

2017 Spring Board Meeting on March 30, 2017 (2:00 PM-5:00 PM)

- The 2017 Fall Board of Director meeting was opened by MSERA President, Franz Reneau at 2:03 PM on March 30, 2017. Dr. Richard Blackburn (Mississippi State University COE Dean) and Dr. Teresa Jayroe (Mississippi State University COE Associate Dean) welcomed everyone to MSU.
- The following members were in attendance: Bobby Franklin (Constitution & Bylaws), Shannon Chiasson (2017 Program Chair), Tina Allen (Proceedings/Program Co-Chair/Technology), David Morse (Archives), Lindsey Diulus (At-Large Representatives), Larry Daniel (Development), Rebecca Robichaux-Davis (President Elect), Nancy Gaillard (Alabama Director), Harry Bowman (Constitution & Bylaws/SREA Liaison), Mindy Crain-Dorough (Evaluation), Deborah McCarthy (At-Large Representatives), Kathy Campbell (Future Site) Jane Nell Luster (Historian), Natasha Gerstenschlager (Kentucky Director), Amy Ellerman (Tennessee Director), Amy Thompson (Arkansas Director), Rachelle Miller (Secretary), Kasia Gallo (Graduate Student Representative), Dustin Hebert (Past President/Interim Executive Director), Suzanne Franco (Graduate Student Advisory), Ava Pugh (Foundation), and Kenneth Anthony (Mississippi Director)
- The following members were not in attendance: Andero Abraham (At-Large Representatives), Teresa Clark (Membership), Susannah Craig (Louisiana Director), Michelle Haj-Broussard (Development), Julie Holmes (LERA Liaison/Research Editor), Jerry Johnson (Florida Director), Deborah King (At-Large Representatives), Tony Onwuegbuzie (Research in the Schools Editor), Yuejin Xu (Evaluation)
- Franz welcomed everyone to the Spring 2017 Board of Directors meeting. He stated that it is an honor and a privilege to serve as president of the organization. He began his membership as a graduate student and served in various capacities. He is honored to serve everyone as president.
- He shared a little background about himself
 - Born and raised in Belize
 - Discussed culture and unique geography of country, second largest barrier reef in world - vibrant
 - Melting pot of various cultures
 - Blue Hole underwater cave system
 - Formal education Univ of Belize, Western Kentucky University, and Univ of New Orleans, joined MSERA in 2009, oversees university assessment at FAMU, enjoys fishing and great outdoors
 - Comes from a long line of prominent educators
- Franz recognized and thanked Jane Nell who met with all of the new executive board members individually prior to the spring board meeting. He would like Dustin to serve as his Parliamentarian. He also recognized Dustin for his successful work and service as past president and as interim executive director.

GOVERNANCE REPORTS

President (Franz Reneau)

- Discussed the mission, vision of MSERA
 - Think critically about our core values - this helped to create MSERA's strategic plan and priorities
- The following Strategic Initiatives were discussed with an emphasis on Initiative 1 for 2017.
 - Strategic Initiative 1 – enhance recruitment and retention strategies to build sustainable membership

- Strategic Initiative 2 – improve the effectiveness of the operations and procedures of the association
- Strategic Initiative 3 – improve membership quality of experience with annual conference
- Strategic Initiative 4 – improve quality and impact of research within member states
- Current status of the organization
 - Bank balance of \$6,221.81 as of Feb 28, 2017
 - Individual membership – 27 as of Feb 28, 2017
 - Institutional Membership – 3
- Progress since Jan 1, 2017
 - Appointed the following Ad Hoc Committees
 - Executive Director
 - Explored proposal management systems - President, Executive Director, Past Program Chair, and Present Program Chair
 - Embarked on initiative to raise funds for MSERA 2017 meeting through sponsorship
 - Secured funding—\$3,000 from LiveText, Mississippi State – will pay for MSERA President’s Reception, \$3,000 from Qualtrics (in progress)
 - Franz asked members to secure funding from external organizations to draw more potential members and attendees to our conference
 - Completed 2nd workshop for newly elected officers
 - Executive Committee Orientation conducted by Jane Nell Luster
 - Committee appointments were assigned
- 2017 State Directors’ Charge
 - Promote the annual meeting within your state (aligned with SI1)
 - Work with Development Committee co-chair to secure at least 2 institutional memberships from your state (aligned with SI1)
 - Recruit at least 10 new members from your state to the association, at-large directors should try to recruit at least 3
- Potential Impact to 2017 membership – 70 new members recruited by state directors, 12 new members recruited by at-large directors. This would be a total of 82 new members.
 - Average membership over the last three years (n=220). We could potentially increase membership by 37%
 - Total potential economic impact - \$14,990
- Franz emphasized that we need to figure out how we can get new members to the organization

