



Positive Discipline Association's

Board of Director's Meeting

Town & Country Resort

San Diego, CA

July 14-17, 2014

Attendees included:

Deborah Owen-Sohocki (Co-chair)

Gary Hughes (Treasurer, Director)

Mary Hogan Jones (Co-chair)

Carol Dores (Director)

Dina Emser (Consultant)

Jane Weed-Pomerantz (Director)

Kelly Gfroerer (Director, Secretary)

Jane Nelsen (Co-founder)

Those absent:

Lynn Lott (Co-founder)

Gigi Nunez (Director)

Please Note: Policy Changes Highlighted in Yellow

Monday: July 14, 2014 Opening Session

<u>Time</u>	<u>Facilitator(s)</u>	<u>Agenda Item</u>
7:30 PM	Deb & Mary	Gathering Ceremony Housekeeping items discussed and Agenda reviewed Activity: "3 Lists for BOD" used to focus on tasks and goals

Tasks/goals were identified as:

Solidifying organizational structure and defining goals, responsibilities, and processes. Important to identify specific action items/steps to achieve goals as we move through the next 3 days of Board of Directors (BOD) meeting time in person. BOD identified challenges and need for time together in person to collaborate and brainstorm solutions to support PDA growth and membership needs.

9:30 PM Session ended

(note: Kelly Gfroerer and Dina Emser were not in Opening Session Monday evening because of delayed flight from Atlanta)

Tuesday: July 15, 2014

<u>Time</u>	<u>Facilitator(s)</u>	<u>Agenda Item</u>
8:30 – 8:40 AM	Deb & Mary	Current BOD developed guidelines for working/sharing
These guidelines include: <i>Be respectful of one another, listen for understanding, request specificity-ask curiosity questions, trust the process, work it through, maintain deep sense of gratitude and appreciation for everyone, Honesty, Be open in our needs, Appreciate we may go to "flipped lid" and recognize that in ourselves and others...allow for calm breath....wait, allow for ease and fun, know "we've got this", be kind and firm, busy peaceful, BOD confidentiality—what is said with us stays with us, self-care.</i>		
8:40- 10:00	Carol	Discussion on ED Position-sharing, learnings, moving forward
10- 10:15		BREAK
11:20: Learning and Moving Forward: Structure and process discussed, BODs worked to organize ways to get work done and develop specific action items. Clear communication and effective methods for communicating with membership keeping in mind US and Global expansion were discussed and identified.		
11:25	Carol	"Squiggles" activity reflects balanced Board
Skill Assessment review and chart summary including BODs and staff followed Squiggles activity. This process facilitated Board in identifying ways to effectively use Staff and Web Consultant to achieve goals as well as allocate appropriate jobs to each Board Member as we work together to achieve goals for steady, solid growth.		
11:54 Lunch Break		
10:30- 11:30	Deb & Mary	Moving Forward Together...as we work on a Vision & Mission Statement for PDA and BOD's Mission. The BODs worked to develop the following missions statement to be presented to the membership during TT.

The Positive Discipline Association-creating a peaceful world by teaching Adlerian social and emotional life skills for respectful relationships.

11:30- Noon Carol Board Goals & Objectives

Board Mission and Responsibility—

- Fiscal Responsibility
- Leadership and collaboration
- Web development and communication of resources
- Set structure and procedures for the organization to support the mission of PD and its members.
- PDA Board of Directors Model Adlerian and PD approach to organization development and guiding the PDA in spreading PD, assuring excellence in training, developing partnerships to further collaboration and research while maintaining financial.

LUNCH BREAK followed by--

Continued Discussion of Specific Goals, Mission, and Responsibilities:

Restructuring of Office/Organization

Listen to membership

Top priority is infrastructure

Atlanta collaboration of Staff (Joy meeting with JoAnn Regruto and Kelley Likes for training)

Streamlining and improve responsiveness

Training of people to do effective operations

Website revamp

More efficient and effective

Carol: GOALS - JULY 2014-JUNE 2015

1. Board continuity and development.
 - a. Have clearly defined Board roles and responsibilities.
 - b. Establish Board selection and orientation process.
 - c. Have Board do annual evaluation at July meeting.
2. Have strategic and annual planning process that drives our work.
 - a. Strategic plan and annual plan agreement at July meeting.
 - b. Board will review progress against plan at monthly meetings.
3. Establish standing and ad hoc committees at July meeting, based on plan.
 - a. Committees set objectives and budgets for Board review at January meeting.

- b. Committee liaison will report to Board at monthly meeting on progress.

Board Members

Composition:

- There will be a five-seven-member board of directors, excluding ex-officio members.
- Ex-officio members will include the co-founders of Positive Discipline and may include others as is deemed necessary and shall be NON VOTING members.

