



Resources sent out ahead of time:

Executive Director's Report, Registry Financials spreadsheet, Agency Updates, Registry Credential Data Share, Board Credential Update, Board Handbook Documents (Table of Contents, The Registry History, Core Values and Beliefs, Mission and Vision, Organizational Stability, Minutes from February 7, 2018 meeting)

10:09 Call to Order: Tammy Dannhoff – Establish Quorum / Attendance

Cynthia Perry, Tammy Dannhoff, Angel Stoddard, Janet Mincks, Joshua Vick, Jody Gennrich, Christine Moldenhauer, Emily Finnerud, Brian Kluender, Luanne Platt, Betzaida Vera-Heredia, Nicole Lopez Purkapile, Tara Von Dollen, Verna Drake, Michele Turner

10:12 Minutes from February 7, 2018, Board Meeting -Verna- Motion to approve the minutes from the February 7, 2018 Board Meeting. Angel- 2nd, Call to a vote. All approve; minutes approved.

10:15 Executive Director's Update:

Agency Updates

- Digitizing- people can print out own certificates and membership cards (will be printed here if desired but it will cost the members to do so)- security measures will be in place to reduce fraud.
- Open house/Anniversary is set for September 13th 3-5pm. All board members should attend.
- Tax credit- There are two options; the recommendations are the in ED report. One is over 18 million and looks at levels on the Registry- must be 12 or higher and participating in Young Star. 2nd option is 15 million.
- New World Now summary: It costs \$117,000 yearly and our three-year contract with them ends in December. At that time they should pay us in full for the sale. New World charges us an annual fee broken down quarterly per member (\$25,000). We do get some money from them that just about covers the costs, as was worked out in the original sale; we would have 3 years of revenue from certain transactions. We will be able to use the system after December but it will cost us. Do we move forward with something different? Or can we afford these costs for maintenance? We have to consider how we will be viewed in alliance group. We have to be careful because a RFP move forward would involve conversations that could eliminate vendors; politics are huge. Nicole and Brian can pull historical data for the last 2-3 years. Jody and Josh will do the work and Nicole will report out. Verna Drake volunteers to be the board member on the "committee".

- Text messaging reminders are going well and it is also good for staff to have quick updates.

10:50 Financial Report – Brian:

Copies of financial statements are referred to, specifically page 20- auditor findings. These shouldn't show up next year except for review of payroll. They might think we didn't start it soon enough. Everything is resolved and taken care of. Contact Brian with questions.

- **Registry income-** application income only about $\frac{1}{3}$ of what we budgeted. I am hoping for pushes in this. We could still get income from New World if they get other states to sign up and join their system. Just an honesty policy- we don't know their accounts. We only know when we get money from them and a list of who they are thinking they will collect from.
- **Expenses-** We are over budget on a few things (postage, supplies, mailing) because we did not expect the rush from the DCF coupons which took a toll. (Nicole- but we are switching to E-certs to off-set this.) We hope to break even by the end of the year and we have healthy bank accounts. Sept 30th is the end of the fiscal year. We should get a decent payment from New World before end of the year.
- **Park Bank switch-** US Bank account totally closed as of 6/25/18. Generated a new revenue stream with a sweep account that earns interest every year (\$15-20). This whole process will show up next time in the auditor's report but I don't anticipate issues; we left a good trail.
- **Payroll-** Starting January 2019 we are looking to switch to bi-weekly payroll instead of twice a month. The benefits of switching include alignment with schedules, more paychecks (though a bit less for each one), less payroll taxes per check, and the last 2 days will no longer be projected. Nicole everyone will go salary, and the policy handbook will be modified. This system will include flex time.
- **Matters for approval:**
 - 1) Cost of living increases are not recommended. Instead, the Registry will be closed December 25, 2018-Jan 1, 2019.

10:55 Angel- motion to approve the closure with the 24th of December the same as always . Janet seconded. Motion passes.

11:05 Credential Update- Christine: There are 4704 Registry credentials since inception with 99 for 2018. There are just a few members with multiple credentials. Socio Ortega (spelling) has 8. The members holding 5-8 credentials all have degrees as well. 14 members (some with degrees) hold 4 credentials. There are only 200-250 commissions for the year and zero commissions for the summer. One commission is scheduled for September. Last year there were 3-7 commissions per month. The drop in numbers is due to the OP grant that burnt them out at the institutions. We will be starting 4 new credentials- Supporting dual-language learners, diversity, nature-based learning, and family support (like Headstart- family liaison positions). All 4 will be 12 credits. Commission process (project guide or portfolios) is The Registry's; adding a project element is being worked on. June 1st- photo and video permission goes ahead. Registration tool kits are going out.

Regarding the Gala, there were 190 attendees, 36 of which were graduates. Be at Harley Davidson on March 30, 2019, for the next gala.

