

PDA Board of Directors' Minutes for BOD Retreat/Meeting

January 16, 17,18, and 19, 2014

Bardstown, Kentucky

Meeting was called to order at 9:30 AM EST on January 17, 2014

Attendees included:

Deborah Owen-Sohocki (Co-chair)	Gary Hughes (Treasurer, Director)
Gigi Nunez (Director)	Val Miranda (Executive Director)
Mary Hogan Jones (Co-chair, secretary)	Ari Hurtado-Molina (Director)
Dina Emser (Director)	Jane Nelsen (co-founder)
Jane Weed-Pomerantz (Consultant)	
Those absent: Kelly Gfroerer (Director)	Lynn Lott (co-founder)

Thursday evening, January 16 the members of the board met after dinner to discuss upcoming topics and the format we would be following for the retreat/meeting. All day Friday, January 17th, Val Miranda led the “Strategic Plan” portion of our meeting with an emphasis on visualizing the future, strategic recommendations and how do we get there which included mapping out our strategic recommendations. Val presented her findings from the domestic and international surveys, phone conversations with scheduled call-in groups and Lead Trainers. Her power point broke the planning areas down into 3 groupings: Product (What’s the Value?), Evidence (Research), and Strategic Growth (standardization, innovation, and globalization.) The group recognized it was important to streamline, simplify, and increase clarity in processes and expectations. It was also important to the group that standardization would also model fairness and accessibility. The BOD expressed value that this all be done within the context of the Adlerian principles that are at the foundation of our organization.

January 18, 2014

Motion to accept the December minutes was made by Deborah Owen-Sohocki and seconded by Gary Hughes.

Discussion of virtual connections were shared and after hearing of the expense incurred by Gigi and Ari it was suggested that “SKYPE” would be a good alternative in saving costs for everyone. Val volunteered to assist those without “SKYPE” accounts to set one up. She collected the addresses from those who already had “SKYPE” accounts in order to facilitate the use of this virtual connection for our February BOD meeting. She will send us all a “SKYPE” address/account. Also, Val would serve as our tutor for directors who were “Dropbox” challenged. Additional conversation centered around the virtues of using “Google Hangout”

and “Go To Meeting.Com” for BOD meetings as well as “I Cloud” for storage of pictures. Our ultimate goal is to have as many documents/information as possible online in order to become a more “paperless” organization.

A related issue around “phone hours” was discussed next. The resulting solutions, as we move to streamlining and greater technology, would be that we have fewer hours for the PDA office. Instead it was proposed to let go of “office hours” completely and switch to “leave us a message or email us and we will contact you” as a solution. Members present agreed with this approach.

Motion: Deborah Owen Sohocki moved that we continue to have one phone number for the PDA and to stop advertising our 9 AM-1 PM CT office hours. Instead we will have an assistant to respond and to process emails and phone messages. Mary Hogan Jones seconded the motion and the vote was unanimous.

Scholarships: There seems to be two issues around scholarships. Even though we have a set protocol few trainers are using the protocol. Some are giving a reduction in price and by passing the front office while others encourage individuals interested in scholarships to contact the PDA for scholarship applications. After a lengthy discussion “for now” we will take a \$5.00 fee from each registration ear-marked for scholarships. The criteria for receiving a scholarship and the application process would remain the same. It was agreed that we would still keep the \$90.00 portion of the registration to PDA in place. Discussion continued around the possibilities of working with other possible funders for scholarship money other than the generosity of the trainers who typically are providing scholarship funding from their portion of the workshop fee. In addition, to achieve standardization for both national and global payments besides putting on workshop fliers, “scholarships available” we should put a link to the scholarship form. It was also suggested to modify the PDF’s for registration as well as scholarships.

It was agreed that we would not support “exceptions” in meeting the qualification for scholarships as this worked against us in the past and only made more work for the front office. We agreed that the former “exceptions” would be a facilitator and participant issue when it comes to payment plans not the PDA.

Motion: Mary Hogan Jones made a motion that \$100.00 would be the discount available for scholarship. Deborah Owen-Sohocki seconded the motion and the vote of the BOD present was unanimous.

A suggestion followed that we keep a record of how many scholarships we award in the coming six months and re-visit the issue again after that time period.

The other issue appeared to be that workshops are not filling up completely. Discussion followed with suggestions to improve attendance, looking at how workshops are offered and expanding the qualifiers for membership to the PDA for non-trainers. Having supports for new members and what would serve their needs were also discussed with many solutions put forth.

