

2018 Winter Meeting Minutes Nashville

Minutes of The Horace Mann League of the USA, 2018 Winter Board Meeting, February 15, 2018, Omni Hotel – Nashville.

Meeting called to order at 2:30 pm by Martha Bruckner, President

Present:

Martha Bruckner, Eric King (phone), Laura Barron, Ruben Alejandro, David Berliner,

Ember Conley, James Harvey, Stan Olson, Lisa Parady, Kevin Riley and Jack McKay.

Guests: Talisa Dixon, Spike Jorgensen and Virginia Cardenas.

1. Review of events and happenings at the local level by members present
2. Motion by James Harvey, seconded by Stan Olson, that the minutes of the June 24, 2017, meeting in Chicago be approved. Passed
3. Reviewed the 2017 Revenues and Expenditures for the HML.
4. Reviewed the progress on obtaining Corporate Partners.
5. Reviewed the trends in sustaining members.

Discussed strategies: benefits of continued membership, state liaison arrangements, communications of timely events, strengthening commitment to public education, branding of the League's vision, working with AASA state executives, letter of acknowledge for continuing membership.

6. Reviewed the fiscal report of 2017. Recommended an audit of the account be done for the 2017 year. Lost audit done in January 2017 for 2016 fiscal year by Nancy Scott, CPA.
7. Acknowledged the HML Corporate Partners for the 2017-2018 years. Officer and directors were reminded of at least two suggestions of potential corporate parents.

Platinum: Discovery Education – Andy Schaeffer

Platinum: Horace Mann Insurance – Jim Yale

Silver: School Leadership – Charles Fowler

Silver: Silverback Learning – Stan Olson

8. Reviewed the membership trends of the League. Officers and Directors were reminded of at least five potential members per year.

Discussed strategies to increase membership, e.g., benefits of joining, timely information, HML Post, commitment to public education.

9. Reviewed Communication strategies, e.g., Facebook, Twitter and updating hashtag labeling. Will work with Ember Conley (consultant on Twitter) and Martha Bruckner (college students as project), branding of the Horace Mann League – survey of image ideas, add state executives to HML Post mailing list, contact superintendents of districts that have Horace Mann schools. Offer membership incentive and invite school boards members. Suggestion of a TED talk with educational leaders, e.g., Darling Hammond, David Berliner, Diane Ravitch, etc.

10. Recommended that the HML pick up the costs of those who, because of cost, would otherwise be unable to attend, up to \$250 for travel and cover lodging.

11. Acknowledged and accepted the 2018 proposed budget.

2018 Proposed		
Revenues	Actual 2017	Proposed 2018
Beg. Balance	\$3,464.81	\$3,571.39
Regular	\$24,200	\$25,000.00
Retired	\$4,000	\$4,500.00
Donations	\$935	\$1,000.00
Corporate	\$14,000	\$12,000.00
Books/Prints	100	\$500.00
Total	\$46,699.81	\$46,571.39

2018 Proposed		
Budget Area	Actual 2017	Proposed 2018
Supplies	\$994	\$1,000.00
Postage	\$1,685	\$2,000.00
Printing	\$2,342	\$2,500.00
Exec. Director	\$16,971	\$20,000.00
Payroll taxes	\$3,907	\$4,000.00
Annual Mtg.	\$12,356	\$10,000.00
Summer Board	\$1,638	\$2,000.00
Books	\$0	\$0.00
Bank Fees	\$891	\$1,000.00
Memberships	\$810	\$750.00
Technology	\$4,808	\$2,000.00
TOTAL	\$46,400	\$45,250.00
Carry over to 2019	\$3,571.39	\$1,321.39

Audit of 2016 Financials

(Correction. An audit of the 2016 financial was done in January 2017.)

12. Reviewed assignments for the Annual Meeting

13. Reviewed and proposed that the 2018 Summer Board meeting be on Saturday, June 23rd, starting at 9:00 am, near the Chicago O'Hare airport.

