



**PDA Board of Directors Meeting In-person, San Diego, CA
October 6-7, 2021, 8:00 a.m. – 5:00 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	Kelly Gfroerer <i>Executive Director</i> <i>Virtual attendance</i>	X	Jody Malterre <i>Co-Chair</i>	X	Ari Hurtado-Molina <i>Co-Chair</i>
X	Suzie Bohm <i>Treasurer (non-voting officer) Joined virtually 10/6, 1:45 PST for 30"</i>	X	Solenne Roland-Riche <i>Virtual Attendance</i>	X	Gloria Cleve <i>Director</i>
X	Nuria Rodriguez Font <i>Director</i> <i>Virtual Attendance</i>	X	Lois Ingber <i>Secretary (non-voting officer)</i>	X	Esmat Lamei <i>Director</i>
	Omneya Askar <i>Director</i> <i>Intermittent virtual attendance both days</i>	X	Aisha Pope <i>Director</i>	X	Brad Ainge <i>Consultant</i>
X	Jane Nelsen <i>Founder</i>		Lynn Lott <i>Founder</i>	X	LaTysa Flowers <i>Consultant – Intermittent attendance both days</i>

**DAY 1
October 6, 2021
8:00 a.m. – 4:30 p.m. PST**

The meeting was called to order at 8:15 a.m. PST

Esmat led an opening activity for cooperation and team building.

1. BOD.

- a. **BOD TT Presentation.** The BOD planned the presentation to share during Think Tank with the theme of change and contribution.
- b. **BOD Minutes.** Corrected a misunderstanding from the September meeting that a fee would be charged for requests for certificate copies. The misinformation was shared out in the LT meeting and then on to the French Affiliate. A proposal was made for the draft minutes to be sent for review and comments and then voted on at the next meeting to enable incorporating any corrections. There was agreement

for this plan. Highlights from Board meetings will then be shared at the following LT meeting.

- c. **BOD E-mail Address.** It was proposed that a designated email address be created for members to communicate directly with the BOD vs. sending correspondence to individuals or the general email address of the organization. There was agreement for this process.
 - d. **Ambassadors of Appreciation Throughout the PDA.** To spread encouragement and gratitude, it was suggested to invite members globally to acknowledge the many efforts and contributions made by members in specific regions. “Kudoboard” is an app that allows multiple people to write notes that are then compiled and can also be printed. There may be a financial impact in some instances. To be discussed further in the November meeting.
 - e. **International Advisors Meeting.** There is interest for a German Affiliate. Brazil is planning an online event for March, 2022. There are reports of individuals in several global areas offering PD programs with no credit given to PD or the founders. This affects both PD and the PDA. There is an international copyright accepted by many countries. “Positive Discipline” is not and cannot be trademarked despite several attempts. People frequently buy the books without attending a training and then share it. To be discussed further. Kelly is coordinating with ICASSI for a possible in-person TT for Summer, 2022 in The Netherlands. The role of a International Advisors is to report on needs of the region and those doing the work in the region the advisor represents.
 - f. **Mentor Groups.** The 2020 membership survey indicated a need for mentor groups and variety. Ideas include a Spanish PDC mentor group and increased frequency of existing groups at alternative times. Additional ideas are a mentor group for Trainers, for Whole School and for PDC. There are opportunities for more LT’s to contribute. An ‘Open Forum’ mentor group facilitated by Carol, Melanie and Jody Malterre has been well-attended. Spain has their own group separate from the Latin American group and facilitation rotates. A Parent Ed. forum in Spanish has just started.
 - g. **Continuing and Supporting Online Workshops.** Online certification workshops are continuing and will be for the foreseeable future. The existing structure was discussed and if there is a need to change it (e.g., hours per session). Trainers have the discretion to structure workshops as they see fit based on participant needs. There is best practice, such as limited number of hours per session to consider in planning. To be discussed further in November.
 - h. **LT Documents.** The BOD reviewed drafts from the LT’s of two documents they created/revised: an “LT Self-Assessment” and “LT Roles and Expectations,” to bring clarity to the role and membership status of an LT and describe how LT’s can be engaged. The PDA by-laws need to be changed to accommodate some of the structure. ACTION ITEM: Solenne will incorporate suggestions into the documents for LT’s consideration.
2. **Financials.**
 - a. **PPP Loan #2 Forgiveness Request.** Suzie reported this has been submitted.
 - b. **401K Program.** This is now set up and staff have been invited to join.
 3. **Maintaining Trainer Certification.** As the purpose of becoming a Trainer is to offer certification workshops, discussed the possibility of minimum requirements for

continuity of PDA offerings as well as continuity of practice. Brainstormed possible combinations based on the various certification types, and with consideration of equivalent experience. **To be discussed further.**

