

1997 Summer Bd. Mtg. – Omaha

The Horace Mann League
Meeting Summary – June 28, 1997

Objectives:

Promote the importance of public education for a democracy.

Action items:

1. Develop and implement a public relations campaign on the importance of public education for the survival of our democracy.

1 1.1 Distribute and market The Art of Teaching on going Jack

2 1.2 Promote Mann stamp (Public Education) on going Pat

3 1.3 Develop PSAs (by 2/9/97) Beverly and Ben

4 1.4 Develop a new member packet (2/9/97) Beverly and Ben

5 1.5 Submit AASA-NSBA program presentation Jack

6 (7/8/96)

7 1.6 Author book of value public education Pat, Spike, Larry

8 (2/9/97) Art, Don T.

9 1.7 Continue update of bibliography

10 (e.g., schools, statues, media, etc.) Larry & Jack

11 1.8 Revise and update WWW (topics, content) Jack

12 1.9 Present information on homepage at AASA Jack

13 (2/1/97)

14 1.10 Art of Teaching at AASA bookstore Jack, Paul

15 (7/9/96)

1.2. Establish a HML Foundation

- 1 2.1 Explore purposes of a HML foundation Judy & Ken
2 (2/1/97)
- 3 2.2 Develop steps for establishment of... Judy & Ken
4 (2/1/97)
- 5 2.3 Present proposal to membership of Judy & Ken
6 (2/1/97)
- 7 2.4 Implementation of the action plan by Mar, 1997 Jack

2. Support educational leaders in recognizing and confronting issues that are destructive to public education.

2.1 Identify key issues and give support to educators in responding to the issues, including guides for resources, articles, experts, etc.

- 1 1.1 Conduct the annual survey of destructive factors Jack
2 (9/1/96)
- 3 1.2 Arrange presentation of findings at AASA -NSBA
4 and appropriate media (press conference) Jack
5 (7/9/96)
- 6 1.3 Develop a guide for #1 destructive issue
7 (6/1/97) Jane, Paul, Jack, Art
- 8 1.4 Develop reading list of anti-public ed. writings
9 (10/1/96) Jack, Art
- 10 1.5 Develop and market the presentation and overlays of
11 Top 10 Factors presentation
12 (1/1/97) Ginny, Ben, Spike, Jack
- 13 1.6 Develop a clearinghouse of experts for support
14 of dealing with above issues
15 (11/1/07) Jack, Jane

3. Represent the value and reality of public education to executive, legislative,

and judicial bodies.

3.1 Take a proactive role with government leaders.

1 1.1 Identify person to represent HML to

2 AASA Legislative groups

3 (7/9/96) Ben & Ginny

4 1.2 Share the Top 10 Factors with state and federal legislative groups. (9/15/96) ` Beverly & Jack

5 1.3 Watchdog activities with judicial branch. Spike

6 (6/1/97)

4. Recruit and recognize those who advance public education.

1. Recruit to maintain membership

1 1.1 Develop a new member packet Beverly and Ben

2 (2/1/97)

3 1.2 Letter of nomination to supt. (and sch.bd) Ben and Bev

4 (2/1/97)

5 1.3 Review organization data with purposes of the HML to determine membership targets

6 (2/1/97) Spike

7 1.4 Arrange focus group meetings to recommend future direction of the HML to meet at AASA Conference.

8 (2/1/97) Jane and Ken

9 1.5 Develop a new recruitment of membership strategy.

10 (6/15/97) Terry with the Board

2 Recognize those who have advanced public education.

1 2.1 Distinguished Service Award for 15 or more years of membership to be presented at the annual meeting.

(2/1/97) Jack

2 2.2 HML Leadership In Education Award (non educator)

3 nominations from the Board to be selected by officers

4 (10/1/96) Jack

5 2.3 HML Ambassador Award (ten new members)

6 by Jack (1/1/97) newsletter

7 2.4 HML Educator Award (educator)

8 nominations from the Board to be selected by officers

9 (10./1/96) Jack

Identify potential membership groups and assign to HML bd. member

States Person

AK Spike

AL Ben

AR Ben

AZ Ben

CA Terry

CO Ken

CT Ginny

DC Paul

FL Kowal

GA Ben

HA Spike

IA Ken

ID Spike

IL Art

IN Jack

KS Ken

KT Jane

LA Ben

ME Ginny

MA Art

MD Jane

MI Spike

MN Ben

MO Ken

MS Ben

MT Spike

NC Beverly

NE Larry

NH Ginny

NJ Judy

NV Ben

NY Art

OH Beverly

OK Art

OR Pat

PA Judy

RI Ginny

SC Beverly

SD Spike

TN Terry

TX Ben

VT Ginny

UT Terry

VA Paul

VT Ginny

WA Pat – Jane

WI Terry

WV Art

Wy Spike

1995-96 Activities”

1. On going activities:

- Horace Mann’s Book “The Art of Teaching”
- Promotion of US stamp of Horace Mann

2. Support Educational leaders in recognizing and confronting issues that are destructive to public education.

3. Represent the value and reality of public education to executive, legislative, and judicial bodies

4. Recruit and recognize those who advance public education.

2. Objectives – Activities

- Develop, publish, and distribute a position paper on the relationship between public education and our democracy.

- Develop, implement, and annually update a public relations campaign on the importance of public education for our democracy.

