

**The Horace Mann League of the USA
Summer Board Meeting – Stanford University
June 19-21, 2014**



Context, Thinking Ahead for *HML Stanford 2014*:

The car you drive today is not your grandparents' Oldsmobile, and the public schools that educate most of our kids today are no longer little red schoolhouses.

With that in mind, let's consider the purposes of an honorary public education organization such as the Horace Mann League in the context of a fast-changing world.

The *HML Stanford 2014* Planning Meeting promises to be a collegial, creative, and exciting time. What we do should stand a chance of energizing the organization and its current and future members. Together, we should help lay the groundwork for public education as we move into the future.

Gary Marx, President of the HML

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Thursday, June 19, 2014

1:00 p.m. to 5:30 p.m.

Call the Summer Board Meeting to Order and Roll Call

Gary Marx, President
Charles Fowler, President elect
Christine Johns-Haines, Vice President
Joe Hairston, Past President

Directors

Laurie Barron, Supt., Evergreen Schools, Kalispell, MT
Evelyn Blöse-Holman, (ret.) Supt. of Schools, Bay Shore, NY
Martha Bruckner, Superintendent, Council Bluffs, IA
Carol Choye, Instructor, Bank Street College, New York, NY
Brent Clark, Exec. Director, IASA, Springfield, IL
Linda Darling-Hammond, Professor, Stanford University, Palo Alto, CA
James Harvey, Exec. Director, Superintendents Roundtable, Seattle, WA
Eric King, former Superintendent of Schools, Muncie, IN
Steven Ladd, Superintendent of Schools, Elk Grove Schools, CA
Barry Lynn, Exec. Director, Americans United, Washington, DC
Kevin Maxwell, CEO, Prince George's Co. Schools, MD
Stan Olson, Silverback Learning, Boise, ID
Steven Webb, Supt. of Schools, Vancouver Schools, WA
Jack McKay, Executive Director

Past Presidents

Ken Bird
Fred Hartmeister
Spike Jorgensen
Steve Rasmussen
Colleen Wilcox

Guests

Sharlene Karbowski

				
President, Gary Marx, President, Center for Public Outreach Vienna, VA	President-elect, Charles Fowler, Exec. Dir., Suburban Sch. Supts, Exeter, NH	Christine John-Haines, Supt of Schools, Utica Community Schools, MI	Joe Hairston, Past President, former Supt. of Schools, Baltimore Co. Reisterstown, MD	Mark Edwards, Past President, Supt. of Schools, Mooresville, NC
				
Laurie Barron, Supt. of Schools, Evergreen SD, Kalispell, MT	Evelyn Blöse-Holman, former Supt. of Schools, Bay Shore, NY	Martha Bruckner, Supt. of Schs, Council Bluffs, IA	Carol Choye, former Supt. of Schools, Scotch Plains, NJ	Brent Clark, Exec. Dir. Illinois School Admin. Assoc.
				
Linda Darling Hammond, Prof., Stanford University	James Harvey, Exec. Director, Supts. Roundtable, Seattle, WA	Eric King, former Supt. of Schools, Muncie, IN	Steven Ladd, Supt. of Schools, Elk Grove, CA	Barry Lynn, Exec. Dir., Americans United, WA, DC
				
Kevin Maxwell, CEO, Prince Georges Co. Schools, Upper Marlboro, MD	Stan Olson, President, Silver Back Learning, Boise, ID	Steven Webb, Supt. of Schools, Vancouver, WA		Jack McKay, Executive Director of the Horace Mann League

Welcome by Jon David Snyder, Director of SCOPE

A brief welcome to the Stanford University Campus (Jon will be joining us for lunch on Thursday.)



Jon Snyder began his career as a primary grades schoolteacher in Vancouver, Washington. He has also worked in curriculum development and as a staff developer.

Since receiving his doctorate from Teachers College, Columbia University, Jon has worked as a researcher and a teacher/educator at Teachers College; the National Center for the Restructuring of Education, Schools, and Teaching; the National Commission on Teaching and America's Future; the University of California, Santa Barbara; and as chief academic officer/dean of the College at Bank Street College of Education. He remains engaged in researching teacher learning, conditions that support teacher learning, and the relationships between teacher and student learning.

Jon has written extensively on issues related to teacher preparation practice and policy. Much of his work has been focused on teacher development—from preparation and induction through retirement—performance assessment, and progressive pedagogy.

1:30 to 5:30 p.m.

The Big Picture Planning Activity

Facilitator, Ken Bird

Purposes, Strengths, Weaknesses, Identity, Focus Points, Objectives, Possible Actions, Task Forces, Next Steps, as developed by the facilitator.

Briefings on 501(c)(3) organizations and a brief environmental scan from Gary Marx



Approval of previous Board Meeting Minutes

Approval of HML Board Minutes for Thursday, February 15, 2014 – Addendum #1

Approval of HML Annual Meeting Minutes of February 16, 2014 – Addendum #2

Review Continuing Agenda Adjourn for the Day.

Time **Dinner – where we might be gathering . . .**

Friday, June 20, 2014

8:30 – 9:45 a.m.

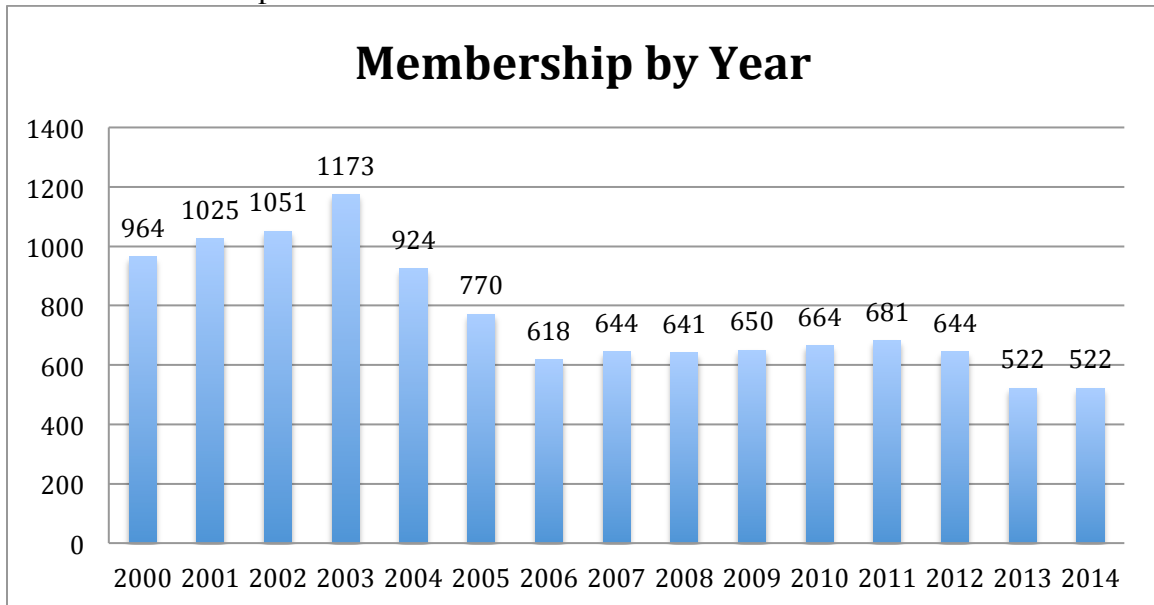
Follow-up with Strategic Planning – Ken Bird and Gary Marx

