

ACSA Region XIX Board Meeting
August 17, 2016
Meeting Minutes

PRESENT: Kathy Beglau, Victor Cisneros, Wilson Cueller, Dionne Elvira, Ken Goltara, Michael Gull, Jennette Harper, Barbara Howard, La-Trice Johnson, Pat Lasarte, Derrick Lawson, Kelly May-Vollmar, Yvonne McFadzean, April Moore, Ann Morales, Julio Omier, Maryalice Owings, Diane Perez, Jeff Simmons, Karen Valdes, Shelly Yarbrough,

1.0 Call to Order

1.1 Welcome and Introductions - President Karen Valdes welcomed members at Desert Sands USD attending via Google Hangout, showing the Back to School video from Cajon Valley Union School District, and leading introductions.

1.2 Augmentation/Approval of Agenda – Motion to approve agenda by April Moore, second by Julio Omier, and approved by consensus.

2.0 Consent Items

2.1 Approval of March 16, 2016 Meeting Minutes – Motion to approve minute by Derrick Lawson, second by Maryalice Owings, and approved by consensus.

3.0 Action Items

3.1 Treasurer’s Report – Derrick Lawson provided the current budget noting the rebate increase is the result of the final 2015 payment being received in 2016 at the higher rate. The rate has increased because of both an increased amount per member, and our increased Region membership which is now over 1,000 members. Derrick requested that members please just indicate the total mileage on payment requests as there is a new reimbursement rate as of July 1, 2016. He also requested input on setting a timeframe for submitting mileage receipts. After much discussion, Derrick motioned for a fiscal guideline for Region XIX that all requests for reimbursement will be submitted within a 30 day timeframe within the fiscal year. Yvonne McFadzean seconded the motion and all approved. Derrick reminded the group that the deadline to apply for scholarships for ACSA Academies is September 12. The Past President collects the applications and works with the selection committee to decide. All members including SAC are eligible.

3.2 Activity Project Design Approval – Diane Perez shared the activity project designs submitted. Palm Springs Tri-Charter Mixer: PSLA, DACSA and CVLA each requested \$250 for this event. Diane Perez motioned to approve the request for a total of \$750. April Moore seconded the motion, and approved by consensus.

SWAA Membership Event: SWAA requested \$250 for their annual membership event. Diane Perez motioned to approve the request for a total of \$250. Dion seconded the motion, and approved by consensus.

Women’s Leadership Network Events: WLN is having two events this fall, one in the Desert and one in Corona. The intent was to apply for \$250 per event. April Moore motioned to approve a total of \$500 for the WLN events. Latrice seconded the motion, and all approved.

4.0 Reports

4.1 Region President – Karen Valdes

4.1.1.1 Calendar of Events - Karen thanked Tracey Case for reorganizing the Region Calendar of Events which is color coded by type of event. Karen also pointed out changes: the name of Delegate Assembly meetings has changed to Leadership Assembly meetings to mirror State ACSA. April Delegate Assembly (now Leadership Assembly) - The meeting originally scheduled for April 26, 2017, is the same date as the County Academic Awards Ceremony. Karen motioned to move the meeting to April 19. Latrice seconded the motion, and all approved. Spring Celebration - Karen discussed the issue with the scheduled May 21 date interfering with graduations which caused so many of our student honorees to rush out of the event last year. After much discussion about the event being in Riverside, no longer needing to pair it with the Leadership Conference, and possibly returning to holding it after the last Leadership Assembly meeting as the Region previously did, Karen motioned to move the Spring Celebration to April 19 following the Leadership Assembly meeting if possible. Dion seconded the motion, and all approved. The group was also reminded of the WLN event being held in Indian Wells September 15 at The View right next to the Equity Conference hotel. There will also be a date in October for the western Riverside area. The first Region event will be sponsored by AXA and Jennette is working on finding a winery location.