Interim Executive Director (Dustin Hebert)

- Foundation money – the association dispersed the Research in Progress (RIP) checks for the 2016 fall conference because the foundation did not have access to the funds after Cliff’s passing. The donation money that foundation members paid were used for this award.
- Recognition of Cliff Hofwolt– Dustin packaged up Cliff’s plaque, included a letter for his service, and shipped to Mary Hofwolt. His name would also be included on the Leadership Directory on the website, acknowledged Vanderbilt’s in kind contributions to the association
- Following the 2016 fall annual meeting, Randy and Dustin went to Regions bank in Mobile, AL and added Franz and Rebecca (President Elect) for signatory access.
- Regarding institutional memberships – currently 3. They are now recognized on the website. The website also includes institutional recruitment forms and invoices.

- 2016 Financial Recap – Dustin recapped as accurately as he could since some of these expenses were made prior to Cliff’s passing and does not have all information available for these transactions
- Gross Proceeds for 2016 - \$28,291.00, Expenditures - \$27,384.38, Net Proceeds - \$906.62
- 3 Year Comparison of Ending Balances
 - (2015) - \$4,712.16, (2016) - \$6,929.22, (2017) - \$6,661.81
- Discussed trends in MSERA Membership by State from 2015-2017
- Allotted budget for 2016 Spring Board Meeting - \$1,800; Total expenses - \$1,556.93; Under budget by \$243.07

Budget Review Committee (Randy Parker)

- Proposed a 2017 Annual Operating Budget (based on the review of previous income and expenses with the exception of contractual obligations for the 2017 Annual Meeting in Starkville, MS)
- They would like to implement a budgeting process since previous budgeting processes were not able to be located. Randy presented the first draft of the budget. The board made suggestion to the budget and the committee agreed to make revisions.

ANNUAL MEETING REPORTS

2016 Annual Meeting Reports

- Dustin Hebert – reviewed itemized expenses for 2016 Annual meeting, Total annual meeting budget: \$17,362.61; Expenses: \$18,021.49; Donation from U of South Alabama donation: \$1,000, Net: \$341.12
- Tina Allen (Proceedings) – 164 presentations, 77% acceptance rate
- Mindy Crain-Dorough (Evaluation) – used online evaluations
 - 28 respondents completed
 - Overall, everyone was pleased with conference
 - Ratings were high
 - Suggestions from people who completed the evaluations – try not to have more than 3 papers per session, we should have a future conference site in New Orleans

2017 Annual Meeting (Franz Reneau)

- Vision for 2017 fall annual conference
 - Improve conference experience
 - Include a morning general session each day
 - Key note address (during Wednesday luncheon)
 - Franz has secured a corporate sponsorship from LiveText
 - LiveText will have an information booth at conference
 - Field trip options will be explored
 - Proposed that State Directors will have state meeting with their state members
 - Music at the President’s reception

2018 Annual Meeting (Rebecca Robichaux-Davis)

- 2018 Pensacola, FL
- The last time we met in Pensacola, it was our record attendance

- Plans to maintain corporate partnerships
- Plans to Continue general sessions
- Will Expand Fire/Beachside Chats

Future Site Committee (Kathy Campbell)

- Requested bids in Nashville and Memphis
- Total of 6 bids but all were too high or not enough rooms
- Dustin will send out the bid request form so people can come up with bids for Arkansas and for 2019 and 2020 sites

Publication Reports (Randy Parker)

