignment and to resolve any possible discrepancies. Revisions to NAESP's Personnel Policies will be reviewed by the Board during their May 2016 meeting.

13. Strategic Management Team Reports

The NAESP Strategic Management Team (SMT) provided the board an update on activities and partnerships that are underway toward achieving each of NAESP's Vision Goals.

A. Leading Vision Goal: Advocacy, Policy, Special Projects, Communications & PR Update

Kelly Pollitt, Chief Strategist, Policy & Alliances reported on NAESP’s proactive policy agenda to: elevate the role of principals in national and state education reform discussion; build the capacity of principals and schools; and create tools and resources for principals to advance school improvement. As the ESSA implementation process moves forward, NAESP will continue to work at the federal level in ways that will help states and districts to take meaningful steps to support principals. The importance of the principal’s voice will be stressed in several key areas such as: accountability and
assessment rules, support for state and districts to create principal recruitment, early childhood education, and funds for a well-rounded education through arts-integration and afterschool programs. The passing of ESSA has created an opportunity for states and districts to invest in principal leadership. NAESP’s ESSA webinars will support principals through every step of ESSA implementation including Title 1 requirements on accountability, supplement not supplant, use of funds, how principals can impact as decisions are made, and how to manage schools through the transition period.

Kelly also reported on some of the grant funded initiatives such as: NAESP’s Pre-K-3 Leadership Academy (WK Kellogg Foundation), Coalition to Support Grieving Students (NY Life Foundation), Champion Creatively Alive Children (Crayola), and Wallace Research Communications (Wallace Foundation) and other special project areas including: early childhood education and Pre-K-3 alignment; arts integration; student mental health; and technology and digital learning.

Kaylen Tucker, Assistant Executive Director, Publications & PR and Editor-in-Chief, PRINCIPAL provided an overview of the process for the development of multi-channel communications campaigns and resources on priority topics and issues that are important to principals.

Some current and upcoming topics include: implementing the “Every Student Succeeds Act”, early career principals, aligning Pre-k-3, well-rounded and complete education, student and educator well-being, and afterschool and summer learning. NAESP creates resources designed to meet the needs of today’s school leaders and provide tools to help principals lead, learn, and engage. NAESP’s social media outlets help keep the members and general public aware of the key role played by Pre-K-8 principals.

B. Learning Vision Goal: Professional Learning & Outreach, National Mentoring Program, NPRC Update

Carol Riley, Leadership & Outreach Specialist: Although she recently celebrated her retirement from NAESP, Carol will continue to support NAESP in a consulting capacity. Due to Carol’s transition and retirement, Deborah Tyler assumed the role of Associate Executive Director, Professional Learning Programs & Projects. The professional development of principals, assistant principals and school leaders along the career continuum remains at the forefront and is a dominant priority. She reported on several of NAESP’s programs and initiatives including: NAESP’s National Panel of New Principals, Principal Mentoring program, Pre-K-3, and the Wallace Foundation’s School Leadership in Action-Principal Practices. She also shared information on two future initiatives:

Over eighteen current and former principals comprise the new NAESP Professional Faculty as well as university and college professionals. This new initiative will be introduced and featured at the upcoming 2016 Annual Conference at the Gaylord National Harbor, MD on July 6th. The NAESP Professional Faculty will be embedded in the trademarked NAESP National Principals Resource Center™ which offers many services and benefits to members from professional development, leadership resources, early childhood programs, consulting services, publications, extended school day programs, Center for New Principals, and relevant current information on issues and subjects that effect school leaders.

Deborah Young, Assistant Executive Director, Conference & Exhibit Services, provided 2016 conference and programming highlights to the Board. The annual conference at the Gaylord National Harbor will include a variety of session strands devoted to Leading Learning Communities, Technology & Social Media, Early Childhood (Pre-K-3), Arts Education, Transforming Schools, Emerging Issues, and High Leverage Leadership. Three general session speakers are: Pedro Noguera, an expert on school reform, diversity, and the achievement gap; Daniel Goleman, an expert on the brain and emotional, ecological, and social intelligence; and Dr.
Russ Quaglia, founder of the Quaglia Institute for Student Aspirations and an expert on student and teacher voice. More details were provided later in the meeting by Ernie Mannino.

C. Communities Vision Goal: Marketing & Membership Update

Ann Henley, Assistant Executive Director, Marketing Research & Services and Monique Talbot, Director of Membership provided an update on membership and marketing initiatives. Several pilot membership recruitment campaigns are underway with several states as well as recent membership retention efforts in non-joint states. NAESP State Representatives’ initiatives are continuing and ongoing, including the bi-monthly NAESP State Representatives Connection update, the new NAESP State Representatives web page, “How to” webinars for NAESP State Representatives on social media, supports for conducting “roundtables”, outreach at state conferences, and co-branded marketing campaigns in some joint states.