4.2 Region Past President - No report.

- 4.3 State Board Directory – Mauricio Arellano sent paper copies of his report that Karen distributed. The report details advocacy and change and what ACSA is doing so members were encouraged to review it.
- 4.4 President-Elect – Having just taken on the President-Elect duty as Christy Goennier left the Region, Diane Perez had little to report but did discuss her selection for state superintendent conference committee.
- 4.5 Vice President, Legislative Action – Maryalice Owings reported that the Region received two responses to the State ACSA survey: 42nd district Rodriguez and Lopez from Menifee area and asked for anyone interested in attending the interview to determine if we want ACSA to endorse the candidates. Diane Perez asked if the Region votes to recommend the candidate, or the committee. Maryalice believes Committee decides. It was asked if we also reach out to other candidates, but candidates would have received initial offer from State ACSA. Julio, Dion, and Ken would like to help. It was also suggested that the Region reach out to Charter Legislative Action Vice Presidents from those areas.
- 4.6 Vice President, Committees/Councils – Jeff Simmons reported that most committees start meeting at Leadership Summit so there was nothing to report at this time.
- 4.7 Vice President, Membership - Kelly May-Vollmar Kelly reported that the fall President's Reception is being planned. Karen reported that although we have approximately 1,000 members, only 200 the regions E-mails that are sent and asked the group for ideas for enticing members to open them. It was suggested that the subject line might be able to be used more effectively, and that educating members via charters might help because average member may not know what the region e-mails are. Julio presented the new PSLA Charter website which was designed to inform and excite. PSLA had new members sign up after reviewing the site and gaining an understanding of ACSA.
- 4.8 Women's Leadership Network – Shelly Yarbrough clarified the decision for two Women's Leadership Network events annually is because county is so large, but anyone can attend any event. She also reminded the group that September 28-30 is the ACSA Women's Leadership Summit in Newport Beach.

- 4.9 Equity - Yvonne McFadzean reported that Pedro Noguera spoke at CNUSD Administrative Retreat on August 4 to launch equity work at district and literacy conference. Karen reported that she and Pam Wilson attended the Cultural Proficiency Conference. She agreed with Yvonne it is deep work, and everything must be done through the lense of equity. Margie Cuizon and Nicole Anderson from State ACSA were also at the conference and have agreed to help us put together a strategic plan. Karen showed sample Action Plan for equity that among other things would guide the plan. Karen would like to see the Region complete a similar plan, and suggests an equity board position for each Charter. Yvonne agrees with equity position for each charter that would come together to work on the plan.
- 4.10 Ambassador Program – No report.
- 4.11 Mentor Program - Barbara Howard reported that the Region had five protegees last year, and because of the low numbers recommended that the Region consider the State ACSA statewide mentoring program. The State has resources and funding from legal alliances and they have a facilitator for the region that will take applications and match them up. Region had more rigorous application and members enroll in State program apply on the ASCA Website for both mentor and protégé roles. Additionally, there is no cost to the Region. Barbara motioned that the Region participate in the State ACSA Mentoring program, Victor seconded and all approved. Barbara will ask about rolling over Region mentor to State Program.
- 4.12 Social Media - Kathy Beglau reiterated the need to look at effectiveness of emails, and reported that the mailing is updated using the membership roster from State ACSA.
- 4.13 Region Consultant – Jennette Harper reported that the CA Association of Student Councils needs liaisons/advisors from Region XIX and 12. They partner with CDE and State ACSA, and are the student voice for legislation. Volunteers attend a meeting once a month and a conference on October 13. The county meetings are held at SBCSS. Karen shared that a representative gave a presentation at State ACSA meeting and the students communicated a powerful advocacy voice. Jennette suggested it may be possible to bring a student to a Region meeting to share their work, and that maybe two people could rotate the responsibility. Jennette will send out information.

5.0 Open Forum - Karen brought handmade thank you cards and reminded the group to write like it is 1950. She also shared that the Google Summit which Region XIX sponsored was a great success and showed the summit bag with Region logo. April Moore shared that there will be an Inland Empire Dual Enrollment Conference in Ontario at the Doubletree. Julio asked the group to help promote the College and Career fair in Coachella October 11. The group provided additional ideas for reaching total population. It was suggested that one postal mailing prior to President's reception to make sure everyone gets one communication with a message encouraging members to open emails. Also, Pat Lasarte will be meeting with Ambassadors to engage new members and those who have been members for years who have never been involved. To expand reach within charters, Charter Presidents could send out the blast to Charter membership. Another idea is create a PDF newsletter that Charter Presidents email out. The PDF could be emailed then printed, or not. The group decided to create a PDF flyer. Kelly will send email out with report to Membership VPs asking to update and include directions for updating with State ACSA. Karen recommended that with our current baseline of 20% open rate, the region try for 25%.

6.0 Adjournment - Karen asked for a motion to adjourn. Julio motioned to adjourn, Yvonne seconded and all approved. The meeting was adjourned at 6:50 p.m.