

**COUNCIL FOR EXCEPTIONAL CHILDREN
BOARD OF DIRECTORS**

Minutes

January 29, 2019
(Approved April 13, 2019)

1.0 Call to Order and Official Items

1.1 Call to Order

President Mary Lynn Boscardin called to order the regular meeting of the Council for Exceptional Children Board of Directors at 8:31 a.m.

1.2 Record of Attendance and Determination of Quorum

Board Secretary Alexander T. Graham called the roll. A quorum of the following Directors was present:

Mary Lynn Boscardin, President
Jennifer Lesh, President Elect
Mikki Garcia, Past President
Jim McCormick, Treasurer (arrived at 1.4)
Linda Balon-Smith (arrived at 2.4)
Julie Bost
Dennis Cavitt
Rosalind Hall
Barbara Hong
Laural Jackson
Danielle Kovach
Diana Morales
Charmion Rush
Mitch Yell
Paul Zinni

Not present: Tisa Aceves, Rafael CdeBaca

1.3 Adoption of Agenda

MOTION: Rosalind Hall moved to adopt the Board Business Meeting Agenda. Jenn Lesh seconded.

Motion passed.

1.4 Consent Agenda

MOTION: Dennis Cavitt moved to adopt the Consent Agenda with the Canadian Committee 2018 Year-End Report and associated motion having been added under New Business and the Yes I Can 2018 Year-End Report to be provided at a later date. Mitch Yell seconded.

Motion passed.

2.0 Organizational Items

2.1 Education and Standards Update

Jennifer Bullock, Directors of Education and Standards, provided the following update to the Board:

Current CEC Standards:

- Initial Special Educator Preparation Standards (for programs resulting in initial licensure to practice special education)
- Advanced Special Educator Preparation Standards (for programs whose candidates already hold a special education credential)
- Initial Gifted Educator Preparation Standards
- Advanced Preparation Standards for Gifted Education Professionals

Current Standards Development:

- Revision of the Initial Special Educator Preparation Standards (due to the Council for the Accreditation of Educator Preparation [CAEP] in 2020)
- Development of Early Childhood Special Educator Preparation Standards (due to CAEP in 2020)

Future Standards Development

- Advanced Special Educator Preparation Standards revision (due to CAEP in 2021)
- Development of Administrator in Special Education Preparation Standards (in partnership with The Council of Administrators of Special Education Division (CASE); development plan to be determined by CASE)

CEC/CAEP Program Reviews

- CEC currently recognizes 659 programs across 40 states, as well as programs in Puerto Rico and Qatar
- Approximately 150 program reports reviewed per year
 - Pool of nearly 200 reviewers & auditors
 - 2 cycles annually—Spring and Fall
 - Fall 2018: 81 reports

2.2 Membership Update

Judy Harrison, Director of Membership, Marketing and Communications, provided the following updates:

Current Membership Levels (1/27/19)

- 19,931 total:
 - Basic – 8,599
 - Full – 4,959
 - Premier – 3,425
 - Student Basic – 2,370
 - Student Full - 250
 - Student Premier – 162
- Retention rate holding at 58%

New members continue to join CEC; the challenge is building loyalty through value. The current top priorities are: onboarding, engagement and identifying needs.

Acquisition

CEC has conducted a digital marketing acquisition campaign to improve brand visibility on search engines. Pop-up ads will appear from CEC if you have visited our website or clicked on an email from CEC.

- Conducted April 3, 2017 – January 20, 2019
- Total spend: \$15,795
- Cost per conversion: \$24.53
- Renewals: 1.5 million ad impressions; 1,500 clicks \$5,000; 282 conversions @ \$18.26

VA New Special Educator Initiative

The Virginia Department of Education has purchased Full membership packages for 940 new special educators. This includes a welcome and congratulations letter from the governor, a copy of The Survival Guide for New Special Education Teachers, customized onboard messages, and a professional development workshop. Other interested state with which CEC is working are North Carolina, Indiana, and New Mexico.

Division Win-Back Campaigns

CEC has conducted “Win-Back” campaigns with CASE, the Division for Early Childhood, and the Division for Career Development and Transition, targeting lapsed CEC/Division members. The divisions have identified an incentive resource (in this case, all are division publications) to attract the member. The fulfills the incentive and CEC splits cost.

Number of conversions:

- CASE: 80
- DEC: 4
- DCDT: 0

What do special educators need?

CEC is working to determine what special educators need in order to identify resources they will value. This is being done through:

- Exit Surveys
- State of the Profession Survey results
- New member needs assessments

Exit Surveys

Recently conducted exit surveys yielded the following information about the reasons why members left CEC:

- Retired/changed job: 34%
- Financial reasons: 21%
- Forgot to renew: 15%
- Not satisfied: 7%

State of the Profession Survey

The board approved the establishment of a joint CEC/CEC Pioneers Division (CEC-PD) State of the Profession Workgroup in October 2019. It is headed by a Steering Team of CEC-PD members and all past presidents Mary Ruth Coleman, Bill Bogdan and Susan Fowler. There is also a Design Team & Focus Groups involved in the work.

