



**PDA Board of Directors Meeting: In-Person, San Jose, CA  
February 18-19, 2020, 9:00 a.m. – 5:30 p.m. PST  
Meeting Minutes**

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

**In Attendance:** (X=present)

X	<b>Kelly Gfroerer</b> <i>Executive Director</i>	X	<b>Jody Malterre</b> <i>Co-Chair</i>	X	<b>Cathy Kawakami</b> <i>Co-Chair</i>
X	<b>Ari Hurtado-Molina</b> <i>Director</i>	X	<b>Agust Jakobsson,</b> <i>Director</i>		<b>Judy Wu</b> <i>Director (Joined by Zoom, Day Two, 4:00 pm)</i>
X	<b>Yogi Patel</b> <i>Director</i>	X	<b>Gloria Cleve</b> <i>Director</i>	X	<b>Nuria Rodriguez</b> <i>Director</i>
X	<b>Lois Ingber</b> <i>Secretary (non-voting officer)</i>	X	<b>Suzie Bohm</b> <i>Treasurer (non-voting)</i>		
X	<b>Jane Nelsen</b> <i>Founder</i>		<b>Lynn Lott</b> <i>Founder</i>	X	<b>Brad Ainge</b> <i>Consultant</i>

**DAY ONE, Tuesday, Feb. 18, 2020**

Meeting Called to Order: 9:00 a.m. PST

- Way Finding Work.** The BOD engaged in a process led by Jody following Simon Sinek’s golden triangle model from “Start with Why” to bring greater focus and clarity for the organization’s purpose and activities.
- Conference Call with Non-profit Organizations Attorney.** The attorney explained the PDA is a non-profit organization under South Carolina state law. She reviewed responsibilities and expectations of BOD members including acting with integrity, fairness and transparency. Fiduciary responsibility was reviewed. A handout from the attorney was provided.
- Financial Update.** Suzie discussed the potential effects on the budget from the current situation in China. She reported the creation of reserves over the past few years has helped prepare the PDA for any shortfalls and also recommends reducing spending by postponing discretionary projects until later in the year such as research, grant writing, extra advertising and promotional marketing, scholarships, donations, extra affiliate support. The situation is an opportunity to create new online options for when people cannot attend live trainings and classes.

4. **Review of Strategic Plan.** The BOD reviewed the Strategic Plan and a summary of Year One accomplishments. This will be shared with the membership. To be added to the plan is wording about Jane and Lynn as “curators” and the PDA and its members as the “protectors” to insure fidelity to the PD model.
5. **Governance of the PDA.** Discussion to clarify the role of the BOD vs. the ED. The BOD is still considered somewhat “working” as well as “advisory.” The BOD empowers the ED to make autonomous operating decisions, as well as oversees and evaluates the work of the ED. **A BOD handbook will be created.**
6. **Staff Structure.** Discussion and brainstorm of roles and responsibilities of staff, the ED, BOD and Co-Chairs.
7. **Dreaming and Scheming the PDA.** Brainstorming activity led by Lois to create and sustain structures throughout the organization that maintain fidelity to Adlerian/PD principles as continued growth occurs. The same activity will be presented in the LT training and brought back for review.
8. **Code of Ethics.** Reviewed a draft which will also be shared in the LT Retreat. When finalized, a link to the Code of Ethics will be posted on the website. The document would be part of the Trainer agreement and also sent with certifications from core workshops as a document to sign. It would also be added to the “End of Workshop” report that it was covered. Talking points would be useful to have on how to share this in workshops.

The meeting was adjourned at 5:00 p.m. PST

### **DAY TWO, Wednesday, Feb. 19, 2020**

The meeting was called to order at 9:00 a.m. PST. Ari led a warm-up activity focused on Adlerian quotes.