- Waiting on direction from the executive board before putting together the current issue of *The Researcher*

Update: Constitution & Bylaws (Harry Bowman & Bobby Franklin)

- Presented revisions of the Constitution and Bylaws
 - Tried to be consistent with language throughout the Constitution and Bylaws
 - Revisions
 - The student director can be an undergraduate or graduate student
 - Directors will serve as a one year position and could be re-elected for a second term.
 - Executive Director will be a 3-year term with appointment to one or more additional terms
 - The Executive Director will coordinate the preparation of the annual budget
 - The President shall appoint an Annual Meeting Program Committee Chair and will also serve as editor of the Proceedings of the Annual Meeting.
 - Each editor will serve a 3-year term upon appointment to a term that is alternated to avoid overlap of terms with other editors.
 - Secretary will supervise in coordination with the Executive Director the collecting, depositing, and reporting of registration and membership.
 - Executive Director will have access to all financial accounts. Cost of bond will be underwritten by the Association
 - Budget Advisory Committee will review books after Executive Director's first and second year of office
 - CPA will conduct a financial review after Executive Director's third year
 - Membership year is Jan 1-Dec 31
- Board of Directors Dinner – 6:00 PM in the Vault Room
- Will reconvene at 8:30 AM on March 31.

2017 Spring Board Meeting on March 31, 2017 (8:30 AM-11:00 AM)

- Franz reconvened the meeting at 8:30 AM on March 31.
- Linda Morse was in attendance, could not join us on March 30.
- Based on board 's feedback from March 30, Randy and budget committee revised the budget and presented a new 2017 proposed budget

- On a motion by Rebecca Robichaux-Davis and second by Kasia Gallo, the Board unanimously approved the budget. Dustin Hebert abstained from the vote.

ORGANIZATIONAL ADVANCEMENT REPORTS

Foundation (Ava Pugh)

- 2 new members – Rachelle Miller & Nancy Gaillard
- Foundation’s status with the state of Tennessee was “inactive/dissolved” since no annual filing of forms or fees had occurred since 2006
- In order to reinstate the Foundation’s status, MSERA needs to pay \$20 per year since 2007. 11 years @ \$20.00 per year = \$220.00 plus a \$70.00 filing fee, for a total of \$290.00.
- Ava requested a check from MSERA for \$290.00 and will resubmit all paperwork and the check in order to reinstate the Foundation’s status. She plans to do this next week once she receives the check.
- On a motion by Nancy Gilliard and a second by Rebecca Robichaux-Davis, the board unanimously approved the association to pay \$290 to get the Foundation account active again. Dustin Hebert abstained from the vote.

Development (Larry Daniel)

- Plans to increase new memberships
- Stated that everyone needed to do a more forthright campaign to share information with deans to gather institutional memberships
- Prepared a revised letter for deans which includes an incentive for institutional membership (21 months of membership – the rest of this year and all of next year), also included the template for invoice

Mentors (Linda Morse)

- Had around a dozen people attend the mentor session and had a lively discussion.
- Gave away a few door prizes
- Had a good mix of mentors
- Plan to complete a similar session for the 2017 Fall Conference

Membership (Lindsey Diulus)

- Lindsey and Rachelle plan to demo customer management systems. Lindsey suggested that MSERA can effectively use the existing media
- Would like to do segmented email to send out targeted messages to different groups (e.g., graduate students, junior faculty) and will come up with a timeline for when these targeted messages should be sent out so membership can be more strategic
- Franz would like to see monthly contacts with members leading up to the annual conference

Alabama Director (Nancy Gaillard)

- Plans to make more personal contacts to institution to increase membership, will focus on the ones with the financial capacity to get them more involved
- Franz requested that Dustin send the 2017 membership database

Arkansas Director (Amy Thompson)

- Has a database for the Arkansas deans and is currently working on a database for all faculty members

Kentucky Director (Natasha Gertenschlager)

- Is currently building the dean and faculty database for her state

Mississippi Director (Kenny Anthony)

- Received last year's database, currently being updated, also checking for department heads
- Plans to reach out to other Mississippi State University departments to recruit more members
- Bobby Franklin suggested that we reach out to State Department of Education to recruit members as well