1. Encourage all national organizations 9/1/95 Paul and leaders to work on publications and activities (including Brown/Antioch New York Univ.).

Completed by Houston. Also, NSPRA widespread distribution of the Factors Study to all members.

2. Work with Horace Mann 9/1/95 Terry Insurance Co. and other corp. entities for support.

Looked into a potential relationship. Jack will obtain copies of Horace Mann Insurance flyer on Horace Mann.

3. Develop Bibliography of 10/1/95 Larry relevant information about Horace Mann.

Done. Published in the spring newsletter.

4. Identify a list of activities and 12/1/95 Beverly Reep resources for local school districts Jane to use.

New logo, note cards, birthday cards, Didn't send out list of activities.

5. Write and publish several Written 11/1/95 Jack & Larry manuscripts on Horace Mann Publish 4/1/96 Don Thomas Spike & Ken
Done. Published spring issue about Horace Mann.

6. Develop Service Announcements 12/1/95 Paul (TV & Radio). Gary Marx
Did not do.

7. Procure and sell Horace Mann 1/1/96 Jack Booklet On the Art of Teaching in commemoration of Horace Mann's Birthday.
Done. Needs more marketing.

8. Implement AASA's Communication 4/1/96 Paul Role.
Done. Widely publized information in journals and conventions.

9. Promote stamp. Ongoing Pat Hoban
In Progress.

II. Action Statement: Support educational leaders in recognizing and confronting issues that are destructive to public education.
Objective: Beginnning March 1996, annually, identify and publicize issues and trends potentially destructive to public education.

Tasks to be Completed Timeline Assigned to

1. Select panel to oversee the process 9/1/95 President
2. Solicit ideas about trends and 10/15/95 Jack
issues from the Horace Mann Larry
League Membership
3. Have Horace Mann League 12/15/95 Jack
Members prioritize the issues/trends Larry
4. Develop translation document 2/15/96 President's panel
5. Present "top ten" at AASA session or 3/9/96 President
Horace Mann luncheon
Done
6. Collaboratively implement 3/9/96 Jack
communication plan with AASA Gary
– President or Executive Director
interviewed in a National
publication
– Release of "top ten" to
appropriate media and other
national organizations
7. Annually revisit the process 8/96 Executive Bd.

III. Action Statement: Represent the value and reality of public

education to executive, legislative, and judicial bodies.

Objective: Beginning September 1996, annually develop and implement a governmental action plan.

Tasks to be Completed Timeline Assigned to

1. Select a governmental 10/95 President action committee.

Not Done

2. Monitor federal, legislative, 10/95-6/96 Gov't Action executive, and judicial actions Committee

Not Done

3. Establish a governmental 7/96 Gov't Action action plan. Committee

– Identify priorities

– Identify collaborators

– Establish goals

– Propose implementation strategies

Not Done

4. Executive Board approves 8/96 Executive recommended action plan. Board

5. Implement action plan 9/96 Jack

IV. Action Statement: Recruit and recognize those who advance

public education.

Objective: Beginning March 1996, develop and implement an annual plan for the recruitment of new members.

Tasks to be Completed Timeline Assigned to

1. Expand Leadership Award 3/9/96 Chair of program. Awards Committee

– Education

– Business and/or Government

Done.

2. Do an annual mailing to 9/1/95 Jack membership identifying the guiding principles of the organization and encourage solicitation of new members.

Done

3 Expand Ambassador Award program. 3/9/96 Jack

Done

4. Establish a procedure to 9/1/95 Jack recognize accomplishment of Ongoing Horace Mann League members.

(tie to task #2)

Done

5. Study organizational alternatives. 8/1/96 Executive Bd.
Not Done.

6. Implement a communication plan to 3/9/96 Jack
recognize award recipients. Paul
Partially Done

ADDITIONAL ITEMS

Action Statement:

I. Promote the importance of public education for a democracy.
Objective:

A) By March 11, 1996, develop, publish, and distribute a position
paper on the relationship between public education and our
democracy.

Person Responsible:

Tasks to be Completed Timeline Assigned to

Test Test Test

Action Statement:

I. Promote the importance of public education for a democracy.

Objective:

C) Develop, implement, and annually update a public relations
campaign on the importance of public education for our
democracy.

Tasks to be Completed Timeline Assigned to

Action Statement:

II. Support educational leaders in recognizing and confronting issues that are destructive to public education.

Objective:

B) Annually identify a key issue and develop a guide to give support to educators in responding to the issue, including resources, articles, experts, etc.

Person Responsible:

Tasks to be Completed Timeline Assigned to
Test Test Test

Action Statement:

III. Represent the value and reality of public education to executive, legislative, and judicial bodies.

Objective:

B) Annually develop and implement a plan to have a critical issues legal voice.

Person Responsible:

Tasks to be Completed Timeline Assigned to
Test Test Test

Action Statement:

IV. Recruit and recognize those who advance public education.

Objective:

B) By _____, establish a series of awards that the HML would give at their annual meeting to those who have advanced public education.

Person Responsible:

Tasks to be Completed Timeline Assigned to

Test Test Test

Action Statement:

IV. Recruit and recognize those who advance public education.

Objective:

C) Establish _____ state chapters and encourage state-wide meetings of the Horace Mann League at state association meetings.

Person Responsible:

Tasks to be Completed Timeline Assigned to

Test Test Test