Attendance:

- Board members will regularly attend meetings, and must attend at least 80% of the meetings.

Involvement:

- Board members will serve on one of the standing committees. The board member serving on each committee will be the liaison between the committee and board of directors.

Financial:

- Board members will make an annual monetary contribution to PDA. The level of contribution is at the discretion of each board member. Potential Standing Committees:

Current Existing Committees:

Infrastructure (Office/Database/Modules)

Website

Research

Finance

Fundraising/Grants

Board & Organization Development

Marketing (including materials, advertising, some website content, social media, public relations)

Domestic Expansion

Global Expansion

Membership

Training & Assessment

Think Tank & Conference

Scholarship

Encouragement and Connection

Mentorship

1-2:00 PM	Dina	Beginning BOD Development with “Top Card with a Twist” Board participated in large and small group activity led by Dina.
2- 2:30	Carol	Skills Assessment of BOD members & Gaps
3:56	Jane WP	Job Description of BOD members

Job Description for Board Members DRAFT July 2014

Guidelines for Board participation are useful in identifying and recruiting potential Board members as well as serving as an evaluation tool, on a regular (e.g., annual) basis, for the Governance and Nominating Committee and the Board as a whole to assess proposed or current Board members’ various contributions to the organization.

Positive Discipline Association Board members are expected to contribute to the organization in the following ways:

- Regularly attend Board meetings
- Demonstrate support for PDA’s cause by promoting its good work, generating goodwill for the organization, encouraging support for its efforts, and keeping informed about its programs and activities
- Help establish solid lines of communication between all parties working for the benefit of the PDA, sitting and ad hoc committees, staff, consultants, partners.
- Participate actively in at least one PDA Committee and participate in review and recommendations to the BOD on a yearly basis.
- Contribute knowledge and skills in at least one area essential to Board governance
- Help promote PDA’s visibility and advocate for its programs
- Help develop PDA’s financial or other resources
- Participate in hiring of staff and be involved in reviewing staff job performance annually
- Participate in reviewing Strategic Plans and setting long-term priorities and timelines
- Monitor the organization’s current status, examining strengths, challenges, and opportunities.
- Participate in reviewing and approving an annual budget for the organization and reviewing its revenues and expenses on a monthly basis to ensure that PDA’s mission is being upheld and its finances managed in a sound and ethical manner
- Participate in PDA events, such as Think Tank and conferences and engage in some aspect of fundraising.
- Help PDA understand and reach diverse communities and grow its community of support and services
- Set procedures to ensure that the corporation is organized and managed in an accountable, fair and systematic manner and is in compliance with applicable laws. Provide clear and timely communication to the membership regarding set procedures and policies.

It is suggested that self reflection and evaluation of individual PDA board member performance is done annually at the summer Face to Face BOD meeting, using the following criteria:

1. Attendance and active participation in at least 80% percent of Board meetings each year. And at least one of the two of the face to face.
2. Act on behalf of the corporation and its interests, putting aside personal concerns, affiliations or constituencies
3. Serve on at least one Board committee
4. Make an annual personal financial contribution to the PDA
5. Help staff to promote PDA’s good work and visibility, introducing the organization to new communities, corporate sponsors, foundations, media and helpful individuals and potential partners

6. Contribute expertise in particular areas of nonprofit management, governance, finance, membership, or other areas that advance PDAs mission and strategy.

Source: *The Nonprofit Coordinating Committee of New York, Inc. (NPCC)*

Current BOD all agreed on Job Description as outlined above.

4:23 Carol Strategic Plan: goals & objectives
Standing Committees [e.g. Global Advisory] &
Who to personally invite to be on the committees?

2014 STRATEGIC PLAN OBJECTIVES

Objective 1: Financial Stability -

Strategies:

1. Expand membership
2. Expand workshop offerings
3. Have annual fundraising "event"
4. Target grant proposals
5. Build relationships with potential funders

Objective 2: Activity work to support solid infrastructure

Strategies:

1. Have new website that is easy to navigate and provides meaningful information
2. Develop database that simplifies the processes and allows easy analysis and target marketing and membership

Objective 3: Grow U.S.

1. Evaluate current penetration levels, and develop expansion plan

Objective 4: Grow Globally

Strategies:

1. Develop global liason structure, with in-country TBD
2. Develop affiliate guidelines and policies

Objective 5: Increase membership

Strategies:

1. Refine membership levels, costs, and use gemmenschaft approach

Objective 6: Build research based support for Positive Discipline

1. Share results on website and via Listserv
2. Coordinate research with parents and schools, publish results

Objective 7: Build Positive Discipline brand awareness

Strategies:

1. Develop "global whole child" brand strategy and communication plan
2. Target audience of communication is parents, grandparents, educators and professionals involved with children and/or families.