The purpose of the survey conducted by the workgroup was to provide a current analysis of the state of the profession which will serve as a data-base foundation for CEC’s leadership activities. It will help to address the strategic plan objective of addressing the high attrition rate of Special Educators. The survey was distributed by the University of Illinois, which also tracked responses.

Survey findings show the following items/needs are highest rank:

- Competence in recommended practices
- Inadequate support/collaboration
- Lack of competence in delivering quality service to cultures/languages different from their own
- Inclusion not supported by administrative practices

New member needs assessments

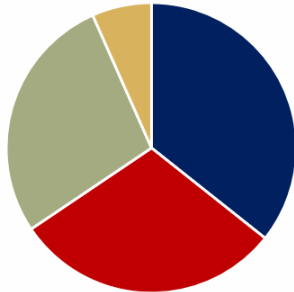
When asked why the joined CEC, new members indicated the following:

Why did you join CEC?



When asked what they hoped to gain from their CEC membership in the coming year, new members indicated the following:

What do you hope to gain from your CEC membership in the coming year?



- Knowledge up to date
- New Techniques
- Policy
- Employment

2.3 Program Advisory Committee Co-Chair Appointment (TBD)

This item was on the agenda as “To Be Determined.” There was no motion presented to the board.

Board Development

The board recessed to engage in board development discussions and activities.

Board Business Meeting (continued)

3.0 Organizational Items

3.1 Leadership Development Committee (LDC)

3.1.1 LDC 2018-19 Annual Report

Immediate Past President Mikki Garcia, Chair of the LDC, presented highlights of the 2018-19 Annual Report. As per policy, the report has been provided to the Representative Assembly (RA) and a presentation on the will be made by committee members Kelly Grillo and Gloria Niles at the meeting on February 1.

3.1.2 LDC Terms Extension Motion

MOTION: Mikki Garcia moved to extend the terms of current Leadership Development Committee members by one year. Jennifer Lesh seconded.

Motion passed.

3.2 President's Report

CEC President Mary Lynn Boscardin provide the following report:

Institute of Education Sciences (IES)/Jefferson (JEX) Meeting

CEC was invited to participate in a meeting on November 26-27, 2018, to generate thoughts about how to make education research relevant to teachers. Boscardin, along with CEC Division for Research President David Lee and Council for Administrators of Special Education Executive Director Luann Purcell attended, along with 47 other associations. All four commissioners of the areas (NCES: National Center for Education Statistics; NCEE: National Center for Education Evaluation Statistics; NCER: National Center for Education Research Statistics; and NCSER: National Center for Special Education Research Statistics) were present for the meeting.

Because IES realizes that too few educators feel that the current research that the U.S. government supports has a tangible impact on their work in the classroom, IES, in collaboration with the Jefferson Exchange and the University of Virginia, set up a series of meetings to explore what they might do differently.

First, IES asked 510 pre-K -12 educators from Raleigh and Omaha about their perspectives on education research. Using a sub-group of this sample, IES conducted focus groups made up of teachers, special education directors, principals, and superintendents, in Omaha and Raleigh with 12-17 people in each group that lasted for approximately 45 minutes.

The findings indicated many educators are not aware of IES resources and are eager to be involved in research but less sure who should be responsible for making that happen. Educators identified the following pressing problems for which they seek information: technology, trauma and mental health, equity, and educator talent (recruitment, retention of qualified educators). Takeaways for Educator Associations are educators:

- seek translated information.
- want to be involved in education research.
- are not yet jaded about formal sources of education research, just unaware.

Research shows that good teachers are the most important ingredient that schools can provide to help students succeed. This is especially true for struggling schools. It is not clear, however, that educators see their associations as direct representatives of their needs. To begin addressing this perception, a meeting was convened with association representatives. The purpose of the meeting was to explore how research information was being disseminated by organizations (i.e., journals, professional publications, digital outlets such as webinars, blogs, workshops).

The first part of the meeting included discussion of:

- Association's previous involvement with education research
- Educator members' use of education research to make decisions about instructional practice (as opposed to non-research sources such as peer recommendations, web searches, and vendor collateral)
- Educator members' feelings about education research
- Educator members' thoughts about who is or who should be advocating for their needs

The second part of the discussion focused on questions about associations' communication of research:

- How, if at all, do any of our chapters, affiliates, and/or committees currently focus on research issues?
- To whom do our chapters, affiliates, and/or committees communicate their findings and needs?
- Who, if anyone, gathers and disseminates research in your association?

