AGENDA
Executive Board Meeting

June 23-27, 2014
Boone, NC
Attendees: Taunya Paul, Gwenn Eldridge, Margie MacDonald, Patrick Saxon and Denise Lujan

TOPICS: Tuesday
Meeting Called to Order at 9:41 a.m.

1. Review of Minutes
   Discussion:
   Motion: Approve the minutes from the May Executive Board Meeting.
   First: Gwenn Eldridge
   Second: Margie MacDonald
   Motion Passed.

2. Status of the 2013/14 Minutes and Posting Minutes to Web Site
   Discussion:
   The NADE Executive Board is unable to get minutes from the previous NADE Secretary. The notes from the meeting during 2013 will be posted on the website.

3. Strategic Plan Review and Discussion
   Discussion:
   The NADE Executive Board has made the following 3 things a priority for the upcoming year.
   1. Develop a marketing plan that will increase awareness about the NADE organization and the benefits of being a member.
   2. Increase membership of NADE by conducting a membership drive.
   3. Strengthen internal controls of the NADE organization.

4. Marketing Plan and Materials
   Discussion:
   Discussed creating and developing new marketing materials for the upcoming year. This will include new brochures, pamphlets,

5. Conference assignments
   Discussion:
   The NADE Executive Board reviewed the current travel calendar of responsibilities and updated the travel calendar.

6. Budgets
   Discussion:
   The NADE Executive Board discussed and determined the budget for the upcoming fiscal year. The NADE fiscal year is from July 1, 2014 to July 1, 2015. The final budget will be approved at the July Board Meeting.

Meeting Adjourned at 4:00 p.m.
TOPICS: Wednesday Meeting
Meeting Called to Order at 9:35 a.m.

7. Budgets Continued
   Board
   **Discussion:**
   The NADE Executive Board discussed and determined the budget for the upcoming fiscal year. The NADE fiscal year is from July 1, 2014 to July 1, 2015. In the process discussed the addition of a new scholarship.
   **Action Item:** Margie MacDonald will work on defining the new NADE scholarship for the July Board Meeting.

8. Financial Control Policy Statement
   P. Saxon
   **Discussion:**
   **Financial Control Policy Statement**
   In the spirit of maintaining financial integrity and control, it is recommended that a financial audit be conducted either annually or semi-annually outside the purview of the entities that make bank deposits and issue payments for the firm's operations.

9. Executive Assistant Update
   P. Kazoil
   Conference call to Pat Kazoil 10 a.m.
   **Discussion:**
   Pat Kazoil let the NADE Executive board know that Carol O'Shae did an outstanding job sending all the documents to her. Her and her team are working through them and learning about the NADE organization and its processes.
   - The Board discussed the monthly billing procedures.
   - The Board discussed options for the membership plan.

   **Website:** Pat will run a check on the website to verify that all links are working.
   - While the Website is in pretty good order the board would like Pat to help us updating it with a new masthead, logo and other items.

   **Point of Contact:**
   - The main point of contact for the website will be Tina Bliss
   - The main point of contact for membership information will be Cindy Calderone

   **Action Item:** Pat Kazoil will work with Karen Patty-Graham to ensure that processes for the 2015 conference are ready to go. Taunya Paul will let Karen Patty-Graham know to set up a conference call.

   **Action Item:** Gwenn will work with Pat Kazoil on the format of the Newsletter.

10. Approval of 2016 Conference Team Chairs
    Board
    **Discussion:**
    **Motion:** Approve the 2016 Conference co-Chairs, Stephanie Collier, Donna Cooper, and Susan Jensen.
11. 2014 Conference Evaluations Discussion

   Discussion:
   The 2014 conference evaluations show that there was comments regarding the following items. These items should be taken into consideration for the South Carolina conference.
   
   1. Awards took too much time during the plenary sessions.
   2. The hotel was isolated, but beautiful.
   3. Food was expensive.