Membership Recruitment, Retention, and Engagement

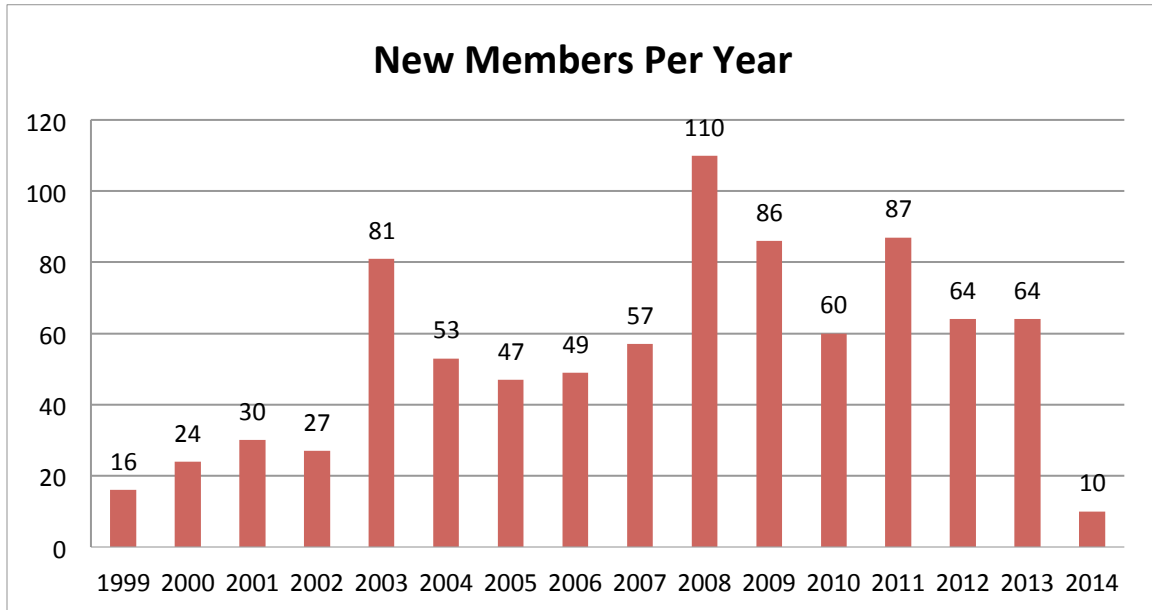
The following items might be discussed, among others:

- Review of the current situation: Current membership. Impact of dues. Retired members. Membership trends. Accounting for members. Renewals.
- Beginning spring and fall membership campaigns and an “every-member-get-a-member” campaign.
- Developing key directions for enhancing member recruitment.
- Efforts under way to begin spring and fall membership campaigns and an every-member-get-a-member campaign.
- Ideas noted for students and trial access to the HML Post.
- Retention of members, expand and clearer reasons for belonging.
- Retention and engagement of members.
- Engagement of members in substantive efforts that reflect the importance of public education.
- Membership Goals and How We Will Reach Them?

Current Membership



New Members per year



Current Retention Strategies

Each month, letters of membership renewal are sent to all members who have not updated their membership. The “renewal” letter is sent to a former member, each month, for a year. After one year, if the person has not renewed their membership after being sent a “renewal” letters, the person is deleted from the membership list. There are a number of reasons for former members not renewing membership, e.g., changing positions and no forwarding provided (we pay for a post office service to provide forwarding addresses), deceased, retired, and for some, no longer interested in continuing to be a member.

Current Recruitment Strategies

The current strategy is to have each officer and director provide between 10 and 20 names of potential members each year. The officer and directors provide the names and addresses. The Executive Director, in turn, provide the nominator with an individualized letter to be signed, a sending stamped envelope, a return stamped envelope, and a HML membership brochure (the nomination packet). The nominator then signs and mails the letters to the individuals. It is suggested that the nominator follow-up each letter with a personal phone call or personal note encouraging the person to join the League.

9:45 a.m. to 10:00 am **Break**

Horace Mann League Communication, Promotion, Outreach, and Identity

10:00 – 11:15 am

Among items that might guide us during our discussion during this session are:

1. A review of the imperative of effective, credible, continuous, two-way communication for the Horace Mann League and for public education.
2. Our identity. How would people describe us today? How would we like to have them describe us?
3. A review of and comments on current methods used for communication, internally and externally. Examples might include: the HML Post, HML Blog, Cornerstone, the HML web site, newsletters, email messages and announcements, and surveys.
4. Communicating HML and member news and information, ideas, and activities to build and reinforce an informed sense of community.
5. Communicating value to members and non-members, educators, the broader public, and the media.
6. Constantly redesigning and bringing greater interconnectedness and coherence to the HML web site, including presentation, accessibility, creation of value, and a reflection of the purpose and work of the League. Making and promoting the web site as an indispensable resource.
7. Considering HML use of other social media.
8. Building expectations for accuracy and quality control in the content and presentation of all communication, since HML is a public education leadership organization. What we do reflects on the institution conceived by Horace Mann as well as on the League, its board, and its membership. (Those high standards should apply to everything we communicate, from the web site to a letter inviting someone to become a member.)
9. Expectation of compliance with “Fair Use” under the Copyright Law.
10. Promotion of the Annual Meeting and other activities and events, as needed.
11. Creation of a media list and communication of finely crafted news items to the education community and broader public about actual events, activities, position and issue statements, honors, and appropriate meetings of the League. Becoming a valued source for news media, both inside and outside education, who are communicating about public education as an institution.
12. Becoming a prime source of information about the principles of public education.
13. Engaging and listening to members in a way that encourages them to share their knowledge, experience, and expertise, while building a sense of ownership for and community with HML.
14. Engaging members in development of substantive public education related bodies of knowledge, statements, and collections of points of view to be shared internally and often externally.
15. Giving voice to the League through substantive initiatives.
16. Considering the multiple views and situations of Horace Mann League members.
17. Reflecting diversity.

