

2017 Winter Meeting Minutes

The Horace Mann League of the USA
Winter Board meeting, March 2, 2017, New Orleans

Meeting called to order by Christine Johns-Haines, President

Members Present: Christine Johns Haines, Martha Bruckner, Eric King, Charles Fowler, Ruben Alejandro, Laurie Barron, Ember Conley, Evelyn Holman, Stan Olson, David Berliner, Lisa Parady, and Jack McKay

Approval of the Consent Agenda

Motion by Stan Olson, seconded by Charles Fowler, that the Consent Agenda be approved. Passed

Media Project:

Evelyn Holman reviewed the New York Times ad.

Communications:

Motion by Charles Fowler, seconded Evelyn Holman that a “communications plan” be created to presented at the HML summer meeting. Members of the special committee are Lisa Parady, David Berliner, Laurie Barron and Stan Olson. Passed

Suggested:

- Develop a marketing plan directed at the value of public schools.
- Encourage teachers to write articles for local new media about what is happening in their classrooms.
- Seek the assistance of Rick Bagin and Gary Marx about communications strategies.
- Find ways to use social media to increase the importance of public education.

Nominations and Corporate Partners:

Approved the request that officers and directors provide five potential new members and one corporate partner.

Suggested:

- Encourage readers of the HML Post to make a donation.
- Send two or three issues of the HML Post to non members with a follow-up to join the League or make a donation to the League.
- Importance of the personal relationship when considering corporate partners and nominating new members. The letter is just one part of the process.

- What are the three to five reasons to donate to the League and/or join the League as a member?

Adoption of the 2017 proposed budget:

Motion by Laurie Barron, seconded by Stan Olson, that the 2017 budget of revenues of \$48,965 and expenditures of \$48,400 be approved. Passed

Executive Director's Agreement for 2017:

Motion by Ruben Alejandro, seconded by Eric King to approve the agreement with Jack McKay to be the Executive Director for the 2017 year. Passed.

Summer Meeting:

Approved that Martha Bruckner be charged with finalizing the date and location of the summer board meeting.

Suggested:

Date - June 24-25, 2017.

Locations ranged from Chicago, Omaha, to Boise.

Tentative agenda:

Meeting adjourned by Christine Johns-Haines.

Attachments:

2017

Winter Meeting Agenda

Consent Agenda for Summer Board Meeting

1. Roll call
2. Winter Board Minutes – March 2, 2017
3. Annual Meeting Minutes – March 3, 2017
4. Financial Report
 1. Update
 2. Corporate Partnerships
5. Membership and Recruitment Report
 1. Progress Report

2. New Members
6. Legal Compliance Report
 1. IRS Compliance
 2. State Compliance
7. Communications Report
 1. HML Post
 2. HML website
 3. HML social media

Discussion Agenda

1. Proficiency Project – James Harvey
2. 100 Year Anniversary Project – Laura Barron and James Harvey
3. Corporate Partnership – One per board member –
4. Recruitment Plan – Five nominees per board member -
5. Nominations Committee Report
 1. Officers
 2. Directors
6. Awards for 2018
 1. Outstanding Friend of Public Education
 2. Outstanding Public Educator
 3. Outstanding Friend of the HML