VAHSA Board of Directors Meeting

Meeting Minutes

Wednesday, November 5-6, 2014

Holiday Inn Roanoke-Valley View, 3315 Ordway Drive NW, Roanoke, VA 24017

# Opening

The regular meeting of the Virginia Head Start Association Board of Directors was called to order by Nancy Null at 2:03 PM

# Introductions

Present: Dawn Ault, Shelly McClintock, Wyvonnie (Bonnie) Harsley, Nijjia James, Duan Shankle, Christy Whitaker, Shikee Franklin, Stephanie Gaignard, Julia Beglane, Becky Sitnik, Jane Gray, Nancy Null, Gail Summer, Dorothy Holmes, Rashanda Jenkins, Carol Breeding, Pam Blackburn

# Executive Director Report (Dawn Ault)

* PowerPoint: overview of state Head Start Association purpose, history of state associations, history of VAHSA and the regional structure (2006-2007), benefits of VAHSA membership (advocacy, professional development, regional support, online support, public relations, corporate partners, scholarships)
* Review of highlights from the past year
  + See attached (*A Day in the Life of My First Year as Executive Director*)
* Starting in FY15, Board members will receive email updates from Executive Director
  + Dawn will pass around binder of Director updates
  + Do not want to duplicate emails so Directors will not be on this distribution list
  + Want to keep Board informed between meetings
* Idea for change in Annual Report format and distribution
  + Solicit input from the Board for possible changes
  + Previously, a composite report of VA Head Start data and outcomes, including other articles of interest, have previously been published in an annual report
  + The annual report has been made available in quantity to every program and is sent to each member of the VA General Assembly and the VA delegation in Congress
  + Ideas about annual report vs. quarterly newsletter option, including a look at what other state associations are doing (see attached: *Annual Reports from all State and Regional Head Start Associations*)
  + Julia has done research on a possible newsletter template
  + Consider not calling it a “newsletter” because it’s not as formal; maybe a “Fact Sheet” or “Board Report” or “Quarterly Update”
  + Consider using the NHSA VA Fact Sheet as part of the newsletter
  + Discuss the cost savings of doing an electronic quarterly newsletter; the printed AR cost approximately $6,000 last year
  + Discuss the ease of passing the information along to programs, families, stakeholders, corporate partners, etc. when it’s electronic
  + Should a region be highlighted each quarter? And/or theme each quarter (family outcomes, CLASS, PALS, etc.)? Will any of the data be cumulative (disabilities, children served)?
  + Timeline (January, April, June, September/October)
  + Consider surveying directors about the information they’d like to have in a quarterly update
  + Gail motions to change format of Board report from annually to quarterly and from print to electronic; Shelly seconds and adds to allow Dawn the freedom to “fine-tune” the report (topics, etc.) and report back to Board; motion carries
* Check out our new website!
  + Viewed new Association website; website is now “mobile-friendly” (site previously did not fit on the screen when pulled up on a smart phone, now it does
* Review Operations Manual – first discussed in June 2014, tabled until November meeting
  + Association Insurance: Dawn is working with the Capital Group (one of our corporate partners) to review coverage amounts
  + Ask Board members to review manual overnight and be prepared to discuss/approve tomorrow morning, after approval of FY15 budget – *however we did not get to this, tabled until March 2015*
* Board Mission and Responsibilities – as a review, there is one new member (Rashanda Jenkins) this fiscal year; sign Annual Statement (p. 11 By-Laws)
  + Reviewed Conflict of Interest statement
  + Members signed Conflict of Interest Agreement; Julia to scan agreements and give original copy back to Board member

# Approval of June 2014 Minutes (Duan Shankle)

* Shelly motions to accept minutes as presented; Shikee seconds; motion carries

# Approval of September 2014 Conference Call Minutes (Dawn Ault)

* Reviewed minutes; some discussion/clarification
  + Have cancelled contract with National Conference Center, and received free and clear letter from them
  + Fredericksburg contract is in progress for 2016 conference
* Becky motions to accept minutes as presented; Nijjia seconds; motion carries

# Conference Direct (Rebecca Gaither)

* Report about services, hotel climate, etc.
  + 350 independent Conference Direct “employees”—each own their business and CD provides them the tools and corporate presence
  + CD services: site selection and contract negotiation, conference management, housing management, registration services, and strategic meeting management
  + Work with about 50/50 corporate and association groups
  + CD active in industry associations
  + Why use a consultant?
    - Association objectives vs. hotel objectives
    - What Rebecca does for the Board
      * Focused industry knowledge
      * Contract life cycle
      * Know your impact
      * Risk management
  + Shared CD Cost Savings Report (see attached)
  + Trends affecting VAHSA
    - Higher demand = inventory shortage
      * Results: higher rates, less concessions – more charges, longer booking dates
  + VAHSA future event placement
    - Rooms – space – food and beverage ratio
    - Per diem/rate tolerance
    - Flexible budget
* Contact info: Rebecca Gaither, Leesburg, VA 20175; Phone: (703) 375-9556; [Rebecca.gaither@conferencedirect.com](mailto:Rebecca.gaither@conferencedirect.com)