4. **Restructure of Co-Chair Positions.** Discussed the large amount of time involved with Co-Chair responsibilities and the length of the term (3 years). Alternative proposals for shorter and overlapping terms were suggested and **will be discussed further at the November meeting.**

The meeting was adjourned at 4:30 p.m.

DAY 2
October 7, 2021
8:00 a.m. – 5:00 p.m. PST

The meeting was called to order at 8:00 a.m.

Warm-up led by Solenne using I-Statements.

5. **Cultural Responsiveness and Outreach.**

- a. **CROS.** LaTysa explained the CROS survey and the process for next steps. A 'Snapshot' of the results of the survey were provided as part of the results generated by the program. Board members completed follow up worksheets to reflect individually, then discuss in small groups. There were questions about how to interpret the results (national vs. international lens). Discussion about creating safety of expression on the Listserv and whose responsibility it is to reach out to those in a particular group – those in the group or the PDA. It was pointed out that newer BOD members have not had the chance to participate in the survey. **ACTION ITEM: Kelly will follow up to include them in survey process. THE CROS is a process, and will be continued on-going.**
- b. **Outreach to African Americans.** Aisha shared a resource of what successful evidence-based programs serving African Americans have in common. She reflected how some of these elements already exist in PD. **After discussion, support was expressed for incorporating African American Vernacular English (AAVE) in experiential activity examples to make them relevant for this population.** A supplemental packet of materials using AAVE could be created which **Jane and Aisha will discuss further.** It is the responsibility of both the Trainer and the participant to notice, to be curious, to ask, to learn.
- c. **Furthering Our Reach and Research Presentation.** Esmat shared a PowerPoint about the International Baccalaureate (IB) program in her school along with research conducted. There are similarities between IB and PD. Esmat will be presenting this during an IB Conference later this month to thousands of participants. This prompted a discussion about marketing to IB schools, highlighting what PD offers beyond IB such as class meetings. Endorsements from IB schools, etc. could be printed on PD manuals and books.

6. **Retention of Educators Following Free One-Year Membership. Spanish Speaking Classroom Educators. Possible PDC Mentor Group in Spanish.** The

Board brainstormed ways to encourage educators to continue their membership after the free year of membership. Some teachers attend a PDC because their schools paid for them but then may let the on going membership with annual fee lapse. The Board discussed possible strategies for encouraging continued membership: a PDC mentor group in Spanish, a Spanish listserv, a newsletter, a welcome letter with a video, invitation to join the Facebook page.

The topic of marketing is an example of the value of a Trainer mentor group: share best practices such as what people are doing to maintain the relationship with participants, using social media to market, etc. Members can also be asked what services they want.

A recent PDC survey was also sent to non-members. More personal contact may be helpful such as post workshop by the Trainer, and could serve to market an upcoming event. Also, TP participants can be invited to a parenting class and offered to help facilitate any activities. Staying connected with participants could be included as part of the Trainer Agreement. **ACTION ITEM: Bring topic to LT meeting 10/13/21.**

7. **PDC Structure.** Some doing whole school PD work are interested in a focus group to reflect on enhancing the PDC structure, etc. It was noted that some leader activities were removed from the current PDC manual. The group can address PDC becoming evidence-based and consider pre-post research factors. **ACTION ITEM: Pull data from those doing the most PDC work. Review the PDC Manuals. Kelly will spearhead the focus group.**
8. **2021 Membership Survey.** This is an annual survey, and Dr. Curlette will assist again this year. He has an expertise and much experience in survey development and result analysis. The survey will be sent in November.
9. **Strategic Plan Process.** Jody will be meeting with consultant Caitlyn Scales for input on our process. The membership survey will also inform the Strategic Plan.

Gloria closed the meeting with amusing riddles.

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

Upcoming Meetings: 2021 Meeting Dates

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

Nov. 9, 2021

Dec. 14, 2021

Respectfully submitted by
Lois Ingber, Secretary