5:00- 7 PM Dinner at Jane's ...hosted by San Diego Mentor group.

7:30-8:15 Jane WP—led discussion on Fund Development: Jane WP provided history of fundraising. Biggest raised in appeal was last year for Transition approximately \$12,000. Small committee to work on Grants in past. Large corporation list has been reviewed, family foundations reviewed to approach.

How to Raise Funds: Brainstorming!

Live Events, Gala, phone a-thon, personal mailings, auction, donor-visits and relationship building, ask, selling stuff, tithing % of take to organization, bequeaths, website ask for donations, I give button, honor an educator, conferences, expanded workshops, vendors at conferences, marketing list, pediatricians, target marketing, LMFT adds, CEU's, PLU's for teachers, donors list, donation with comments page,

Video series. Classroom meeting videos developed for sale.

Need for class meeting video for each grade level.

8:40 PM Brad Ainge conference call to discuss E-Book and/or Finding Publishing Solutions. Discussed sales when trainer is doing school training, and then school needs hard copy. Participants download for own use. Pay on line and print self—scenarios discussed with solutions.

Print Royalties, pdf and copyright discussed.

Same price for e book as hardcopy for leadership manual

Discussion of royalties.

Board reached a consensus to provide pdf format of manuals for sale on .com website.

Full price downloadable manual.

For quantity orders workshop leaders/trainers may contact the PDA. A bulk rate may be arranged with a signed agreement for a license for a number of copies in workshop and period of time. To Do: ask Brad if he has something or is willing to create or ask JoAnn Regrutto. Also, need to have written contract with Gigi and Gina to represent the agreement that they can copy the translated manual pdf file. It is currently \$10 for teachers guide and \$ 8 for leaders guide to come back to the PDA. Need operations procedure.

Official workshop advertised on the PDA website

Brad: question –what is the discount

mid year review in January

eBook charging full price

pdf with print royalty

Foreign countries will be billed for print royalties. No bulk downloads.

Need a policy for requests like Egypt for workshop. Language to talk about qualities of printing that maintains integrity. Recommend coil bound. Agreement should state copyright law. Trainer requests directly to PDA. Ask Joy to work with Brad on the written guidelines and specifications on printing of entire product. Specs important. Joy

has quote from turnkey. Brad will provide for Joy specs from turnkey regarding printing. This is a benefit and must go through certified PDA trainer.

Wednesday: July 16, 2014

<u>Times</u>	<u>Facilitator(s)</u>	<u>Agenda Items</u>
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8:43 Opened with the song : *We are the Ones* by Karen Drucker

Carol continued presentation on Strategic Planning from Tuesday.

Objective 8: Ensure integrity of PD Programs

1. Re-evaluate and develop processes coming out of 2-day workshops, progressing your training and deepening learning.
2. Develop assessment tool (pre and post for all PD services)
3. Develop alternatives to broadening learning tracts
4. Need process to evaluate and assess progress

9:55 AM Gary provided a Budget Report. Balances are stable. Donations are down about 46% (around 1,300). Dues income down about 2% and overall income is down about 23%. This loss of income has been offset by cutting liabilities about 28% resulting in a net ordinary income increase of about 60%. The other positive result is the average balance in the checking account has increases about 75% over the same period last year (from \$23,900 to \$41,900).

10:30 AM Kelly Research Report. Monica Holiday will be Chair of Research Committee and help support collaboration of research efforts. Several current PD research projects discussed included Monica Holiday's dissertation results. A table will be set up at TT for Monica to share results of PD study and help generate interest in PD research

11:08 Deb & Mary Contracts with present authors summarized and discussion for future contracts.

Summary of Discussion Points:

- Writers for manuals: contract for hire
- PDA owns rights to PDC manuals only
- PD.com is distributor
- Contract with current authors is one time only
- Future author contracts with PDA to honor standard publishing practices

Noon BREAK/LUNCH

1:15 Conference call with Kelley Likes, PDA's web consultant" to discuss database and potential of Wild Apricot

Consensus to give Kelley Likes the "Just do it" seal of approval to move forward with Website improvements.

Kelley recommended specifics for format and tabs. Steam lining. Board to submit 9 areas for focus for the website. Portals.

Consensus/Board Approval for Joann Regruto to work up to 20 hours.

Joy shared how growth and changes impact office. Joy will be in Atlanta the week of August 1st to train JoAnn Regruto in person and to collaborate with Web Consultant Kelley Likes regarding website improvements.

2:25 Deb, Mary, Teresa, Jane WP

Discussion & Vote on Global Liaison Draft Consensus on 2nd draft for BODs to review and vote as a Board on Thursday or electronically.