Global Issues: Copyright & Intellectual Property

The Directors agreed that it would be important to take each component and develop a system that streamlines and provides uniformity. By doing this, we would be educating new members about training, the use of materials, to attribution, and translations (including language/words and images). In addition for our global partners, organization issues such as who would be the PDA representative in our various global partners would be shared. We next considered ACT's outside the US. Certification streamlining would serve our global members. An issue that the French affiliate brought to us is the need for a document that legalizes their affiliate APDF so that their countrymen recognize their legitimacy as a true representative of PDA. Setting standards would be essential for all of our global affiliates and would give us a template for future expansion.

From our extensive discussion on the national and global issues surrounding standardization, the following were strongly agreed upon by the BOD:

- Regarding PDC Teachers' & Leaders' guides: Although we might be tied to agreed upon stipulations within contracts with authors, "from now on" copyrights for the PDA would reflect that no one can translate without the permission of the PDA.
- The content belongs to our founders Dr. Jane Nelsen and Lynn Lott.
- During training we will stress that new or adapted activities written by members would be accepted with appreciation or rejected because they do not fit with the original intent of the activity.
- If the "adaptation" is approved, the "adapter" will have the choice of whether or not to have his/her name added to the activity as a contributor. They would also have the choice to have their activity used by the PDA, possibly included as a product of activities for sale.
- Regarding new activities, Jane Nelsen announced that she and Lynn Lott are revising the TP manual. When the time comes, they plan to ask authors of new activities if they would like their activity included in the revised TP (no stipend or royalty to be paid.)
- Jane Nelsen (with Lynn's consultation) also requested that the PDA logo not be added to TP activities (original or "adapted") when included on the disk or PDA website.
- Within a blog, give members information on how content is distributed; for example's Ari's translation of Jane and Lynn's books into Spanish.

Motion: Mary Hogan Jones made the motion that Gigi and Ari will serve as the editing committee for Spanish translations of the Positive Discipline in the Classroom since they have the PDA's permission. Deborah Owen-Sohocki seconded the motion. The vote on this motion was unanimous.

Dr. Jane Nelsen sold the copyrights for the "Tool Cards" to both Suzi and Beatrice and perhaps this document/contract could serve as a template for future contracts with our global members. We agreed to ask Brad to send the copy of this contract to the BOD.

Certification Process—Streamlining

Discussion by the Board was led by the Executive Director. Val shared her experiences with the co-chairs and the numerous issues around certification with ACT's especially. To afford the BOD more immediate information, calls with Joy Bilderback and Lois Ingber were in place for today at 2:00 and 4:00 PM (Eastern Time) respectively. In addition, a call concerning research was scheduled with Kelly Gfroerer.

Suggestions from Joy included:

- The support to trainers from the front office staff, along with providing income for the PDA, would include assisting the new PDT candidates with packets of information which includes how to complete forms and navigate the submission process
- The entire system needs to be streamlined and automated; the present approach is taking time away from more productive work of the PDA
- Evaluations sent to the office now involves a lot of paper work; reducing the number of evaluations required would be one practical solution
- Paperwork related to evaluations (such as a summary) could be sent to the office instead of all the evaluation; the summary would include important comments rather than an entire evaluation
- Having the manuals returned to Brad Aingie for order fulfillment is saving her time and that saves the PDA money because it frees her to do other necessary work of the PDA
- Increasing Joy's hours would benefit the PDA
- Moving from .org to .com for the selling of PD materials
- Coordinate office procedures
- PDTC's want to join as members; to assist in this process Joy recommends fewer forms and have the forms streamlined
- With the ACT, take each component and review the system in place to see if it could be streamlined and this could then be sent to the next ACT candidates
- We need a minimum and maximum number for ACT's; new policies need to be scrutinized well before being put into practice.

BOD phone call with Kelly Gfroerer

- After appreciations from the BOD for Kelly not only coming on to the BOD as a director, but meeting with us via phone.
- Kelly gave her vision for the benefits of having research for the organization and in particular the importance of research to the PDA now and in the future especially around the issue of "Best Practices" with school systems
- Kelly was gracious in accepting the secretary role for our BOD

BOD phone call with Lois Ingber

Lois was eager to give the highpoints to the BOD and what she felt needed to be shared with concern about our Global partnerships with China. The issues that she has had experience with in China include:

- The unique approach to business in China (highly competitive) is a cultural consideration in light of how the PDA will be working with affiliates
- Affiliates must meet the PDA guidelines while it is understood that all businesses are under the regulations set by the Chinese Government and that typically does not follow an Adlerian philosophy
- The Chinese government will expect some formal recognition from the PDA