18. Communication about public education and what it means and stands for not only for what it is against.
19. Attempting to start discussion, with the help of Jack Jennings, about equal educational opportunity.
20. Engaging members and perhaps others in identifying and communication about the principles that underlie public education.

Other suggestions,

Current Communication: Web, Post, Blog, Cornerstone, Archives, and Notes

The HML Website: <http://www.hmleague.org>

Site contains officers and directors, bylaws, minutes, photos, recent and future events, awardees, HML application, etc.

The Weekly HML Post: <http://www.hmleague.org/hml-weekly-post/>

Opened by generally 35% of the membership. Recent research and editorials about public education

The HML Blog: <http://blog.hmleague.org/>

The HML League Blog is a collection of research and editorials related to public education.

The HML “Cornerstone:” on Flipboard <http://flip.it/KmNRs>

The “Cornerstone” is an Internet magazine featuring current research and editorials about public education. Updated daily.

The HML Engagement Survey: <https://www.surveymonkey.com/s/JB3J5TD>

The HML Post Archives

The Post Archive is a chronological listing of all weekly “HML Post” editions.

The HML Notes

Spring Editon of the Notes – mailed to the membership on May 1, 2014

Communication, Promotion, Outreach, and Identity (Continued)

Promotion, Outreach, and Identity

Current Ways to Promote the Horace Mann League

Present activities

Strategies to Increase Promotion, Outreach, and Identity

1. Permitting non-members to view the HML Post, with follow up letter
2. Friend of the Court briefs with NSBA – as appropriate
3. Public accessibility to the HML FlipBoard – Cornerstone

Current Ways to Identify Future HML Members

Current strategies

1. Each board member submit twenty names
2. Acquire the AASA National Convention registration list
3. Invite state association officers to the HML Annual Meeting -2013
4. Encourage all members, upon renewal of membership, to nominate professional colleagues.
5. other

Presentations at other association conferences – ASCD, AASA, and NSBA

ASCD Annual Conference, Houston, March 21-23, 2015, Proposal Completed

TITLE: Personalizing in a High-Stakes World

Presenters: C. Johns-Haines, Utica Community Schools, Sterling Heights, Michigan
Laurie Barron, Evergreen School District, Kalispell, Montana
Steve Ladd, Elk Grove Unified School District, Elk Grove, California.

Presentation Description

Discovering and developing talents, abilities, and strengths of every student is essential. Many of us face that formidable challenge in a high-stakes world where even square pegs are expected to fit into round holes. This talented team of school leaders includes innovative, seasoned superintendents from Montana, Michigan, and California who lead with excellence in mind, not just for a few, but for every student. Barron was also 2013 NASSP National Middle School Principal of the Year. All are members of the Horace Mann League Board of Directors.

AASA, San Diego, February 26-28, 2015.

Program Proposal Completed

Topic: International indicators of Education

Possible Presenters: Christine Johns-Haines, Utica Community Schools, Sterling Heights, MI.; Charles Fowler, Executive Director, Suburban School Superintendents Association, Exeter, NH.; and James Harvey, National Superintendents Roundtable, Seattle, WA.

Program Description

International assessments are a hot topic, but reductive and loaded with inappropriate comparisons. We need to judge schools on performance, but we also need to understand them as cornerstones of our democracy. This session examines what's left out and the nations we should be compared with.

This 4-year study provides another way to look at comparative performance by examining school achievement within the economic and social context of ten advanced economies: Canada, China, Finland, France, Germany, Italy, Japan, Russia, the United States, and Great Britain.

Student performance data is just the tip of the iceberg. The public needs to look at the whole picture and then draw its conclusions. China is the biggest country among the ten. Finland is the smallest. The United State is the wealthiest on average, but with world-class income inequities. That's just for openers. You're going to learn a lot and you will be surprised at what you hear.

NSBA, Nashville, March 21-23, 2015

Program Proposal Deadline: June 16, 2014



Possible Program: Let's Unpack the International Rankings. The Horace Mann League and National Superintendents Roundtable unpack the scoreboard with their compelling study, International Indicators for Education.

11:00 - Noon

Discussion and Selection of HML Award Recipients

Criteria and Selection of the HML Outstanding Educator Award

The Outstanding Public Educator award is presented to an individual or organization that has made a significant contribution to the community, the state, region or nation in the area of public education. Past recipients of the HML Outstanding Educator Award are:

					
2014 Dr. Larry Cuban, Professor Emeritus, Stanford University	2013 Dr. Thomas Payzant, Professor and author, Harvard U.	2012 Dr. Ken Bird, CEO, Avenue Scholars, Omaha, NE	2010 Dr. Michael Kirst, Professor and researcher, Stanford University	2009 Dr. Harry Wong, Author and speaker	2007 Dr. Linton Deck, Professor, Peabody Teachers College
					
2006 Dr. Gerald Tirozzi, Executive Director, NASSP	2005 Dr. Linda Darling Hammond, Stanford University	2004 Dr. Julie Underwood, Chief Council, NSBA	2003 Dr. Ted Sanders, Executive Director, ECS	2002 Dr. Gerald Bracey, Author - Researcher	2001 Dr. Paul Houston, Executive Director, AASA
					
2000 Dr. Jane Hammond, Supt. of Schools Jefferson CPS, CO	1999 Dr. Bob Slavin, John Hopkins University, Researcher	1998 Dr. Donald Thomas, Supt. of Schools, Salt Lake City	1997 Dr. David Berliner, Professor, Author, and Researcher	1996 Dr. Gordon Cawelti, Alliance for Curriculum Reform	1995 Larry Lezotte, Vice President, Effective Schools Research