# Recess

Break until 6:00 PM

# Dinner

Dinner begins 6:07 PM

Executive Director Report, cont’d *(Dawn Ault)*

* Small group discussion begins 7:04 PM; review FY14 Strategic Plan (see attached), with focus on goals for FY15
  + New Board member mentor, provide Orientation training for new Board Members
  + Smart Beginnings general overview of rating system and process vs. specific locale information
  + Discuss keeping membership fee the same, especially considering programs possibly expanding enrollment with new EHS-CC Partnership Grants
  + Regional Chairs keep a list by VA Region of PMFO Directors in VA who are trained coaches, potentially pair them up with new Directors, for proximity within the region
  + Education Coordinators coordinate with ECE TA Team to learn of new Education Coordinators, link mentor/mentee pairs within proximity wherever possible
  + Collaborate with ROMA – Results Orientated Management Accountability for CAP Agencies
  + Work with LEAs as VPI+ implements, collaborate with Cheryl Strobel at VDOE

# Recess

Called at 8:03 pm; recess until Thursday, November 6th; Breakfast buffet, 7:00 am – 8:00 am

# Meeting resumes

Meeting called to order at 8:13 am by Nancy Null

# VAHSA Committee Reports

* The Finance Committee is chaired by the Treasurer. This committee develops an annual budget defining VAHSA’s operating costs, with separate budgets for specific functions, such as conferences and training sessions and assists the President in managing the Association’s finances. Members: Christy Whitaker, Gail Summer, Jane Gray\*, (also participating Nancy Null & Bonnie Harsley)
  + FY14 Actuals and FY15 Proposed – Jane Gray to provide overview, ***discussed in closed session***
    - See attached documents (*FY14 Proposed, FY15 Proposed*)
    - Proposed reductions in certain operating costs; increase in other areas, as costs for memberships/contracts/services have increased
    - Propose keeping Regional Training Support ($4,000) in Proposed FY15, and conducting a conference call with regional chairs to discuss that these funds are available
      * Propose that Finance committee come up with guidelines for use
      * Propose that after conference call with chairs and funds still not used in FY15, that removing the line item for FY16 can be revisited
    - Personnel budget
      * Review quote/proposal package for employee benefits (see attached *Health Options* packet)
      * Gail motions to raise Julia’s salary to $18 per hour – 35 hours per week, overtime with prior approval; Shikee seconds; motion carries
      * Accept health insurance, STD, LTD, life insurance, retirement, dental as presented
      * Add vision coverage, $15.88 x 12 months = $190.56
        + New proposed fringe benefit amount $22,006.20
      * Add line item to budget to reflect FICA cost: $7,497.00 (7.65%)
      * New proposed Personnel expenses total: $127,503.20
      * Remove 10% stipend
    - Becky motions to accept budget as amended, Carol seconds
      * Shelly makes another motion to amend accepted budget to include budget breakouts for separate conferences; Becky seconds; motion carries
  + Reviewed detail summary budget from Annual Spring Conference (FY14) as a sample of the budget breakout for conferences
  + Discussion regarding attached *VAHSA Finances – Ideas for Investments*
    - Discuss the need something for Board Operations Manual regarding investments
    - Jane reached out to Davenport Asset Management regarding investment ideas
      * Aric Wagner at Davenport provided two sample policy statements for Board review; to be revisited at a later date (see attached sample policies)
    - Dawn proposes that Finance Committee have a conference call in January (prior to March Board meeting) to discuss ideas for investment and investment policies
* The Conference Committee is chaired by the Executive Director, Vice-President and representatives from the Training and Technical Assistance team and others as named. This committee is responsible for selecting and arranging meetings and conferences in coordination with the host region and for developing and planning programs throughout the year. Members: Dawn Ault\*, Jane Gray, Shelly McClintock
  + We will share a summary of submitted proposals thus far, brainstorm what we still need/want to diversify workshops for all audiences
    - See attached *2015 VAHSA Annual Conference Proposals*, additionally:
      * T/A system agreed to do 8 workshops
      * Kathy Channel organizing a panel discussion which Shikee will sit on
      * Kathy Massey proposal
      * Mary Ann Cornish proposal on governance
      * Panel discussion on successful partnerships
      * Shelly has staff member doing proposal on fatherhood/male involvement
      * Jane and Becky discuss proposal on therapeutic day programs
      * Shelly suggests session on how programs can support adult mental health/wellness
        + Question as to whether session would address it from management level or front-line staff level; Becky will talk with Shelly and Jane about proposal
      * Dorothy to check with someone on doing workshop on healthy marriages/relationships
      * Stephanie suggests session on gangs
        + Stephanie will email a speaker she has seen and cc: Dawn
      * Keynote speaker, funded by HSSCO, on infant/toddler sign language
      * Another speaker on brain development and trauma in the home
      * Possible speaker, Luis Hernandez, recommended by NHSA
  + Timing of Spring conference is not ideal; sandwiched between VAECE and NHSA conference in WDC
* The Advocacy Committee researches and communicates issues affecting Head Start through community, local, state, and federal government, and works with the Virginia Council Against Poverty (VACAP), VOICES, the Head Start Collaboration Advisory Council, and other advocacy coalitions impacting the work of Virginia Head Start programs. Members: Dawn Ault\*, Stephanie Gaignard, Nichole Cooper
  + Dawn shares that this is sometimes difficult to “get off the ground” as some of the meetings she attends are invite only
  + What are the goals?
    - Community education
    - Discuss whether parents on committee will travel with Dawn to WDC to advocate on the Hill
      * Discussion about using $1,500 advocacy budget line and if cost of travel for parents goes over, make adjustments to bottom line, and revisit for FY16 budget; some “wiggle room” based on keeping the $4,000 Regional Training Support funds
* The Governance Committee will be chaired by a member of the Board of Directors and drafts updates and revisions to the VAHSA bylaws annually, submitting reports to the VAHSA Board for review and approval. This committee is also responsible for nominating officers of the VAHSA Board. Members: Duan Shankle, Nichole Cooper, (was Sara Anne Hill, need new person/s), chair?
  + Discussion that this group would draft investment policy, benefits package policy for new employees (e.g., probation period, retirement)
    - Help from Finance committee to help with investment policy
* The Health Advisory Committee updates VAHSA on issues affecting Health, Disabilities, Mental Health, Dental, and Nutrition services for children. The Health Committee is comprised of Head Start staff working in these content areas along with community partners from the private and public sectors. The Health Advisory Committee will select its own chairperson subject to the provisions of Section 1(a). Members: Rashanda Jenkins\*
* The Scholarship Committee will review applications for the following scholarships. They will collectively decide the winners of the scholarships, and choose alternates as necessary. Members: Dorothy Holmes, Shelly McClintock, Duan Shankle, (was Laura McCall, need new person/s)?
  + Health Institute (currently 8 scholarships x $300 registrations fee = $2,400)
  + Maxine McKinney Emerging Leader (currently 8 scholarships x $300 registrations fee = $2,400)
  + Nancy Elmore (currently 2 scholarships, 1 parent and 1 staff $500 each for higher education)
  + Shining Stars (currently 8 scholarships, including hotel x $500 = $4,000)
  + Infant Toddler (currently 4 scholarships x $225 registrations fee = $900)
    - All scholarships, with exception of Elmore, are funded by HSSCO
* The Development Committee will identify potential resources and funding in support of VAHSA projects. This committee will present a report to the Board at least annually. No members were on this committee in 2014