12. Immediate Past President 1:00 p.m.

   P. Levine-Brown
   Conference Call

   a. Reading Summit at 2015 Conference Update

      Discussion:
      Karen Patty-Graham and Patti Levine-Brown had a conference call with Amy Berger from Pearson regarding the IRW summit at NADE 2015. Pearson would like to be involved in the summit. Amy Berger manages Communication Outreach for Pearson and is heavily involved in redesign efforts. There will be ongoing conversations between them to work out details of Pearson's involvement.

13. Conference Manager 1:00 p.m.

   K. Patty-Graham
   Conference Call

   Discussion:

      2014: The conference evaluations are complete, see above.
      With Tess Baldwin leaving Experient, it is unsure if the NADE board will get the Experient Final Conference Report. Karen Patty-Graham will talk with Experient to see what can be done.
      Patrick has a couple of changes to the NADE 2014 conference budget. He will let Glenda Solomon know what change to make.

      2015: Budget is being re-evaluated to reflect 100 attendees and will submit within a few days.
      The team is sending along the Exhibitor forms for approval by the NADE Executive Board.
      The conference team is working on the schedule and will need the NADE executive Board to approve it soon.

      2016: Conference managers for the NADE 2016 conference were approved. Plans are in the process.

      2017: Margie MacDonald and Karen Patty-Graham visited both Oklahoma City and Kansas City to tour hotels and convention centers. Working with a hotel will be more cost effective than working with the convention centers. The NADE Executive Board will meet at the Marriott in Kansas City in December.

   b. September Face-to-face meeting in Greenville
The September Board Meeting will be September 2-5, 2014.

c. Other

Guidebook: Guidebook is at the end of a 3 year contract. The NADE Executive Board needs to start discussion around requesting RFP’s for the application or signing a new contract with Guidebook.

**Action Item:** Karen Patty-Graham will start discussions with Guidebook on what a new contract would look like.

Conference Manager Contract: The Conference Manager Contract needs to be renewed as it ended on June 30, 2014.

**Action Item:** The NADE Executive Board will review the contract and if any changes are needed will let Karen Patty-Graham know.

14. President-elect Report

G. Eldridge

a. Certification Council CHEA recognition progress

**Discussion:**

Certification Council: the council has asked the Board to consider the following items.

a. What is the status of the H&H Royalty check?

**Action Item:** Patrick Saxon will gather the information and get it to the Certification Council.

b. Is there a way that the Certification Council could get either a line item on their budget for their “Carry Forward” amount or if it is possible to get a separate bank account for the Certification Council.

**Action Item:** Gwenn will go to the Certification Council and ask them how much carry forward they show.

Patrick Saxon will look into the possibility of getting a separate bank account.

c. Can the Certification Council send items directly to PEAK to get posted on the NADE Website?

The NADE Executive Board has decided that all documents that are to be put on the Website or emailed to membership will go through the NADE Secretary, Denise Lujan.

d. All the Committees have submitted their goals for the upcoming year. Gwenn is reviewing them and will provide some form of training at the NADE 2015 conference.

15. Vice President Report

M. MacDonald

a. Chapter Updates

**Discussion:**

Motion: Approve the Type B grant request from ARKADE for the key Note speaker.

First: Denise Lujan

Second: Gwenn Eldridge

Motion passed

Motion: Approve the Type A grant for OADE to bring Hunter Boylan as a key note.

First: Denise Lujan

Second: Gwenn Eldridge

Motion passed
Motion: Approve the formation of a new NADE chapter. The Greater Rockies Association of Developmental Education which includes Idaho, Montana, South Dakota, and North Dakota.

First: Gwenn Eldridge
Second: Patrick Saxon
Motion passed.

Of note: GRADE has 41 members, a formal constitution and bylaws as well as a newly elected president, Rebekah Rieger.

16. CLADEA Update
Discussion: Patrick Saxon is working on getting minutes from the CLADEA meeting. There will be new fellows inducted at NADE 2015 at the plenary session.

Meeting Adjourned at 3:30 p.m.

TOPICS: Thursday
Meeting Called to Order at 9:30 a.m.