14. Attachment: Officer and Director terms

HML Director Terms

2017

Martha Bruckner

Eric King

Laura Barron

2018

Eric King

Laura Barron

Lisa Parady

2019

Laura Barron

Lisa Parady

Christine Johns-Haines
Jack McKay

Martha Bruckner
Jack McKay

Eric King

2017

David Berliner (1)
Jeff Charbonneau (3)
Lisa Parady (1)
Carol Choye (2)
Steve Ladd (2)
Ember Conley (2)
Linda Darling Hammond (3)
Evelyn Holman (3)
James Harvey (2)
Kevin Riley (1)
Stan Olson (3)
Ruben Alejandro (2)

2018

David Berliner (2)
Jeff Charbonneau (1)
Talisa L. Dixon (1)
Carol Choye (3)
Steve Ladd (3)
Ember Conley (3)
Linda Darling Hammond (1)
Martin Brooks (1)
James Harvey (3)
Kevin Riley (2)
Stan Olson (1)
Ruben Alejandro (3)

2019

David Berliner (3)
Jeff Charbonneau ()
Talisa L. Dixon (2)

Linda Darling Ham
Martin Brooks (2)

Kevin Riley (3)
Stan Olson (2)

15. Branding of the Horace Mann League

The image of the Horace Mann League (HML) is more than the logo or mission statement. Periodically, it is important to remind ourselves about how we and others see and value the association. Each of us have preconceived images and impression of the HML. If we are to place an emphasis on recruitment and retention of members, then we need to be mindful of our values, promises, images, and services to our members. Therefore, it is proposed that we do a self-assessment of our brand image.

Below are questions we could ask ourselves and others:

- How would I quickly describe our brand as the elevator doors are closing. If I had only seconds, what would I say, and makes us unique and better than other alumni associations?
- What is the one promise or commitment we make and try to keep with our members?
- What the three key messages we can proudly make about the HML?
- What five words best describe our association?
- What phrase tells our members who we are and what we stand for?
- If we had to select a symbol to represent our association, what would that symbol look like?

- What is the one reason why you think others join the HML?
- What is the one reason why you think others decline to join the HML?

It is proposed that we survey the HML Board members and analyze the results to find points of consistency and differences. Then, refine the survey as needed and provide an opportunity for the membership to participate.

Based on the results of the findings, the HML Officers propose to keep the current or updated the following:

1. The mission statement of the HML.
2. The value and purpose of the HML.
3. The promise to the members of the HML.
4. The symbol (logo) of the HML.
5. The strategic plan (including publications, activities, events, and other membership services) to move closer the value and purpose of the HML.

Timeline:

1. Survey the HML Board in March 2018, via email.
2. A sub-committee of the Board (officers and Class Representatives) present a summary of the survey results at the Summer Board meeting, including a recommendation of how to proceed.

16. Executive Director's Goals and Contract for 2018

1. Increase membership with incentives, e.g.,
2. annual dues waived for two new members
3. dues waived for first year
4. Increase corporate sponsors with officers and directors
5. Increase engagement of members e.g.,
6. opinion survey and
7. hard copy newsletters
8. Increase attendance at summer board meeting
9. travel expense up to \$ _____

17. Summer Board Meeting

Dates – (Saturdays in June – 23rd, 9:00 am

Location – (Chicago

Agenda

Roll Call

Approval of 2018 Winter Board Meeting Minutes

Approval of 2018 Annual Meeting Minutes

Financial Report

Membership Report

Legal Compliance Report

Communications Report

Discussion Items

100 Year Anniversary Project

Corporate Partnerships
Recruitment Project

Nominations Committee Report

Officers

Director reappointments
New Directors

Awards for 2019

Outstanding Friend of the League

Outstanding Friend of Public Education

Outstanding Public Educator

18. Executive Director's To Do's:
19. Follow up with Bruckner and Conley on Hashtag options (done)
20. Follow up with Parady on TED Talk options (done)
21. Follow up with Nancy Scott on audit of 2017 fiscal year (done in 2016)
22. Follow up with Parady on luncheon conflict with state executives (done)
23. Add state executives to HML Post mailing list (yes, will do for February 27 Post)

24. Encourage members to submit suggestions for the HML Post. (February 27thPost)
25. Make reservation at the O'Hare Marriott for June 23rd
26. Follow up with officers and directors on attending the Summer board meeting. (done)
27. Follow up with Jensen on repairing award. (done)
28. Thank You to: Omni staff, Bruckner, Berliner, Conley, Cardenas, Alejandro (done)