The third part of the meeting focused on research use, engagement, and dissemination plans:

- What could your association's short- and long-term goals be for members' research use and involvement?
- How can your association's structures, routines, and connection points be leveraged to reduce constraints and meet the goals?
- How can associations distill and communicate research needs such that IES can potentially recognize those needs?
- How can your association distill down individual research needs such that they are manageable and realistic for IES to recognize those needs?
- Given the current IES processes and structures, some of which are set by legislation, how might your association effectively communicate your needs? What is the best entry point?

Committee appointments for 2019 include:

Finance and Audit Standing Committee:

Jane Quenneville

Cheryl Temple (re-appointment)

Diversity Committee:

Constance Mays

Bethany Whittaker

Honors Committee:

Kathy Boisvert, Chair

Megan McMillan

Sandy Shacklady-White

Professional Standards and Practice Committee:

Kharon Grimmet (re-appointment)

Toni Franklin (re-appointment)

Yes I Can Committee:

Karen Holland

Kimberly Krug

Higher Education Consortium for Special Education (HECSE) Presentation

The Higher Education Consortium for Special Education is an organization whose purpose is to assist doctoral member institutions seeking solutions to common problems unique to College and University programs involved in the preparation of special education leadership personnel through the exchange of information, improvement of comprehensive doctoral personnel preparation programs through professional development, doctoral student development, and product preparation dissemination, and advocacy related to doctoral personnel preparation and research.

Boscardin and Executive Director Alex Graham met with the HECSE membership in Washington, DC on January 18, 2019 to seek a partnership through the establishment of a doctoral/advanced graduate student internship program. The mission of the program would be to provide projects for doctoral/advanced graduate students to gain experience in evidence-based research and project management. The focus of these projects would be on critical content areas within the field of special education including, but not limited to, professional preparation standards, professional development, licensure, capacity building, and public policy. The time frame and scope of the internship would vary by project, but we are recommending a minimum 6-week experience.

CEC would require that funding for university doctoral/advanced graduate student internships be linked to federal, state, or university grants of the sending IHE. IHEs should budget for:

- Travel expenses to support the individual interns (such as travel to CEC offices in Arlington, VA)
- Housing, if on-site, while working out of CEC's offices in Arlington, VA
- Per diem or stipend, if on-site, while participating as an intern to support living expenses.

3.3 Executive Director's Report

Executive Director Alexander T. Graham provided the following updates:

- Board members Mary Lynn Boscardin, Rafael CdeBaca, Danielle Kovach, Jennifer Lesh, and Mitch Yell will be serving on the Steering Committee for the 2019 Special Education Legislative Summit.
- Along with Interim Publications Manager Al Rickard and Allison Leung, Editor at SAGE Publishing, board members Julie Bost, Rafael CdeBaca, and Mitch Yell will be participating in interviews for the new editor for TEACHING Exceptional Children during the convention.
- CEC has initiated conversation with the Pennsylvania School Boards Association about providing resources for school board members. Convention Program Co-Chair David Bateman, who has worked with them before, is also involved in the initiative.

3.4 Treasurer's Report / 2018 Year-End Financials

Treasurer Jim McCormick and CFO and Director of Operations Craig Evans presented 2018 year-end financials.

Statement of Financial Position Highlights

- As of December 31, 2018, CEC's cash balance is \$1.1 million, up by approximately \$114K, or 11%, from the year prior. CEC liquidated \$200K of investments in July (as previously approved by the Board of Directors) to maintain operating cash flow at that time.
- Receivables are \$559K, down by 6% from last year.
- Prepaid expenses are up by \$82K, or 23%, compared to last year. There have been increases in prepaid expenses for future conventions as well as increased efficiency in categorizing such expenses.
- Long-Term Investments stand at \$1.9 million, down by 16% from last year. The decrease is related to the liquidation of investments as noted above as well as the broad stock market sell-off that occurred during the final quarter of the year.
- Total assets at the end of December 2018 stand at \$6.5 million, down by 8% from a year earlier.

- Accounts payable at the end of December 2018 are \$134K, a decrease of 33% from last year. The decrease is related to the timing of convention payments from year-to-year.
- The security deposit for the subtenant of the 10th floor office space has been fully depleted. The decrease is related to the subtenant's default of the sublease. Under the terms of the sublease, the security deposit was applied to cover the unpaid rent for the last quarter of the year. (See discussion below).
- Total Liabilities are \$7.8 million, relatively even with this time last year.
- Total Operating Net Assets at the end of December 2018 are \$2.7 million, down by approximately 13% compared to last year. The decrease is related to an operating loss taken for 2018 of approximately \$225K as well as the liquidation of investments to maintain operating cash as discussed above.