17. NADE Recommendations for Developmental Education Professor Credentials
Discussion: Tabled to the September Board Meeting.

18. NADE Recommendations for Training Adjunct Professors
Discussion: The NADE Executive Board member would like to ask that the Adjunct Committee with the help of the Emeritus Cabinet and Department Chairs develop training for Adjunct Professors.

Action Item: Gwenn Eldridge will contact Patty Eney to discuss the project.

19. Institutional Membership (pricing) and Regional Chapters Discussion
Discussion: Preliminary motion is to change the Institutional membership to be called the Institutional Group Membership, IGM that will include
- A 10% discount on membership for all members in the group.
- A 10% discount for each conference registration.
- All members must be from the same institution.
- Membership cannot be transferred.

The number of Journals to included needs to be determined. Once this quantity is determined, the NADE Executive Board will vote on the change to the IGM.

Action Item: Patrick Saxon will talk to Barbara Calderwood regarding the Journal.

20. Calendar of Responsibilities Updates

Board
Discussion:

**Action Item:** Each member of the NADE Executive Board will update their own calendar of responsibilities and bring them to the September Board meeting.

21. Conference Strands 2015 Preliminary Discussion

**Discussion:**
The NADE Executive Board made changes to the 2015 Conference Schedule and sent it to Karen Patty-Graham for her to discuss with the NADE 2015 Conference team.

22. Leadership Congress 2015 Preliminary Discussion

**Discussion:**
The NADE Executive Board has decided to keep the Leadership Congress similar to 2014 however will bring in the following topics:

- Goal setting and writing
- Membership Drive
- Strategic Plan

23. Levels of Developmental Education

**Discussion:**
The NADE Board has decided not to make recommendations on the number of levels in Developmental Education.

**Meeting Adjourned at 11:30 a.m.**

**Meeting Called to Order at 2:20 p.m.**

24. Meeting with Dr. Hunter Boylan at the National Center for Developmental Education

a. Marketing

Dr. Boylan and the NADE Executive Board discussed Marketing options for NADE. Dr. Boylan had the following ideas for the NADE Executive Board to consider:

- Need something with NADE's name on it and 3-4 talking points. The goal is to put this in front of administrators. Note: what impress others are simple states, success of disadvantaged populations, and good Developmental Education programs leveling the playing field.
- Use the some or all of NADE Principles that were developed a few years ago. Send the documents to Heads of State, Education Committees, Higher Education Communications, State organizations, etc...
- Use the State Chapters. Send them a very specific message and materials for their membership and conferences. Also identify their legislators and send them communication.
- NADE should testify at state and federal levels at legislative hearings. Legislation traditionally positions developmental education as "One Size Fits All". "One Size Fits All" is traditionally referring to the top level of Developmental students. NADE needs to promote that there is not a "One Size" Solution. How are lower levels of Developmental students addressed? Comprehensive and systematic reform is the answer.

b. Research and Data
- NADE needs to get out the positive impact to students Developmental Education has. The goal should be to replace the negative data with positive outcomes.
- Identify the students who start in developmental education and graduate from college. NADE needs to get that data from multiple places and share successes.
- Show that prioritizing Developmental Education program on campus equates to more successful students.

c. Recommendations
- Dr. Boylan recommends that the NADE Board seek opportunities to sit at the table at any meeting that is discussing Developmental Education. We need to proactively get on their list of attendees. Some places to start are:
  Kay McClenny UT Austin
  Jobs for the future
  Achieving the Dream
  CCRC
  MDRC
  Complete College America
- Dr. Boylan recommends that NADE become the place to go for training, specifically for
  1. Models – identify models of program, initiatives that work for particular groups. For example, define a model that works for the bottom 25% of students, the top 25% of students, the low income students.
  2. Adjunct Training – create and maintain training manual for adjuncts and administrators of adjuncts. Identify what adjuncts need to know, what criteria there should be in hiring an adjunct, etc…

Meeting Adjourned at 5:00 p.m.