Nominations for the 2015 Annual Meeting

Criteria and Selection of the HML Friend of Public Education Award

The Outstanding Friend Public Educator award is presented to an individual or organization that has made a significant contribution to the community, the state, region or nation in the area of public education. Past recipients of the HML Outstanding Friend of Public Educator Award are:

					
<i>2014, Marian W. Edelman, Pres. Children's Defense Fund</i>	<i>2013, Senator Mark Warner of Virginia</i>	<i>2012, Jack Jennings, President of the Center for Public Policy</i>	<i>2011, Dr. Diane Ravitch is an author researcher about public education.</i>	<i>2010, Dr. Phil Schlechty, Author and research</i>	<i>2009, John Goodlad, author of "The Place Called School."</i>
					
<i>2008, Wendy Puriefoy, President of the Public Education Network</i>	<i>2007, Dr. Tom Sobol, former Comm. of the NY Dept. of Education</i>	<i>2006, Dr. Jonathan Kozol, author of "The Shame of Our Nation."</i>	<i>2005, Joyce and Larry Stupski, The Stupski Foundation</i>	<i>2004, Art Stellar, Frosty Troy, of the "Oklahoma Observer."</i>	<i>2003, Ellen Fitzgerald, representing the Readers Digest Foundation</i>
					
<i>2002, Richard Rothstein, Columnist for the New York Times</i>	<i>2001, Al Dietzel, Vice President of The Limited Inc.</i>	<i>2000, Dr. Barry Lynn, Executive Director of Americans United</i>	<i>1998, Lew Salmon, The Milliken Foundation</i>	<i>1997, Governor James Hunt, North Carolina</i>	<i>1966, Mr. Richard Riley, Secretary, U.S. Dept. of Education</i>

Nominations for the 2015 Annual Meeting

Criteria and Selection of the HML Friend of the League Award

2014, Julie Underwood, Dean, School of Education, U. of Wisconsin
 Criteria for Nominations for the 2015 Friend of the HML Award:

			
2014 Julie Underwood, Chief Legal Council, NASB. Past President	2012 Spike Jorgensen former Supt. Tok, Alaska. Past President	2009 Ken Underwood, Search Consultant, Oregon , WI	2006 Art Stellar, Supt. of Schools, Tauten City Schools, MA. Past Pres.
			
2005 Jack McKay. Emeritus Professor, UNO, HML Exec. Dir.	2004 Terry Grier, Supt. of Schools, Guilford Co. Public Schools, NC. Past President	2003 Ken Bird Supt. of Schools, Westside Community Schools, Omaha. Past Pres.	2002 Chad Woolery, President of the Host Corporation

Nominations for the 2015 Annual Meeting:

Noon to 1:30 pm

Luncheon - Stanford Faculty Club

Jon David Snyder – Stanford Center for Opportunity Policy in Education

Jon David Snyder, Director <https://edpolicy.stanford.edu/>

The Stanford Center for Opportunity Policy in Education (SCOPE) fosters research, policy, and practice to advance high-quality, equitable education systems in the United States and internationally.

SCOPE is an affiliate of the **Stanford Graduate School of Education** and the **Center for Comparative Studies in Race and Ethnicity**, and sponsors the work of the **Stanford Center for Assessment, Learning, and Equity**.

1:15 pm – 2:45

Financing HML's Future

Budgetary Considerations

1. Current budget situation.
2. Enhancing, cultivating, identifying, pursuing, and developing acceptable and plausible sources of revenue.
3. Becoming project and member /broader community focused.
4. Determining what financial/budgetary support is needed to do the work we want and need to do.
5. Securing short- and longer-term financial sustainability, and understanding the sense of urgency.

Budget Revenues and Expenditures for 2014

2014 Proposed Revenues

Revenues	2014
Source	Revenues
Membership	\$28,000.00
Retired	\$3,500.00
Books/Prints	\$3,000.00
Luncheon	\$4,000.00
Corp. Partners	\$8,000.00
Donations	\$500.00
Totals	\$47,000.00

2014 Proposed Expenditures

Expenditures	2014
Budget Area	Expenditures
Supplies	\$1,500.00
Postage	\$2,500.00
Printing/Publish	\$2,500.00
Executive Director	\$20,000.00
Annual Mtg.	\$9,000.00
Sum. Bd. Mtg.	\$5,000.00
Books (Art of Teach)	\$2,500.00
Display/Shipping	\$100.00
Memberships	\$700.00
Technology	\$2,500.00
Totals	\$46,300.00

2:45 p.m. to 3:00 Break

3:00 to 3:30

**Horace Mann League Advisory Council
Draft Recommendation for Consideration**

The Horace Mann League Board of Directors and its officers may appoint an advisory council for the organization. The council, which may consist of 10 to 25 individuals would be composed of people who could be called upon for advice and counsel on certain issues and who would be available to assist with membership promotion and recruitment, fund raising, communication, and special projects, as requested.

Among possible members of the advisory council might be past presidents and past board members, recipients of HML awards, and representatives of other education or not-for-profit organizations whose counsel could be valuable to the League.

HML will depend on the contributions of advisory council members as individuals. The council will not be a formal organization. The advisory council will not hold regularly scheduled meetings, will not elect officers, and, as an advisory council, will not act as a separate governing body for the League. The advisory council will be an advisory, not a decision-making group.

The immediate past president, after serving one year in that position as a officer of the HML Board of Directors, will be invited to serve on the advisory council. After initial appointments to the advisory council, one-third will be considered for rotation off the council each year so that others might be appointed to share that experience, and the League would be able to benefit from their further insights, connections, and assistance. In consultation with the HML executive director, the HML president, when possible, will ask members of the HML Board to share the names of those who might be considered for appointment to the advisory Council.

3:30 to 4:00 p.m.

HML Corporate, Organizational, and Political Relationships, including Contributions

The purpose of this item is to articulate a Horace Mann League policy on various corporate, organizational, and political relationships. A current policy, “Addendum #4: Bylaw related to Corporate Partners,” specifies various rules for endorsements of corporate programs, products, and services. Endorsements of this far-reaching nature should likely be considered off-limits for an organization such as the Horace Mann League.