11:20 Marketing and Communication Update- Josh: The Registry board members were recognized for their work in the field. Having board members doing good work, looks good on The Registry. In Wisconsin, communications centered around the Gala, the Summit and the coupons. A process, including proper language and chain of command was determined for what to do when there are technology issues: communicate via email, post on the website and follow-up once the issue is resolved.

Social media was used to share about the coupons. I use an 80/20 model. 80% of the content comes from outside in the field and 20% from The Registry. I share field-related articles that show that we are leaders in the field. Registry news like coupons are also put out there. FB has more than doubled in followers over the years so we will continue with this.

In July we will release a short video regarding digital content, specifically with the theme, what does digitizing mean? It features Natalie on a call with Jane in WI.

The most recent newsletters (PDAS, The Registry Connection and the credential one) happened to be bunched together for release at the same time.

There are discussions with WECA to scan the Registry card for future conferences. I talked to Headstart and WECA (conference organizers) and they are receptive but need to find the best people and the best ways. If any of the board helps with a conference, you can help with this process. At the PDAS summit in 2017 scanning was demonstrated. We use online registration so Ashley, Jody, Christine swiped on app and checked people in. Next year's PDAS should let everyone know how attendance will be done. Downloading the app and doing attendance phone to phone will be able to be done in the next couple of weeks.

Regarding the Michigan contract, the first newsletter went out in May to a couple thousand people. Just prior to that people had completed registration. We desire more communication with them so we can shape our brand. We are offering support of resource centers to get them on board and share with the communities.

We are also working with a marketing company, Michigan Creative. They are challenging to work with because of delivery issues. The DOE in Michigan completely paid for the contract and now The Registry (who does not hold direct contract) has a hard time getting results. It has been a 4-5 month task for getting cards but they will be in the mail soon. There is a temporary website with resources that link to the application page with The Registry. July 1 is the estimated completion date.

Betzaida: Regarding the Minnesota contract, there are 2 new features (blog and chat) on the website to increase availability to interact with members. Chat is piloting for some hours weekly and Saturday morning. We use a 20/80 model with Minnesota because people want to know what we do. They already know what other agencies are doing in the field. I need the newsletter to be appealing but people want to know about policies and procedures. The blog is when we are at 80. We post topics or articles that we write internally (transcript evaluation, etc) and then we open it up for discussion.

11:50 Rebranding- Josh: The Registry will be rebranding in the coming months. We need to determine the scope and will ask staff. We will change the website (registry.org) not the membership info. There are two big groups to consider- the seasoned group (trainers, administration) and the new people (turnover is high and these are usually young

people). What would be appreciated by our audiences to fit their needs? Do we just brighten colors? Add pizzazz while maintaining core things that people recognize? Or do we need to completely change perception? It is a long process to do it right- 2019 is the goal. In MN the first phase was 6 months and is still a work in process.

12:05 Credential update- Christine: Teach steering committee support will get our numbers up. WECA will now let you do more than one credential at once. The scholarship model is the most popular so they are supporting this group of people.

12:06 Lunch break

12:46 Professional Development Update- Luanne: The PDAS Summit was held April 26th and Jill Soto did a keynote on igniting your passion. There were 4 workshops: a licensing panel, technology, training tips, and yoga). There was lunch with networking. There was an interpreter for 1 person that they knew needed it. April 25, 2019, is the date for the next summit at the Harley Davidson facility.

There will be a Wonder of Learning exhibit Januar-May 2019 at the public library that will focus on the Reggio-Emilia approach. Preschool of the Arts is working on this for teachers and providers.

The trainer in training evaluation tool will be available online on July 11th. It evaluates both trainer and trainee. We are looking at online course approval criteria. There are a lot of junky trainings out there. Looking at other states' models to implement. Processing time was up in Feb and May but down for March and April. The processing time was longer in Feb due to large volumes due to coupons. Now we are at 2 weeks and all is fine and Ashley is working really hard.

12:58 Director of Operations- Jody: For individual applications there was a 5 week processing time throughout. Regarding Zendesk or new tickets ("ask us" button on website) and phone calls AKA "intake", for May the first response time was at 36 hours, which is high because of sick people (2 people out). Our goal is to respond with-in 24-26 hours. We are going digital. Starting April 1 we are scanning transcripts onto accounts (that individuals and licensing can see) online. Yesterday we had full scanning of every document and through Adobe we record it all. Our goal is that staff can scan and send. Someone is also back scanning files that we have on hand. The staff has worked really hard to streamline and everyone understands, helps, and communicates. There is great group effort. Everything is backed-up on the server and eventually we will be moving to i-cloud services. We also have a secure shredding service.