Select/elect FY15 Committee Members

* Finance: Bonnie added
* Conference: Julia added
* Advocacy: Christy and Nijjia added
* Governance: Shikee added; Dawn to chair committee
* Scholarship: no new members
* Development: Dawn, Shelly and Jane added

# HSSCO (Dawn Ault on Aleta Lawson’s behalf)

* Preparing for Annual Needs Assessment Survey,
  + Asked HAC to look at health component questions, and sent to advisory committee
  + Needs assessment to come out in December, so be on look out
* Bridges Out of Poverty, one of the authors will be speaking at Health Institute, initiative that Aleta is supporting
  + NE has already taken her up on this training ($2,100 a day, free to attendees except for lunch)

# TA System Update (Pam Blackburn)

* Tiered format; national centers (listed on ECKLC), regional (grantee specialists), states (ECE managers/specialists)
* Current project: practice-based coaching
* Preparing for third leadership academy
* Discussion—Jane shared her experience going to NCQTL in Seattle; excellent experience; check out 15 minute in-services on ECKLC

# Reports from the Regions

Northwest (Dorothy Holmes)

* Discussed challenges faced during first 30/45 days of school
  + Enrollment
  + Funding
  + Conflicts with blended funding
  + ECEs discussed school readiness
    - In January, will bring back data and review compliance
* Bridges Out of Poverty
* Aligned monitoring
  + 5 year cycles
* Group networking; break out discussions based on service area
* Ebola and virus discussion

Northeast (Anne Taggart, absent)

* Dawn shared NE has done Bridges Out of Poverty training

Southwest (Shelly McClintock)

* Super Circular training
* ERSEA training
* Conference planning
  + 50 years of Head Start theme
  + Progressing with workshops
  + A quilt has been donated (Head Start colors) which will serve as backdrop
* Need parent representative for the Board
* Discussed concerns that some programs are facing with VPI

Southeast (Shikee Franklin)

* Super Circular training
* Transitioning chair person

# HAC (Rashanda Jenkins)

* See attached *VAHSA Health Advisory Committee Minutes, 9/24/14*

# Closing Comments

# Adjournment

Meeting adjourns at 1:17 pm (called by Nancy Null)