As a 501 (c)(3) tax-exempt, nonprofit organization, the Horace Mann League may not contribute to or campaign for political candidates. While the League may express points of view on various issues affecting education and society and may become a party to supporting views on appropriate legislation or court cases, its primary role is to provide information, ideas, support, and sustenance to public education as an institution. The rules for tax-exempt organizations of various types are spelled out by the IRS and have been interpreted through years of experience by the American Society of Association Executives.

With that in mind, the following is a draft of generally how an approach to this area of operation might look:

The Horace Mann League agenda or editorial control of its publications or online materials will not be for sale or trade for monetary or other types of potential support for HML. The League does not endorse commercial products, services, or candidates.

The following describes more specific types of these relationships:

Partnerships: The Horace Mann League may, in order to pursue a program or project, develop a partnership with another organization or institution. In these more formal relationships, the League recommends a partnership agreement that clearly articulates the project, an anticipated time-line, the roles of each partner, and “what’s in it” for each of the organizations. In these arrangements, how the partners are identified in printed materials and online should be clarified. If income is derived from the project, the division of it should be clearly spelled out, along with responsibility for expenses. A basic partnership agreement matrix will be developed for consideration in pursuing this approach. (When partnership agreements are developed, they will be shared with members of the HML Board for comment or concurrence. That sharing, unless in close proximity to a board meeting, would likely be handled by email.)

Collaborations: The Horace Mann League is encouraged to collaborate with other credible education and other not-for-profit organizations as they work together in common purpose. These less formal collaborations generally focus on collective expertise in getting a project developed and in pursuing mutual goals. (Progress reports on how HML is working with other individuals and organizations in common purpose would be expected to be presented as information items or progress reports to the board and as updates or news items to membership.)

(Clarification: Collaborative efforts, sometimes referred to as “getting our heads together,” inter-organizational teamwork, or sharing ideas horizontally across people and organizations, are not formal partnerships. However, some collaborations may eventually lead to more formal partnership arrangements. Without the ability or permission to collaborate, short of formal partnerships, organizations are sometimes left out of discussions. Collaborations are such a natural part of getting things done that they are often not even thought of in those terms until those involved describe how they are sharing information or working together to make progress on their mutual goals. For example, development of the International Indicators for Education resulted from an HML objective. While HML and the National Superintendents Roundtable have, of necessity, collaborated in developing these indicators, they are hoping, at some point, as needed, to establish a partnership with an organization such as a university or foundation to provide further infrastructure and funding for the effort. That leap would likely require a more formal partnership agreement.

Sponsorships: Corporate as well as not-for-profit organizations may sponsor the League and some of its identified individual activities. Sponsorships might include support for HML in-kind programs, projects, or services or may be presented as monetary contributions. The cost of HML overhead should be considered in developing appeals or applications for this type of support. The primary benefit for a sponsor is to demonstrate corporate citizenship and social responsibility. Sponsors may be acknowledged with an appropriately worded, sized, and placed, generally one brief statement credit line. Sponsors may be recognized in an annual document and in an appropriate location on the HML web site. When appropriate, sponsor representatives may be present for the activity they have sponsored or for their support of the League and may be recognized for their support or service. At that time, they may also make short comments about their support for the League. (Sponsorships will be sought appropriately and regularly by HML within these guidelines. HML may wish to develop categories of sponsors based on the monetary value of their sponsorships and other contributions to the League.)

Contributions/Bequests: The Horace Mann League may accept monetary and in-kind contributions that contribute to the League’s mission. HML may also receive bequests. Use of those contributions or bequests will be determined by the board.. All will be gratefully and graciously acknowledged.

Grants: HML may seek grants to complete various mission-related projects. In applying for or accepting grants, HML will consider the credibility and reputation of

the source and whether it has the ability to fulfill requirements of the grant. Grants are generally approved by the board.

Co-Marketing Arrangements: Occasionally, HML may wish to reach co-marketing agreements with publishers to offer books or similar materials for purchase from the League with a portion of sale guaranteed for the League. (While procedures would need to be further defined, the concept is one that might be on the agenda for future possibilities.)

Advertising/Exhibits. HML may carry advertising in its publications at rates that are pre-established for the size, nature, and frequency of the ads. If ads are carried, readers should be informed that they are viewing paid advertising. HML retains the right to accept or reject advertisements.

(Additional Information) If the organization, at some point, decides to offer opportunities for advertising and exhibits, fee schedules, appropriateness, identification criteria, and other factors guidelines will need to be established.)

Distribution of Third-Party Materials: From time to time, the League may be approached about including third-party materials in a mailing or electronic distribution. An established fee might be established for this type of distribution and the fact that it is a form of paid advertising should be readily visible to the reader. (This mailbag approach would require appropriate pricing and other guidelines. More specific guidelines for this type of activity would likely be included in an advertising policy.)

Reviews: HML may review intellectual materials, such as books, articles, web sites, etc. (To a great extent, this is an editorial issue. Reviewers might comment on the content but would not generally offer an endorsement of these materials. Editorially, the League might recommend certain materials for reading. This approach is largely a description of current HML practice.)

A Bottom Line: Good judgment and good taste should be considered in each of these categories, as well as the specified guidelines. An organization and its members are often known by the company they keep.

See Addendum #4 Existing Corporate Endorsement Bylaw.

4:00 to 4:30 p.m.

Engagement with Other Education Organizations

At its 2010 planning meeting in Chicago, engagement with other education organizations became one of three major focus points for the Horace Mann League. Discussions centered on the need to be more connected within the education community and other issues, such as declining attendance at annual meetings, the continued connection of the annual meeting with one organization, and the possibility of further collaboration. A special HML committee/task force was assigned to determine how the League could better collaborate with other organizations within the education community.

Since then, HML has done programs at ASCD meetings in 2011, 2012, and 2014. A special meeting was held with ASCD Executive Director Gene Carter to discuss the possibility of collaborating with ASCD, possibly presenting an annual program at that organization's conferences, and perhaps holding a meeting that would rally HML members or potential members during those annual events. Carter, a member of the League, expressed appreciation for our efforts but did not want to develop a formal commitment, preferring instead a loose relationship but with the possibility of further discussion.

Proposals for presentations at AASA conferences have not been accepted. The HML Annual Meeting has been held during the AASA conference for decades.

HML is now collaborating with the National Superintendents Roundtable on development of International Indicators for Education and with the National School Public Relations Association on development of its roll-out plan for that study. Part of the plan would be to include a presentation to the Learning First Alliance, an organization that includes the executive directors and elected representatives of most national education organizations.