NAESP’s National New Principal Panel is the first and only national program dedicated to gathering and sharing the experiences of new principals in rural, urban and suburban schools across the country. Currently the panel consists of 830 members who participated in three surveys this past year. The Rise & Shine brief summarizes the results of each survey, and highlights panelists’ best ideas. The Rise & Shine briefs are available for download on the newprincipal.org website.


A summary of NAESP Staff operational plans and activities related to NAESP’s Strategic Priorities was provided to the Board. Highlights of these activities were featured in the NAESP Budget & Progress Report to the General Assembly on Sunday, March 13, 2016.

15 A. 2016 Annual Conference, Gaylord National Harbor, July 6-8, 2016

Deputy Executive Director, Ernie Mannino provided an update for the 2016 Best Practices for Better Schools™ Annual Conference in Gaylord National Harbor on July 6-8, 2016. The following are just some of the opportunities that will take place at the 2016 Conference:

General Sessions: The three general session speakers are Pedro Noguera, Daniel Goleman, and Dr. Russ Quaglia.

Lunch and Learn Sessions and Town Hall Gatherings: These small group opportunities offer more informal ways to make connections with others within the educational community that are topic based, i.e. The Wallace Foundation Research and Findings, The Kellogg Foundation Early Childhood Initiatives, New Principal focused discussions, etc. Leaders will share their experiences and knowledge in a relaxed, informative atmosphere.

Speakers Series: These eight 90 minute interactive sessions will highlight current popular thought leaders such as Todd Whittaker and Russ Quaglia, as well as a proposed Superintendents Roundtable session on Executive Leadership led by NAESP and AASA. In addition these extended forums will be used to extend current topics such as ESSA and student safety.

The NAESP Innovations Lab: This experience brings together the best of technology and learning and runs throughout the conference. Participants can drop in, stay connected, or engage in the topics being discussed to support them in their daily work.
NAESP Edcamp 2016:
This experience will take place on July 5, 2016 to begin the work together as a preconference opportunity. Currently, 66 individuals have signed-up. It will follow the Edcamp Powering Up Professional Learning Model and all participants will come prepared to fill an evolving agenda with discussions around topics that are most closely aligned with their needs. It will be free and open to everyone.

Service Day 2016:
Sponsored by NAESP and playground equipment manufacturer Landscape Structures, this annual volunteer event offers NAESP conference attendees the opportunity to make a difference through service projects that improve local schools. This year, volunteers will help build a playground for Princeton Elementary School on July 5, 2016 from 12:00-3:30 pm. Volunteers must be registered for the conference and transportation will be provided to/from the school. Currently, 84 volunteers have signed up.

Welcome Reception, July 6, 2016, 8:00—10:00 p.m.:
Young Audiences/Arts for Learning, the nation’s largest arts education network out of Baltimore will be partnering with NAESP in hosting the welcome reception at the conference with an art exhibit, “Art in the Summer Changes Everything”. The attendees will experience student produced films, electronic music compositions, ceramic artwork, comic book illustrations and a mural inspired by May Angelou’s A Brave and Startling Truth. The reception will give the attendees a glimpse into how Young Audience programs are inspiring, engaging, and transforming students’ lives every day.

Night Out At Nats Stadium:
Tuesday, July 5 will be NAESP’s Night out at Nats Stadium. The Washington Nationals will be playing the Milwaukee Brewers at 7:05 p.m. Currently, 150 people plan to attend. There will be a dedicated section for NAESP Conference attendees, family, and friends. The cost for the Night Out at Nats Stadium will be $40 which will cover the cost for the ticket and transportation.

Customized Tours:
Conference attendees are encouraged to visit the NAESP conference website to sign-up for some of the best customized tours in the Washington D.C. area. All tours include transportation to and from the Gaylord National Resort, a professional guide and any admission fees.

15 B. 2017 Annual Conference, Philadelphia, PA, July 9-11, 2017

The National Association of Elementary (NAESP) and the National Association of Secondary School Principals (NASSP) will combine their annual conferences into a single event in the summer of 2017. Through this collaboration, NAESP and NASSP will create a large and, hopefully, more cost-efficient conference for educators. Both organizations will continue to serve their members and conference attendees’ interests while at the same time featuring some overlapping content. This professional development conference has the potential to become the most powerful national gathering of PreK-12 principals across the United States.