- It is essential that the Adlerian principles, that we as an organization follow, need to be met in China
- We need to establish a simple, standardized template for both business as well as training to serve Chinese affiliates
- The training of participants in workshops is built around the importance of not only practice of PD principles but also time to grow in the Adlerian process
- Core activities would need to be included in workshops. Deviation from the core would not be accepted.
- Trainers would be encouraged to demonstrate how to live PD principles and model it as a part of their lives
- Uniformity needs to be adhered to in terms of the order of tasks, standardization with manuals, translation rights, agreements with forms, and royalty issues
- An additional issue would be who would represent the PDA or would establish an organization
- Lois Ingber has been representing the PDA with the Chinese affiliates because of her connections to China and the work that she has had in that country under the guidance of Dr. Jane Nelsen

The BOD requested of Lois, as a Certified Lead Trainer, to continue to be the consultant for all affiliates in China. Lois agreed.

Discussion continued after the call from Lois Ingber around issues we are presently facing in France around many of the same issues. There are some differences between China and France:

- France has their own organization with a dues issue: should the PDA expect their members to be paying both the PDA and their own APDF
- France has a letter of agreement between PDA and APDF

- Certification of affiliate members is an issue and the PDA has authority over the certification and recertification process
- The model in France is that the certification fees includes a percentage to the PDA and to the affiliate. What needs to be determined is what is a viable amount for both considering that some of the participants would only want to belong to the affiliate since they only speak French.
- The BOD decided that the co-chairs should be speaking to Beatrice about what our French partners want from the PDA via “SKYPE” call. This call would take place as soon as possible following the January board meeting.
- It was discussed that certification from the PDA would need each country to have a PDA organization and certified trainers in order to give certification
- Global partners would need materials and translations for the PDC manuals approved by the PDA and with a PDA certified trainer representative such as Lois in China and Beatrice in France
- It is an issue that publishers will not take on a small book or manual contract
- Global partners will need to have a contract with each translator and one for each distribution
- It was suggested that a Global Logo for Positive Discipline be established so that all of our global affiliates could use this logo
- Another suggestion would be to have a PDA Global “Dropbox” to serve as a repository for documents that would include marketing and branding.

Sunday January 19, 2014

On Sunday, the last meeting was focused on the many issues of Think Tank, 2014. The first issue was how to access the information concerning the planning and the start of the process. Mary was able to confirm that she has been in contact with both Kelly Pfiffer and Glenda Montgomery concerning this since November.

Knowing that the former planners, Kelly Pfiffer and Glenda Montgomery established a “Dropbox” of documents will serve to relieve some of the concerns of the new TT planners. The Dropbox includes timelines for planning and executing the Think Tank agenda and suggestions for the current planners.

Mary agreed to be the contact person from the BOD to the 2014 planners. She reminded the BOD that Kathy Rinehart left a lot of forms and past agendas from TT that are contained on the external drive Joy sent us. Mary will be passing on the salient documents to the 2014 planners. Planning the Conference on the Friday of the Think Tank 2014 will fall to the Board of Directors of the PDA. We all need to be considering how we can contribute for Think Tank 2014. It was agreed that Friday’s preconference would be open to the general public and that Think Tank would now be open to all PDA members, not just trainers or trainer candidates.

Discussion occurred on the contract being proposed for the PDA and authors of the Teachers Manual and the Leadership Guide. The language was clarification from a November draft contract and more information was shared about the publishing industry. The Board agreed

that they hope to be fair, assure a mechanism where PDA would be adequately benefitted and that there would be many lessons learned for any future contracts with authors working with the PDA. The co-chairs were charged with the task of reaching out and discussing this version of the contract with each of the authors as a next step in the negotiations. Concern was expressed about the need to act quickly given the growing international interest in obtaining translated editions.

Calendars were consulted as we scheduled BOD meetings for February through June and included our July BOD meeting prior to Think Tank. The monthly board meetings will be held on the second Monday of each month from 11-12:30 PM, PST, 1-2:30 CST and 2-3:30 EST. We are encouraged to arrive in San Diego by the afternoon of July 14th. Our BOD meeting will begin on July 15 and run through the morning of July 17, 2014. Think Tank's pre-conference will be that Friday, July 18 and our welcome will be the evening of the 18th and the culminating activities for Think Tank will be on July 21, 2014. All participants are encouraged to schedule departing flights after 2:00 PM on Monday the 21st.