It is anticipated that HML will, on a regular basis share information with, learn from, and collaborate with other bona fide not-for-profit education organizations in pursuing projects and activities that support its mission.

Tour of Stanford Campus



4:30 p.m.

Colleen Wilcox, former Superintendent of the Santa Clara County Superintendent and Past President of the Horace Mann League (2007) will be our tour guide.

Mckay423

Fourteen have indicated an interest in a Stanford Campus tour.

School of Education

Dinner – Hosted by Discovery Education

Andy Schaefer, Vice President of Discovery (Arranged by Mark Edwards)

Members and significant others are invited.

Saturday, June 21, 2014

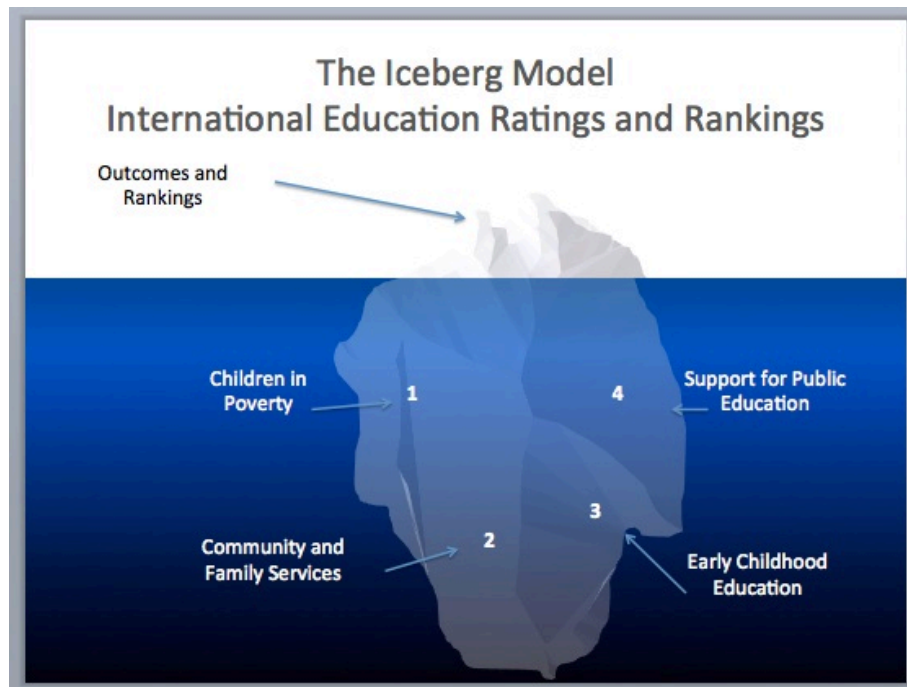
8:30 to 9:15 a.m.

International Indicators for Education

A Collaborative Project - The Horace Mann League & The National Superintendents Roundtable

International assessments are a hot topic but reductive and loaded with inappropriate comparisons. We need to judge schools on performance, but we also need to understand them as cornerstones of our democracy. This four-year study from the Horace Mann League and the National Superintendents Roundtable examines what's left out and the nations we should be compared with. This report will provide another way to look at comparative performance by examining school achievement within the economic and social context of ten advanced economies: Canada, China, Finland, France, Germany, Italy, Japan, Russia, the United States and the United Kingdom.

Student performance data is just the tip of the iceberg. The public needs to look at the whole picture and then draw its conclusions. China's the biggest country among the ten. Finland's the smallest. The US is the wealthiest on average, but with world-class income inequities. That's just for openers. Educators will learn a lot from this exercise and many will be surprised by what they hear.



The Horace Mann League (HML) is an honorary organization with more than 500 members. It represents the principles of its namesake, a founding father of public education. The National Superintendents Roundtable (NSR) provides a forum for approximately 100 school leaders across the nation. The study was developed by a team made up of James Harvey (NSR), Jack McKay (HML), Gary Marx (author of *21 Trends for the 21st Century*), and Charles Fowler (President of School Leadership). All are Horace Mann League board members.

9:15 a.m. to 10:30 a.m.

Five Tumultuous Issues Facing Public School during the Next Five Years

An informal discussion with Linda Darling-Hammond,
Lead questions by Laurie Barron, Steve Ladd, and Martha Bruckner.

			
Linda Darling Hammond	Laurie Barron	Steven Ladd	Martha Bruckner

10:30 a.m. to 10:45 a.m. **Break**

Nominations for Board and Officers




10:45 to 11:15 a.m.

End of Term or Reappointment

Year of Summer Board Meeting Decision

2014	2015	2016	2017
			Laurie Barron
		Martha Bruckner	
		Brent Clark	
	Carol Choye		
	Steve Ladd		
Linda Darling Hammond	Eric King		
Evelyn Holman			
	James Harvey		
	Barry Lynn		
			Kevin Maxwell
Stan Olson			
			Steve Webb

Reappointments

		
Evelyn Blöse Holman, former Superintendent of Schools, Bay Shore, NY	Linda Darling Hammond Professor and Researcher at Stanford University	Stan Olson, President of Silver Back Learning, Boise, ID

New Officers – HML Vice President Nomination
Possible Vice Presidential Candidates

				
Laurie Barron, Supt. of Schools, Evergreen SD, Kalispell, MT	Evelyn Blöse- Holman, former Supt. of Schools, Bay Shore, NY	Martha Bruckner, Supt. of Schs, Council Bluffs, IA	Carol Choye, former Supt. of Schools, Scotch Plains, NJ	Brent Clark, Exec. Dir. Illinois School Administrators Association
				
Linda Darling Hammond, Professor, Stanford University, Palo Alto, CA	James Harvey, Exec. Director, Supts. Roundtable, Seattle, WA	Eric King, former Supt. of Schools, Muncie, IN	Steven Ladd, Supt. of Schools, Elk Grove, CA	Barry Lynn, Exec, Dir., Americans United, Washington, DC
				
Kevin Maxwell, CEO, Prince Georges Co. Schools, Upper Marlboro, MD	Stan Olson, President, Silver Back Learning, Boise, ID	Steven Webb, Supt. of Schools, Vancouver, WA		

New Directors

1. For Director nominated to be Vice President
2. Criteria suggested for nominating new director: For example, diversity, regional representation, association experience, ability to promote the League and mission, past attendance at the HML Annual Meeting, age, gender, educational leadership experience, expressed interest in becoming more involved in the Horace Mann League's activities, etc.