A planning committee of PreK-12 principals, with sub-committees, is in place to execute the details for the National Principals Conference. The theme selected for the 2017 Conference, The National Principals Conference: Connecting Great Leaders across All Levels was unveiled at NASSP’s annual conference in February 2016 and further featured during NAESP’s annual conference in July 2016.
In February 2015, the NAESP Board took action to plan a joint annual conference with NASSP in 2017. The NAESP Board took action in July 2015 to co-locate our 2020 conference with NASSP to alleviate steep penalties that NASSP would have faced with Gaylord National Harbor for changing their location to hold a joint conference with NAESP in 2017. The NAESP Board indicated that before committing to additional joint conferences with NASSP, they would prefer to evaluate our first joint national conference in Philadelphia, July 9-11, 2017. NAESP staff has reservations about signing agreements too far in advance due to the liabilities that NAESP must carry when agreements are signed that negatively impact NAESP’s financial position. Additionally, unless conference attendance increases significantly over the next couple of years, NAESP may need to seriously consider investing in alternative ways to serve larger numbers of principals for a better return on investment as measured by increases in membership and financial growth. These concerns were conveyed to NASSP staff.

Given the challenges with booking future conference sites and the complexity involved with shifting from a joint conference to a non-joint conference in years subsequent to 2017, NASSP requested that NAESP also consider holding a joint Annual Conference with NASSP in 2018 and 2019.

The NAESP Board remains committed to assessing the success of our first joint national conference in 2017 before committing to other joint conferences with NASSP. However, concerns raised by NASSP warrant consideration by the NAESP Board and include the fact that NASSP shifted the dates for their Annual Conference from the spring to the summer to accommodate a first joint annual conference with NAESP in 2017 with the expectation that the joint conferences would be continued from that year onward. A shared concern is that the longer either Association waits to schedule future annual conferences, the more challenging it is to secure preferred dates/sites. The board reviewed cities and dates with current availability in 2018 and 2019 for an NAESP only conference or co-located conference with NASSP followed by a lengthy discussion about the pros and cons.

After lengthy discussion and careful deliberation related to all factors and options, the board decided during their July 2015 meeting to confirm a second joint NAESP/NASSP annual conference in 2020 at the Gaylord National Harbor considering that NAESP had already agreed to co-locate there with NASSP and there will be ample time to plan forward, depending on the level of success of the 2017 joint NAESP/NASSP Annual Conference. The Board also decided for NAESP staff to plan for an NAESP only Annual Conference in 2018 and postpone any decisions about the 2019 NAESP Annual Conference until after the 2017 joint NAESP/NASSP Annual Conference.

For the March 2016 board meeting, NASSP requested that the NAESP Board consider selecting sites for 2018 and 2019 that might allow for reconsideration of a joint conference in 2018 and 2019 if the 2017 conference proves to be successful. Additionally, the NAESP Board received a letter from one of NAESP’s State Affiliates expressing concern about the Board’s decision to have a separate conference in 2018 and indecision regarding the 2019 conference. The NAESP Board reviewed the letter, discussed all the issues, and, considering they had already agreed to a joint conference in 2020, decided that no action was needed during this meeting because they still want to wait until after the 2017 annual conference to decide about future joint conferences. They instructed staff to explore several cities for 2018 and 2019 conferences and the Board will select the sites during their May 2016 Board meeting.
16A. NLC General Assembly Overview

Deputy Executive Director Ernie Mannino provided the board with an overview of the programming at National Leaders Conference and the process for credentialing delegates for the General Assembly.

16B. Honorees for Dawn Hochsprung’s “Tree of Life”

The NAESP Foundation received requests to honor three individuals who demonstrated “extraordinary sacrifice” on behalf of their students and schools on NAESP’s “Tree of Life” Memorial:

Susan Jordan, Principal, Amy Beverland Elementary School, Indiana
Kevin Lein, Principal, Harrisburg High School, South Dakota
Ray Rollinger, Assistant Principal, Harrisburg High School, South Dakota

Motion made by Kimbrelle Lewis, seconded by Blaine Hawley, and CARRIED: to approve Susan Jordan, Kevin Lein, and Ryan Rollinger to be memorialized on NAESP’s “Tree of Life”.

17. Zone Common Agenda

Motion made by Adam Drummond, seconded by Tara McAuliffe, and CARRIED: to approve the zone common agenda as presented.

18. Wrap-Up & Adjourn Meeting

Motion made by Dwight Cooper, seconded by Eric Cardwell, and CARRIED: to adjourn the March 2016 NAESP Board of Directors Meeting on Sunday, March 13, 2016 at 11:34 a.m.