



**PDA Board of Directors Meeting by Zoom Conference Call
February 23-24, 2021, 9:00 – 11:30 a.m. EST
Meeting Minutes**

Color Key: ACTION ITEMS highlighted in Yellow. VOTES highlighted in Turquoise. FUTURE meetings and agenda items

In Attendance: (X = present)

X	Kelly Gfroerer <i>Executive Director</i>	X	Jody Malterre <i>Co-Chair</i>	X	Ari Hurtado-Molina <i>Co-Chair</i>
X	Nuria Rodriguez <i>Director (Joined at</i>	X	Yogi Patel <i>Director</i>	X	Gloria Cleve <i>Director</i>
X	Suzie Bohm <i>Treasurer (non-voting officer) (until 10:00 a.m.)</i>	X	Lois Ingber <i>Secretary (non-voting officer)</i>	X	Brad Ainge <i>Consultant</i>
X	Jane Nelsen <i>Founder</i>		Lynn Lott <i>Founder (partial attendance)</i>		

February 23

The meeting was called to order at 9:00 a.m. EST
Compliments and appreciations were shared.

1. **Opening.** Gloria led a warm-up activity.
2. **Advanced Training requirements for ECE certification.** Continuation from previous meeting discussion for finding a balance between training criteria of parent educators, often having little to no experience teaching, and the more extensive experience required for certification in ECE. Criteria can be matched with that of PDC and TP. Discussed possibility of making 36 hours of practice the standard across all programs. **ACTION ITEM:** Kelly will follow up with ECE developers for input.
3. **Board.**
 - a. **Handbook.** Reviewed and discussed the draft. This will be finalized before new Directors begin.
 - b. **New Board Members.** Discussed applications received.
 - c. **Meeting Structure with Advisors and Consultants.** The by-laws allow for Advisors and Consultants on the Board. Discussed how to include those not members of the PDA who would serve in an Advisory capacity. The goal is to bring outside perspectives and expertise to support the Strategic Plan. **How long term will be needs further discussion.** Prioritized areas of need are financial (US-based), legal, marketing and research. As a stipend cannot be offered, utilizing consultants and paying them may be advisable instead.

4. **Membership Survey.** Mostly Educators responded to the survey. 75% have been members for 3 years or less. This indicates a need to offer education and support. There is a higher percentage of Spanish speakers in the organization than other languages. **ACTION ITEM: Kelly will separate responses from Educators and Trainers to assess differing needs.**
5. **Strategic Planning Based on Survey Results.** Brainstormed suggestions included: provide the same offerings in different languages, provide online support for teens, and expanding PD into sports (already started in the UK). More members are attending mentor meetings than other events. 66% are using social media. Possible topics for new online mentor groups include marketing/advertising, agenda creation, PHP/THT, how to do PD online, and Adlerian Psychology. It was suggested to hold a TT for Trainers only with the objective of deepening understanding of Adlerian theory. Another possible offering is PD classes for teachers. Other long-term ideas include mentoring/training in whole school PD and supporting those who do parent coaching. It was noted that people are not synching their Google calendar with their Zoom so are missing meeting dates. Discussion also focused on the website: how to use it and having a calendar of events on the home page. There is a need for book translations in other languages.
6. Closing appreciations. Meeting adjourned at 11:30 a.m. EST

February 24

1. **Opening.** Yogi led a reflection activity responding to questions about community.
2. **Follow up from 2/23/21:**
 - a. **ACTION ITEM: Complete BOD handbook by March 3, 2021.**
 - b. **Request from Latin American Trainer.** A request was made to use the same analytics on social media in South America as in the U.S. **ACTION ITEM: Suzie will be consulted. There was consensus for approval.**
3. **Strategic Plan (cont.).** Reviewed and added to the plan emphasizing goals for 2021 including among others: TT planning 3 years out, onboarding handbooks for Board, staff, Trainers, and Advisors, development of accessible training modules in various languages, deepening understanding of different cultures and government policies, LT development and expansion of leadership opportunities, and building visibility of the PDA brand.
4. **CROS.** Kelly registered for the Board and staff to participate in this assessment related to cultural responsiveness. A formal report and recommendations are included.
5. **Adlerian Speaker Series.** This will occur throughout the spring as a low-priced member benefit. The following are scheduled: Jon Sperry (March 20), Marion Balla (mid-April 15), Marina Bluvshstein (May 11). See event postings on website for full details.
6. **Marketing.** Brad has been coordinating with staff on strategies including short videos for workshops, blogs from LT's added as links on the website, and video testimonials from classes and workshops. NASAP allows Affiliates to post their upcoming events.

To support newly certified Parenting Educators, especially for doing online work, Carol Does will be leading a new virtual mentor group, Wednesdays at 1:00 pm EST. The focus will be on agendas and marketing.

Closing appreciations. The meeting was adjourned at 11:30 a.m. EST.

Upcoming Meetings: 2021 Meeting Dates

2nd Tuesday from 9:00 - 11:30 a.m. EST:

Mar. 16, 2021 (*NOTE: 3rd Tuesday),
April 13, 2021
May 11, 2021
June 8, 2021 (*possibly*)
July 13, 2021
Aug. 10, 2021
Sept. 14, 2021
Oct. 12, 2021
Nov. 9, 2021
Dec. 14, 2021

Electronic votes since Feb. 9, 2021 meeting:

2/16/21: Approval of 2021 budget (Gloria, Jody, Ari, Nuria, Yogi)

Respectfully submitted by
Lois Ingber, Secretary