11:15 to 45 a.m.

Tentative Locations and Dates of Upcoming Meetings

Winter Board Meeting

Thursday, February 26, 2015, 2:00 to 5:00 pm, San Diego Marriott Hotel

Annual Luncheon and Meeting

Friday, February 27, 2015, 11:45 to 1:30 pm, San Diego Marriott Hotel

Annual Luncheon and Meeting

11:45 a.m.

And other contributions for the good of the cause.

Noon

Adjourn

Addendum #1 Minutes of the 2014 HML Winter Board Meeting

February 15, 2014, Nashville.

The Horace Mann League of the USA

Minutes and notes for the meeting of Thursday, February 13, 2014. The meeting was held at the Omni Hotel, Nashville, TN

Meeting called to order by Joe Hairston, President at 2:05 pm.

Board Members and Officers present: Joe Hairston, Gary Marx, Mark Edwards, Evelyn Holman, James Harvey, Steven Ladd, Stan Olson, Charles Fowler (late) and Jack McKay.

Nominees: Laurie Barron and Steven Webb

Past President: Spike Jorgensen

Minutes: October 6-7, 2013

Moved by Stan Olson, seconded by James Harvey, that the minutes of October 6-7, 2013, be approved. Passed.

Strategic Plan Review

- Recruitment and Retention: Review recent data. There were sixty-two new members in 2013. There are 89 retirees taking advantage of the \$50 annual fee. Discussion followed about the need to become even more strategic in recruiting, retaining, and engaging HML members.
- Horace Mann League-National Superintendents Roundtable International Indicators for Education: James Harvey reviewed highlights of the presentation about the International Index of the ten industrial nations. Discussion followed about strategies to present the data to members, the public, and the media. A suggestion was made that a “webinar” be developed to acquaint the membership about how to present the index to citizens and the media in the local community. Commendation was expressed to James Harvey for being the lead author in the project. Gary Marx, Charles Fowler and Jack McKay are contributing authors. An HML team is doing a session during the March ASCD Annual Conference in Los Angeles. We also discussed a possible meeting with the Learning First Alliance as we present the finished version of international indicators.
- Affiliation with other associations supporting public education. No action taken during the last four months.

Membership information:

These items would be among those included, in addition to planning activities.

Discussed membership trends. There are 538 paid members. Discussion followed about the importance of continued efforts to recruit new members to sustain the health and vigor of the League. Past practices have been to have each board member submit twenty names per year. It was suggested that, in addition to a letter of nomination, personal contact might be made with each nominated person – a follow-up phone call or visit.

Corporate Partners

Mark Edwards reviewed the list of corporate partners. Mark noted the willingness of the seven partners to continue to support the League in the future. The partners for 2014 are: Discovery, Pearson Foundation, Promethean, Cisco, Follett, Istation and Hobsons. Corporate partner will be presented a token of appreciation at the luncheon for their support of the League. Commendations were expressed to Mark Edwards for his continuing efforts to engage corporate partners in supporting the League's activities.

Financial Update:

Jack McKay reviewed the proposed income and expenditures for the 2014 year. Anticipated revenues are \$47,000. Expenditures are estimated to be \$46,000. The reserve is \$11,184.22 (Certificate of Deposit).

Communications Update:

The three primary means of communicating with members are:

- The weekly publishing of the "HML Post." Emailed to all members on Monday mornings throughout the year. The HML Post has between 6 and 10 articles linked to the original source on the web.
- The "Cornerstone" (Flipboard) magazine is updated daily and available on the web. The Cornerstone has included selected 15 and 20 selected research and articles per week.
- The Pinterest site contains a variety of quotes, images and posters related to learning and leadership.

Legal Issues Reviewed:

Two courts cases were briefly reviewed:

"Boobies" Speech Case related to student rights and apparel.

Student search and administration's right to inspect a backpack for a gun.

Summer Board Meeting

Discussion centered on the purpose and expected outcomes of a summer board-planning meeting. Taking into consideration, the timeline for presentation of the Index, the school year and board member availability, the availability of Linda Darling Hammond and other faculty, as well as issues that need to be addressed by

the Board, it was determined that the summer board meeting will be on June 19-21, 2014, at or near the Stanford Campus.

A sub-committee was formed to deal with the planning of the summer board meeting: Gary Marx, Joe Hairston, Steve Ladd, Evelyn Holman, Laurie Barron and Jack McKay. Taking into consideration the timeline for presentation on indicators, the summer board meeting will be held to deal with membership recruitment, membership engagement and how the League can lead in restoring public education as the “cornerstone” of a democracy.

Annual Meeting Preparation

The timeline was reviewed and assignments made to cover for the board members unable to attend because of weather conditions.

Planned discussion topics:

HML Advisory Council. Joe Hairston suggestion an idea of how to keep past presidents, awardees and some current board members involved in a different manner. Would it be practical to have two groups: one that would be a working board – those involved in decision and activities. The other would be an advisory/honorary board that would be made up of those who support the purpose of the League, but are unable to participate in the meetings or be directly involved in the projects.

The Common Core: Steve Ladd opened the discussion on how the common core is viewed on the west coast. While the standards are a good idea, the impact on the classroom, the use of the data and the funding to retrain faculty are still providing challenges. Equally important was the arbitrary level of the standards and the possible ulterior motive of proving that public education is failing.

Membership Engagement: Gary Marx led a brief discussion about membership recruitment and retention. How do we compete for and keep educational leaders? How do we broaden the diversity of the membership – from educators to parents and community leaders? How do we periodically engage our membership in shaping the agenda? How do we capitalize on the talents of the board and membership to make the HML a stronger association in representing the purpose of public education? Attracting and keeping talent depends on engagement. Current school leaders expect to have their voices heard and want to make a difference.

Meeting was adjourned at 5:00 pm

Submitted by Jack McKay

Addendum #2 Minutes of the 2014 Annual Board Meeting

February 16, 2014, Nashville.

Minutes of the Annual Meeting of the Horace Mann League, February 14, 2014, Nashville, TN, Omni Hotel, 11:45 to 1:30 pm.

The Annual Meeting called to order by Joe Hairston, President. Sixty-eight members and guests attended.