Statement of Activities Highlights

- Operating revenue through December 2018 is \$6.0 million, approximately \$754K below the annual budget and \$607K below last year. The decrease is primarily related to declining membership dues revenue. Also, revenue of approximately \$380K from a CEEDAR grant was booked in 2017 which did not occur in 2018.
- Operating expenses at the end of December 2018 total \$6.2 million, approximately \$483K below the annual budget. Cost savings compared to budget were realized from the convention as well as overall travel and marketing.
- At the end of December 2018, CEC has a net operating deficit of \$225K, approximately \$271K below the annual budget.

Observations

- Declining membership dues revenue continues to be a major financial problem for CEC. On an accrual basis, dues revenue is down by \$268K, or 15% below last year. On a cash basis, dues revenue is down from 2017 by \$143K, or 9%.
- Although publication sales did not meet budget this year, revenue was up by \$83K, or 16% from last year. In December 2018, CEC transitioned to a new fulfillment vendor and in the process, wrote off approximately \$40K in obsolete inventory.
- LCE subscription sales increased significantly in 2018. On an accrual basis, LCE subscription revenue finished \$83K, or 16% higher than 2017. On a cash basis, subscriptions were \$425K in 2018, an increase of 40% over 2017.
- Professional development revenue was strong in 2018, finishing \$27K, or 49% ahead of the annual budget. Revenue was bolstered by attendance to paid webinars and a new training contract with DC Public Charter Schools (DCPCS).
- As of the end of October 2018, CEC's subtenant, C3 Systems, is in default of its sublease of the 10th floor office space, having paid rent only through September 2018. In accordance with the terms of the sublease, CEC has applied all of C3's security deposit to cover its rent for the last quarter of 2018. CEC also filed suit against C3 and was awarded \$250K in damages, covering replenishment of the security deposit, back-rent owed and legal fees. It is unclear if CEC will be able to collect these damages.
- Overall, in 2018 CEC saw significant increases in publication, LCE and professional development sales. However, sharply declining revenue from membership dues has been the major factor resulting in a year-end net operating deficit.

3.5 CEC's Human Resource Management

Craig Evans reviewed CEC's Human Resource Management systems and processes.

Insperty

- CEC's HR Vendor
- Insperty is a Professional Employer Organization (PEO)
- Technically, CEC staff are employed by Insperty
- Provide all aspects of Human Resources management including: payroll, benefits management, background checks, worker's comp, compliance reporting, new hire paperwork, etc.
- Employees can contact CEC's HR Specialist at Insperty directly with HR problems /questions.

Bi-Weekly Payroll

- Insperty's "TimeStar" system is used for reporting payroll hours
- Every two weeks, CEC staff is required to enter hours worked and paid time off for the current pay period; hours are reviewed and approved by their supervisor
- Payroll is processed and entered into CEC's accounting system (including health insurance costs and payroll taxes)

Annual Performance Review

- Insperty's "PerformSmart" is used for completing annual performance reviews
- Employees complete a self-evaluation of job duties, annual goals and performance competencies
- Managers complete same review for employee, then meet face-to-face to discuss
- Results of performance reviews are used in determining merit increases

Employee Benefits

- Paid Holidays, Vacation, Sick Leave, Personal Day
- Medical Insurance (United Healthcare PPO; Dental)
- Life and AD&D Insurance
- 5% Contribution to 403(b) plan
- Subsidized Transportation Benefits
- Discounts on Goods & Services (via Insperty "Perks at Work")
- Professional Development Opportunities (paid by Insperty)
- Other Optional Benefits (additional life insurance, flexible spending accounts, legal services, etc.)

4.0 Executive Session

The board went into executive session to discuss personnel, financial and/or legal matters.

5.0 Recognitions

5.1 Robert Hanson Resolution

MOTION: Julie Bost moved to approve the resolution honoring Robert Hanson. Dennis Cavitt seconded.

Motion passed.

5.2 Pam Matlock Resolution

MOTION: Jennifer Lesh moved to approve the resolution honoring Pam Matlock. Dennis Cavitt seconded.

Motion passed.

5.3 State of the Profession Steering Team Resolution

MOTION: Dennis Cavitt moved to approve the resolution honoring State of the Profession Steering Committee. Barbara Hong seconded.

Motion passed.

6.0 New Business

6.1 Canadian Committee

6.1.1 Canadian Committee 2018 Year-End Report

Linda Balon-Smith, Chair of the Canadian Committee, presented highlights of the report.

6.1.2 Canadian Committee Motion

The original motion brought to the board read:

Move to have the marketing director use a portion of the existing marketing/advertising budget to spread word about CEC across Canada in every province and Territory by means of any type of media (i.e. newspapers, radio, TV, etc.).

AMENDED MOTION: Paul Zinni moved that CEC review and explore the possibility of marketing CEC at the international level and report to the board at the April meeting. Barbara Hong seconded.

Motion passed.

7.0 For the Good of the Order and Adjournment

Without objection, President Boscardin adjourned the meeting at 3:07 p.m.