9. **DEI Update.** This task force which was formed to create a survey following past feedback of insensitivity to gender and affordability during the silent auction of the U.S. TT. 263 people responded after being sent in four languages. Some feedback has already been implemented. Highlighted responses were language support, and more access to materials and forms on the website. The international tab is updated weekly. It was discussed to include DEI topics as part of a continuous general assessment through a membership survey. A focus would be on feeling significance and belonging. The merits of a silent auction were discussed including the challenge of currency exchange. Ideas sensitive to DEI were brainstormed. The topic will be further discussed at the next BOD meeting.
10. **Terminology of Certifications.** The current terminology used for levels of certification has historically been confusing. Following discussion, Gloria moved and Ari seconded changing the title of a core workshop graduate from “Certified Educator” to “Certified Facilitator” across all core workshops, thus: “Certified PD Parenting Facilitator,” “Certified PD Classroom Facilitator,” and “Certified PD Early Childhood Facilitator.” **Unanimous approval.** This will be shared in the newsletter. The books and manuals already include the term Facilitator. **Wording on the website will be changed coinciding with announcement to members.**

11. **Lab Schools.** At the last virtual meeting, the participants decided there to have four meetings during the school year, with rotating facilitation. A shared drive is being created for documents. A principal from one school offered to create a Twitter platform. Others doing PD in schools may be interested to participate in these meetings as information can be shared with others not yet ready to become Lab Schools. BOD members were encouraged to participate in meetings to support the effort. In Spain, there is now a specific mentor group for teachers. The Latin America group will connect with them. Expanding support to all Facilitators and Trainers was discussed with a suggestion to have scheduled topics such as a separate Q and A with Jane, or on marketing. Someone is needed to coordinate this.
12. **Website Update.** Discussed current needs of the organization for website management. Kelly is researching options that could offer greater customization.
13. **Scholarships.** Kelly reported the workshop scholarship process is going well, including whole school. Multiple TT's were established to create greater access to professional development for members.
14. **Research.** Eva Dreikurs Ferguson is continuing work on the parenting project with the help of lab students. Bill Curlette, an Adlerian from Georgia State University, is now retired and is interested in working with the PDA for continuing research.
15. **Pro Bono Work.** Discussion on how to support those in other countries (India, Nepal, etc.) who want to learn PD and to support Trainers interested in doing this. This is part of the PDA mission. It is not the Trainers who are pro bono, but the participants receive the services with PDA support. Some of these are on an individual basis. The PDA could expand this by partnering with other organizations doing similar humanitarian projects. **ACTION ITEM: Add this to the Strategic Plan.** This is an opportunity for advocacy and creating a structure for Trainers to extend their contribution.
16. **TT Atlanta, 2020.** Nuria as one of the TT planners shared an update. There will be three separate tracks: Facilitation, Leadership and Adlerian Theory. The theme is "*Ignite the Spark.*" Add-on workshops prior to TT include: EPW (3 days), ECE (2 days) and TP. After TT workshops include: KJR (3 days), Art of Teaching PD (2 days), and two ACT's, the re-scheduled China ACT and one in English, if there is a cohort. There will be a cut-off for registration for TT. There is now a TT Planner manual being used.
17. **Feedback Process.** Discussed how feedback at TT's and other trainings can be most meaningful. There used to be LT modeling about feedback at the outset of TT. Suggestion was made to have a Zoom meeting with those giving feedback prior to the event. The feedback can be self-determined and collaborative by asking the person ahead of facilitation what skills they are working on. The feedback can also be generalized vs. person-specific to facilitate whole group learning, and to demonstrate that any mistakes or omissions can be celebrated as a contribution for the whole group to learn. Some activities will have the facilitator give self-feedback, then group sharing of what each learned for facilitation.