Joe Hairston introduced officers and Directors. Members present: Evelyn Holman, James Harvey, Steven Ladd, Stan Olson, Joe Hairston, Gary Marx, Charles Fowler and Mark Edwards

Past Presidents attending: Spike Jorgensen, Robert Forttenberry, and Terry Grier.

Corporate Partners were introduced by Mark Edwards: Recognitions gifts were presented to Cisco Inc., Discovery Education, Follett Publishing, Hobsons, Istation, Pearson Foundation and Promethean Planet.

Invocation was given by Stan Olson (See note below.)

Nominations: The "Nominations Committee Report" was presented by Evelyn Holman. Board members: Laurie Barron, Kevin Maxwell and Steven Webb. Nominated officers: Gary Marx, President; Charles Fowler, President-elect; Christine Johns-Haines, Vice President; Joe Hairston, 1st Past President; Mark Edwards, 2nd Past President.

Motion made by Evelyn Holman, seconded by Steven Ladd that the Nomination Committee's report of candidates and board members be approved. Motion passed.

International Indicators report was given by James Harvey. The audience submitted questions and comments in response to the presentation.

Ambassador Awards were presented by Evelyn Homan to Brent Clark, Mark Edwards, Charles Fowler and Christine Johns-Haines.

The HML “Friend of the Horace Mann League” award for 2014 was presented to Julie Underwood by Spike Jorgensen

The HML “Outstanding Friend of Public Education” award for 2014 was presented to Marian Wright Edelman, president of the Children’s Defense Fund. Joe Hairston and Gary Marx presented that award to her at the CDF headquarters in Washington, D.C., and introduced a video of the presentation as well as her acceptance and specially prepared remarks. Access to Edelman’s remarks, now on YouTube, will be shared broadly by HML and recommended for sharing on other web sites. (<http://youtu.be/jnrJSUHoxGM>)

The HML “Outstanding Public Educator” award was presented to Dr. Larry Cuban, Professor Emeritus at Stanford University, by Joe Hairston. Dr. Cuban was unable to attend.

The “Special Friend of the League” award was presented to Jeffery Charbonneau, “National Teacher of the Year.” Jeff Charbonneau was the featured speaker at the 2014 Annual Meeting.

The HML “President’s Award” was presented to Joe Hairston by Gary Marx.

The Annual Meeting was adjourned at 1:30 pm.

Annual Meeting minutes are submitted by Jack McKay, Executive Director.

Note: Stan’s Invocation:

Will you please bow your heads with me.

Let us pray silently together, each one of us, according to our individual beliefs.

Let us offer thanks for our food and the blessings of the friendships and fellowship around us.

Let us be a source of hope and enlightenment for those we serve.

Let us give gratitude for our opportunity to serve America’s children.

Let us remember those among us who have passed and who gave us the skills, wisdom and passion to pursue our work.

Let the feeling of love, kindness, and a well directed, yet gentle spirit, always be reflected in our actions, for:

The fruit of silence is prayer.
The fruit of prayer is faith.
The fruit of faith is love.
The fruit of love is service, and
The fruit of service is peace.
Amen.

Addendum #4 Existing Bylaw related to Corporate Endorsements

Article VIII – Foundations and Corporate Endorsements

Section 1. Endorsements

The Horace Mann League may endorse such programs, products, services, candidates for public, political or professional association offices, and education issues which, in the judgment of the board of directors:

- related directly to the League’s mission
- support specific League programs
- contribute to the stature of the League and its members, and
- contribute to moral, financial, political, or other support to public education.

1.1 Endorsements of corporate programs, products, and services shall be of two categories:

1.21 Where there is potential for direct financial benefit to the League membership or the League, and

1.22 Where there is potential for direct financial benefit to public education.

1.2 All endorsements will be made by the board of directors in consultation with the executive director.

1.3 The board of directors will review all endorsements at the beginning of each membership year (February). The League reserves the right to withdraw an endorsement when, in the opinion of the board of directors, it is in the best interest of the League to do so.

1.4 Under no circumstances will the League render an endorsement in violation of its mission.

1.5 The status of a Corporate Member in the League shall not, in itself, constitute an endorsement of the program, product, service, or other activities rendered by the Corporate Member.

1.6 Nothing in this policy shall prohibit the executive director from cooperating with Corporate Members with which the League has close mission and philosophical ties.

1.7 All requests for endorsements must be presented to the executive director in writing. Said requests will be forwarded to the board of directors for consideration after it has been determined by the executive director that a sufficient amount of information is available from which to make an informed recommendation, and decision.

1.8 A League endorsement shall not obligate the League to perform any service or action that is not specifically expressed in the request for endorsement.

1.9 A League endorsement shall not restrict the League from endorsement of other companies providing similar programs, products, and services.

1.10 The League is not liable for any misstatements or misrepresentation made by the endorsee with regard to the programs, products, and services.

1.11 Nothing in this by-law shall prohibit the League from accepting advertising revenue from the corporate member, but any such advertising shall not, in and of itself, constitute an endorsement of the program, product, and services.

1.12 The League endorsement shall not be interpreted as a League state of expertise relative to the endorsed programs, products, and services.

1.13 Programs, products and services advertised in League publications shall not constitute an endorsement, nor shall the advertisement constitute a state of expertise on the part of the League.

1.14 Revenues to the League from endorsements may be in the form of commissions, advertising, royalties, or contributions to the general fund, and League Foundations.

1.15 The by-law establishes the right of the League to participate in royalty ventures. A royalty is payment for the use of a valuable right, such as a trademark,

name, or copyright. Royalty ventures shall be limited to those categorized as passive in order to insure the tax-exempt status of royalty revenues.

1.16 The following list of products and services NOT eligible for the League endorsement are, but not limited to:

- § Abortion clinics
- § Alcoholic beverages or similar non alcoholic products
- § Contraceptive products
- § Criminal activity or avoidance detection devices
- § Firearms, weapons, ammunition and fireworks
- § Gambling and lotteries
- § “Head shops” and other establishments whose activities concentrate on drug related paraphernalia
- § Motion pictures rated “R” or “X” by the MPA
- § Books, videos, and DVDs with a comparable rating to the “R” or “X” of the MPA
- § Obscene materials or promotion thereof
- § Prescription drugs
- § Personal hygiene products
- § Religions and religious sponsored activities
- § Tobacco products