



Minutes for Executive Committee Meeting Redstone Elementary in Douglas County July 31, 2008

1. Recap of last meeting's minutes (Joe Ferdani)

- a. Officer Responsibilities, Strategic Plan, Generating Revenue, Survey/Raising Dues, Survey – What do COSPPRA members value?

2. COSPPRA Professional Development Award Winner Presentation (Patrick Corbett, Adams 12 Five Star Schools)

- a. Patrick Corbett shared his impressions of the NSPPRA conference. He appreciated exposure to other communications departments and liked being able to help others considering implementing Web content management systems (CMS). He also valued the opportunity to talk to others about their district structure as to communications and IT divisions and where the Webmasters fit into various systems. He also valued the exposure to various ways of doing blogs the right way. He mentioned that one way to include more technical people in NSPPRA and COSPPRA would be to ask them to present.

A question was raised about what expectations are reasonable when developing a Web site and how communications folks can be most helpful in expediting the process. Damon Brown offered the “take-away of the day” when he shared that he was once told that when developing a Web site you can only have two of these three things...Fast, Cheap or Good, but never all three. Patrick agreed.

Finally, there was some discussion of putting together a group of Web experts within COSPPRA who could help out those who don't have dedicated webmasters.

3. Timeline for 2008-2009 Update (Joe Ferdani)

- a. August will be the time for the big membership push
- b. April might be a good potential month for an awards luncheon and superintendents gathering.
 - i. One suggestion for getting superintendents to attend is to present one of them with an award
 - ii. A second way to get superintendents to attend would be to offer some data regarding emerging trends

4. Regional Updates (Joe Ferdani & Regional Officers)

- a. Regional updates will be posted on the Web site so as to be shared out beyond the Executive Committee.
- b. Officers are to email regional updates to Joe, using the form he provided
- c. A potential topic for regional meetings would be to discuss how elections are going so far for districts

5. Treasurer's Report, including scholarship payments (Damon Brown)

- a. In the future, award checks should be made out to the district, not the winner personally.
- b. Clearer budget will break out
 - i. COSPRA Awards
 - ii. Communications Excellence Program
 - iii. COSPRA Conference
 - iv. Memberships

6. Review and discuss survey results (Jennifer Sprague)

- a. There were lots of varying comments in the survey, almost all of them supportive of COSPRA as a whole
 - i. People strongly value the directory and the listserv
 - ii. Members strongly value "networking" aspect of COSPRA
 - iii. Value of the regional meetings is good
 - iv. There is a wide range of COSPRA members from novices to veterans

7. Dues Increase Discussion and Vote (Joe Ferdani)

- a. After thoroughly reviewing the survey results and comments, Jana Caldwell made a motion to add \$20 to the base COSPRA membership dues, and that was seconded by Matt Ruggles. The board unanimously approved the dues increase.

8. Regional Budget Discussion and Vote

- a. Deferred to later date

9. Review draft strategic plan

- a. Deferred to later date

10. October annual conference discussion (Jana Caldwell)

- a. Jana and John Poynton met with Deb Haviland to learn about last year's conference.
- b. The executive committee helped outline the main purposes of the conference based on survey results and past experience, and identified:
 - i. Networking
 - ii. Professional Development
 - iii. At least breaking even, and not losing money on the event as a whole
- c. Some suggested options toward those ends include a goldmine session, counselors on call and an inexpensive outside speaker.
- d. The group felt that some time after the election might foster better attendance.
- e. Location, date and time are yet to be determined, although a Thursday afternoon & Friday morning conference was most appealing to those having to travel longer distances.