LT needs in France and China –Teresa included in discussion for recommendations to identify need for LTs in France. Beatrice assistant role, leading mentoring group in exemplary way, using ACT process, practicing IP values throughout. Recommendation that Beatrice be made a lead trainer. Board consensus reached regarding Beatrice Sabate becoming LT.

Discussion regarding Training and Certification and specifically alternatives for Lead Trainer training.

Modules to be considered and discussed for future training. Board recommended that TT be used as a place for continued training to be provided since so many members are present in San Diego. Potentially, days could be added as a post-TT training for those wishing to further their PD level of training.

Santa Cruz- Jane WP asked for training under her direction at Santa Cruz schools. Board approved this request. No PDA certification will be given to workshop participants for these trainings.

Conference call with Lois regarding China and global development.

Lois shared regarding growth and growth pains in China and a “original” PD handout. Need for coordination and mentoring.

5pm Deb & Mary Discussion and a decision on the disc. It was decided that materials from disc will be made available on website to make it easier and more accessible as a member resource.

5- 7:00 PM Dinner Break

7:30 Carol, Deb, Jane WP, Mary Committee Reports & Recommendations Transition, Connection & Assessment.

Board accepted the recommendation that there be two separate committees 1) mentoring and 2) encouragement and connection committee. Barbara Kinney and Julia Thomas will be co-chairs of mentoring committee and the chair of the encouragement and connection committee is open. Monday morning of TT 11:15 Committee Meetings are to take place.

8-9pm

Carol summarized Membership Committee recommendations. Which included the following levels: Supporter, Educator, Trainer Candidate, and Certified Trainer/Lead Trainer. The Membership Committee will meet at TT and provide further recommendations with a goal of finalizing new membership levels and benefits fall of 2014.

Discussion of Marketing and Branding of the PDA

Thursday: July 17, 2014

<u>Times</u>	<u>Facilitator(s)</u>	<u>Agenda Items</u>
8:30-9 AM	Deb & Mary	Present work of the BOD...how can you help?
9- 10:00	Deb & Mary	Think Tank Update and our role as the BOD Preparation of our presentations and our report. Follow up discussion to take place at Breakfast Saturday morning 7am.
10- 10:15	BREAK	
10:15- 10:45	Deb & Mary	Translation/Publishing Rights vs Copyright/. Must be clear that you have publishing right not copyright.
10:45- Noon	Deb & Mary	Review of Affiliate Template [guidelines/policy] Global Liaisons will alert BOD to special needs
Noon	BREAK/LUNCH	
1:00-2:00 PM	Beatrice Sabate	

“A French Success Story” Beatrice and her sister, Armelle shared experiences with affiliate in Paris. Translations discussed and process reviewed for BODs. Challenges and gifts shared. Currently there are 7 Board members total in France. Armelle provided operations summary. Mission to inform people about PD. Facilitators set up own workshops because of non-profit status and system of non-profits in France’s economic system. Membership money first year used for website development. Board meets monthly. Newsletter and conference information shared.

Beatrice: goal in France was to grow slow, steady, and strong. Set up is for long term.

Reviewed training criterion and decided. Theory, research leap to experiential was difficult for culture. Theory, research, practice –TP is now 4 day. Strong theory and practice. PDC three days. Observe a 7-week before do training self. 20 in TP.

French Affiliate needs from PDA: why are requirements more for France compared to US. How do we communicate criteria and get pda support. A letter-giving stamp of approval. Beatrice and Teresa will work to create draft of statement/letter. Official affiliate reported to be helpful in spreading throughout France.

4 day training 500 euros

3-day pdc 500 euros

membership is about same price as US membership

co-facilitation model for training. Those in training to lead commit and come to 7 weeks

For teachers: Certification-needs and requirements. Mentoring. Beatrice will write up a summary of ADPF standards. There is a journal requirement and self-reflection.

Need ACT to impact schools.

Carol: continued discussion from morning regarding objective list and focus for 2014-15. Work to support committees by identifying board liaisons, and potential chairs and committee members. All to be finalized at TT during Sunday 11:15 to noon “Where We Need Membership Help” .

Below are Committees needing support for specific objectives with identified Board Liaison:

Fundraising *Jane WP*

Marketing *Dina*

US expansion *Carol*

Encouragement and Connection *Gary*

Research *Kelly*

Training and Assessment *Jane WP and Dina*

***Increased engagement with cultural competency across membership—Focus for this year across all work.**

The July 2014 PDA Board of Directors in person Board Meeting adjourned at approximately 5pm.

The Board of Directors approved the June minutes through an electronic voting process following the in person July Board of Directors Meeting.

Submitted by: Kelly Gfroerer, PDA BOD, and Secretary