- 18. Modules for Advanced Training (ACT) and Leadership (LT)** For ACT. Discussion and brainstorming on how to provide sufficient support to prepare Trainer Candidates for ACT and Trainership, and for modeling and practicing Adlerian principles. Professionalism does not mean being an “expert.” The Polarity model can be applied here for professionalism as a learner. Some missing areas in ACT’s: how to do workshops, walking away with facilitation skills, holding the room when there is conflict and co-facilitation. Recorded training modules are one option and can include reading and reflection, Facilitation Skills, Marketing, Managing Conflict. LT’s would be invited to record short clips of the topics they are interested in. **Also suggested was sending a survey to learn from LT’s what they enjoy doing such as ACT, TT.**  
For the LT Training. Prepare LT Candidates by asking their purpose in becoming an LT. The LT’s role is to provide service to the organization and members. Possible tasks for LT’s: monitor the open Facebook groups and facilitating online mentor groups. The LT’s can be asked how the organization can best support their service. Additional ways than are on the website to contribute to the organization were brainstormed.
- 19. ECE and ACT’S.** Kelly is working with the ECE developers on pre-requisite requirements for inclusion in an ACT.
- 20. Materials in other languages:** Ari is reviewing the ECE manual for language corrections.
- 21. Mentoring and Coaching.** The PDA does not charge for mentoring. Individual online training needs are outside of PDA programs. Clarity is required on mentoring vs. coaching. **Language should be added on the website that we do not charge for mentoring under the professional guidelines.** Members are advised to let schools know up front they are being charged. Marketed membership benefits state that mentoring is included. Contribution to the organization vs. coaching as a business needs to be distinguished. LT’s and Trainers should communicate their availability to volunteer or communicate their fees upfront.
- 22. Supporting Affiliates.** Affiliates are desirous of more certifications. If there is not enough people to form an affiliate in an area, the PDA will support the group effort there. A Canadian listserve is requested. Kelly reported the existing Affiliates have been renewed. Quarterly meetings of the International Advisors will be scheduled for greater connection and coordination. There is a social for the Advisors at the annual U.S. TT. An orientation and mentoring of Advisors would be helpful: to maintain connection and have a voice, acting as a liaison for their area.
- 23. China Update.** Judy shared that the end of Feb. is the expected time frame to know if China TT will take place as planned in May or be postponed until the fall. Many Trainers have canceled or postponed workshops. The companies will try to make up for the loss. The safest time to resume workshops is expected to be May or June.
- 24. Online Classes.** Positive Discipline /Empowering People is the owner of PD intellectual property, not the PDA. A few specifics requests for online classes have been approved and are being offered. Live classes are acceptable to offer, however the grey area is when it is recorded and then sold. This is using the intellectual property for a profit. There is a distinction between classes and live recorded online certification workshops, and there is no permission for live online certification workshops because it is not conducive to experiential learning. The steps for recording an online class or other workshops are being reviewed.

**25. Strategic Plan.** Reviewed and updated the Strategic Plan.

Appreciations were shared. The meeting was adjourned at 6:30 p.m. PST.

**Upcoming Meetings: 2020 Meeting Dates**

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

March 17, 2020 (**\*NOTE - THIS IS THE 3RD TUESDAY OF THE MONTH**)

April 14, 2020

May 5, 2020 (**\*12th conflicts with China Conference travel**)

June 9, 2020

In person meeting Atlanta – July 8-9, 2020

August 11, 2020

September 8, 2020

October 13, 2020

November 10, 2020

December 8, 2020

**Electronic Votes Since January 14, 2020 meeting:**

1/24/20: Approval for the PDA to be the certifying entity for “Keeping the Joy in Relationships” program developed by Jane Nelsen and others. (Jody, Yogi, Gloria,

1/26/20: Approval of January 14, 2019 BOD meeting minutes (Gloria, Jody, Cathy, Agust, Yogi, Ari)

2/19/20: Approval of continued one-year terms for Suzie Bohm, Treasurer and Lois Ingber, Secretary. (Judy, Gloria, Yogi, Ari, Agust, Nuria)

Respectfully Submitted by

Lois Ingber, Secretary