



**PDA Board of Directors Meeting by Zoom Conference Call
November 10, 2020, 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	Judy Wu <i>Director</i>	X	Lois Ingber <i>Secretary (non-voting officer)</i>
X	Gloria Cleve <i>Director</i>	X	Yogi Patel <i>Director</i>	X	Suzie Bohm <i>Treasurer (non-voting officer) (until 9:40 a.m.)</i>
X	Jane Nelsen <i>Founder</i>		Lynn Lott <i>Founder</i>	X	Brad Ainge <i>Consultant</i>

The meeting was called to order at 9:00 a.m. EST
Compliments and appreciations were shared. Thanks was given for everyone contributing to the success of the Conference.

1. Financials. There is cautious optimism for finishing the year within budget with revenue possibly exceeding expenses. Outside certification revenue is below expectations, however, online events and other savings have helped offset this. Suzie recommends continuing to increase online offerings.

2. Affiliates.

a. Membership. A Surveygizmo membership survey will be offered in English, Chinese, French, Portuguese, and Arabic which includes questions about Affiliate membership. Dr. Bill Curlette is serving as consultant and will help analyze the results. Renewals of Affiliates will occur in December. It has been a process for Affiliates to define their role and function as well as how to determine membership levels.

b. Free Educator Level Membership. With five workshops all offering free one-year PDA memberships, it has become complicated both for tracking and for supporting Affiliate membership. Some Educators have avoided joining an Affiliate in order to have the free year PDA membership continue. **ACTION ITEM: To be discussed further following data analysis to determine how many Educators participate in PDA events and/or join Affiliates with the free membership.**

3. ACT. The first online ACT is now completed with positive feedback for the format. Upcoming ACT's may be online or hybrid in-person if circumstances allow.

a. **ECE - ACT Requirements.** Deferred

b. **ACT Scholarships.** Scholarships are currently offered only for Certification Workshops. The BOD agreed installment payments for ACT are acceptable for those requesting it. The idea was proposed to establish an online store which would sell logo/promotional items as a way of generating a scholarship fund. Suzie Bohm, PDA Treasurer, checking with CPA regarding structure and reporting.

4. Misc.

a. **Consistent Pricing for Online Training by Program and Region.** Prior to the pandemic, in-person pricing for workshops varied by region and length of days. Maintaining the variance for online workshops has created a marketing issue from the public's perspective as there is an expectation of equal pricing. However, some workshops require translation and materials expenses are extra due to language which adds to the fee. There has been a "workshop hopping" concern related to this. Topic to be discussed further.

b. **Trainer Evaluations for Beta Test.** About 60 Trainers responded to the survey. It showed 93% would plan to do online workshops after the pandemic ends. Questions to be addressed: Does the agenda need to be re-worked? Should there be a Phase 2? How does this compare to the 2-day in-person where there is no "homework?" The DVD training includes doing the work outside of the training time and then reporting back. The online experience is different from the DVD because it is "in-person" online. As a certification program, participants need to commit to doing the work. Final approval of the agenda and requirements would be determined by the Founders, taking into account the survey feedback and suggestions. The workshops are evolving and improving and can provide an even better experience with the many options. Finding a balance between the additional cost of materials and affordability also needs to be addressed.

5. Other Items.

a. **Mission Statement.** Deferred.

The meeting was adjourned at 11:40 a.m. EST.

Upcoming Meetings

Tuesdays from 9:00 - 11:30 a.m. EST:

December 8, 2020

2021: 2nd Tuesday of the month, 9-11:30 a.m. EST:

Jan. 12, 2021

Feb. 9, 2021

Mar. 9, 2021

April 13, 2021

May 11, 2021

June 8, 2021
July 13, 2021
Aug. 10, 2021
Sept. 14, 2021
Oct. 12, 2021
Nov. 9, 2021
Dec. 14, 2021

Electronic votes since Oct. 13, 2020 meeting:

11/15/20: Unanimous approval of October 13, 2020 meeting minutes.

Respectfully submitted by
Lois Ingber, Secretary