Tennessee Director (Amy Ellerman)

- Has contact list for faculty and deans
- Currently working on finding a Tennessee venue for the 2019 conference

At-Large Directors (Lindsey Diulus, Deborah McCarthy)

- Lindsey - Would like to reach out to community colleges to get them more involved
- Deborah - She announced the conference at her faculty meeting. After requesting, the dean of the College of Education at SLU purchased an institutional membership that includes an individual membership for the dean (or designee). Copies of/access to all publications, and recognition at <http://msera.org/about-us-institutional-members.html>. She contacted Suzanna to see if she needed help promoting the annual meeting in January. She also plans to speak to graduate students in the Educational Leadership and Technology department this fall.

Graduate Student Advisory Committee, Graduate Student Representative (Suzanne Franco & Kasia Gallo)

- Kasia would like to offer poster options for submissions who are not in the top 15 award winners - This would apply to people who submitted for the Research in Progress award.
- Kathy Campbell suggested that we offer round table sessions.

OLD BUSINESS

Review of Amendments to Constitution and Bylaws (Harry Bowman & Bobby Franklin)

- Harry reviewed additional revisions after feedback from the board on March 30
- On a motion by Rebecca Robichaux-Davis and a second by Nancy Gaillard, the board unanimously approved to accept revisions and edits. Dustin Hebert abstained from the vote.

NEW BUSINESS

2017 Proposal Submission System (Dustin Hebert)

- Will pilot a new system called OpenConf as a new proposal submission system
- Dustin demonstrated new system - user friendly for program chair and for people submitting proposals
- Ended subscription of the previous submission system
- \$250 fee (base version) for new system, if everyone likes the new system we can purchase an upgraded version next year

- The new proposal management system will be posted on MSERA website
- Franz requested that the board try out the new system: msera.org/openconf

Process Leading to Identification and Installation of MSERA Executive Director (Jane Nell – update)

- The committee met virtually in February to discuss the responsibilities of the Executive Director as written in the Constitution and Bylaws and Operations Manual. They listed specific duties for the Executive Director based on the Constitution and Bylaws and Operations Manual.
- Suggestion by Mindy Crain-Dorough – ask applicant to provide references
- Revision – add that applicant should be a member of MSERA, include anticipated start date 2018 with a three year commitment
- On a motion by Rebecca Robichaux-Davis and a second by Nancy Gaillard, the board unanimously approved to send out the search announcement for an Executive Director. Dustin Hebert abstained from the vote.
- Franz requested to include the Executive Director search announcement in *The Researcher*.

MSERA Physical Address (Dustin Hebert)

- MSERA's annual registration with the Mississippi Secretary of State currently has Walt Matthew's name and possibly his former home address. Dustin proposed that we use the physical address of the Mississippi State library to register with the Secretary of State and then use a different mailing address so the library would not receive any correspondence. Dustin, Franz, Rebecca, and David Morse will visit the library after the meeting today to explore this option. An update will be given via email sometime next week.

Use of Eventbrite Forms (Dustin Hebert)

- Dustin proposed that we use Eventbrite for membership as well. However, using this service incurs service fees. If we use this system, he proposed a \$5 increase for membership, \$65 to \$70 for professionals and \$30 to \$35 for graduate students and retired faculty if they choose to pay with a credit card.
- Check and PO option for payment would still be available. The difference is that a credit card option would be now be available in Evitebrite.
- On a motion by Lindsey Diulus and a second by Nancy Gaillard, the board unanimously approved to raise membership fees to absorb the processing fees, increase to \$5 each. Dustin Hebert abstained from the vote.

Other

- Dustin will send a copy of the latest issues of *Research in the Schools* (Fall 2016) and plans to share future publications with the board as well.
- Board members should upload reports to www.msera.wikispaces.com
 - Tina Allen can assist with access if needed.
- On a motion by Rebecca Robichaux-Davis and a second by Nancy Gaillard the board unanimously approved to close the meeting at 11:00 AM. Dustin Hebert abstained from the vote.