Regarding HR, we held active shooter and severe weather/fire trainings and received a thumbs up from the fire department. We added a safety employee guide that is embedded in the handbook with links to videos.. Individuals trained in CPR will be coming.

Area centers suggested that new hires (graduates) are "Registry prepared" before first summer job so we told schools to implement Registry application during schooling. We are starting with Western Technical college and then we will share the successes with other colleges/schools. Students in practicum 2 will apply to The Registry and then renew in practicum 4. This fall a practicum 3 group will start. This will help to place people in

appropriate positions (assistant vs teacher for example). Verna- can college students have a 2 year certificate instead of 1? Nicole- that is something to look into.

1:18 Minnesota Contract Update- Betzaida- The application processing time is under 6 weeks. We processed 1067 over 4 months and process 735 renewals per month on average. We process about 334 new applications per month. In terms of trainer processing, we process 44 per month in under 6 weeks time; 30 of those are trainer-renewal. For RBPB we process 10 per month on average in under the contracted time of 6 weeks. Regarding Zendesk we have responded to over 2000 tickets in under the 24 hour first response time. We use copy and paste macro for many requests but we have to make sure to use the correct macro to uphold the statement "Real people to support you." On June 8 we held the first advisory committee. 17 members got portfolios with handbooks. The committee has no decision making power but is expected to meet goals and implement the mission and vision and collaborate with other agencies. The committee is a good representation of the workforce and includes one parent. There are at least 5 sub-committees (public engagement, higher ed, trainers, etc). We received money for one more staff so now we are at 14. We were at 6 staff in 2014 and now we are at 14 in 2018.

1:25 Michigan Contract Update- Emily: Carly, a PD specialist, started in January and since then we have gained two more staff members, Lead and Registry specialists, Emily and Adam. Membership services rolled out in May with a 6 week processing time. We physically processed the May applications in June. There were 527 for June and 800-900 applications in two months. Regarding trainer applications, there was trainer pre-approval (because the Resource Centers put specific trainings into the system). We let the pre-approved ones go through but next year they will go through the trainer approval system. Those processed were done in under 3 weeks- totals of 13, 5, 14, 11 for February through May. In November and December we had 105 and now there are over 400 trainers. Regarding Zendesk, things ramped up in February with Carly responding mainly. Contracted first response is within 48 hours with goal of 24. But some questions require more time and work. The high number of 30 hours in February are because Carly was learning. March was down to 20 hours with over 200 tickets. There was another learning curve with Emily starting in April and then Adam. Response time went down by May with the new people having learned the process. Regarding Race to the Top funding, we reached out to 10 Resource Centers asking if they would have any conferences or set-up some interactions at their locations. Some said yes. So we traveled to Michigan 4-5 times from December to June. We are also presenting at regional conferences and tabling. We are also hosting Learning labs at RC locations and have about 10 more trips to Michigan for creating relationships with RC.

1:38 Matters for Approval- Nicole

- Already did request to close December 25, 2018 to January 1, 2019. It was motioned and approved earlier this meeting.
- Reduction of Registry costs
 - We spent \$25000 worth of cards that have lasted 18 months or so. We are looking at e-certificates and also reducing the fee for members. Both of these scenarios still results in a profit. We want licensers to look at The Registry information before heading out and therefore eliminate the need for hard-copy certificates. Luanne- ask the new young licenser (Tina) to discuss this and try it out and encourage all licensers to do this.

- Reducing fees for members had a lot of discussion. With e-certificates there will be a reduction in costs for mailing and printing. There will be three ways to get cards (initial card, print it or use the app). Shooting for Oct 1 for stopping issuance of certificates and card mailings, which will save us \$71000. And if we charge to print, that would result in more income. Verna, Tammy and Angel all voiced the opinion that we should wait a year before reducing the fee. Michele stated that \$5 will make a difference for her employees. Coupons are stopping so there may be less renewals. Also, New World Now still needs to be decided. Nicole- if we decide not to reduce the membership fee, the board needs to come up with some give back to the community options.

2:15 Angel- motion to propose ways to give back to members. Verna- 2nd, called to vote. All approved. Motion passes. Put on agenda for August! Come with ideas.

- Board meetings and Advisory Council: August 8th, 2018 and November 6th, 2018. 10-4pm at the Registry office.

2:23 Risk and Compliance Update- Nicole: We have the beginnings of plan in place to mitigate risk. Probability scale for things that we are concerned about potentially in the future. And these are the plans to handle them. Example, absence of data systems back-up has a TBD response. We may potentially hire a second person. For another example, absence of comptroller is a risk so (the plan for dealing with this involves Jody training on Brian's portions. Then Jody will train Nicole on her processes. Another high risk is DPI teachers finding little to no value in The Registry because this would result in a loss of significant revenue stream so we are already talking about and figuring out safety nets and new revenue streams. Verna- do we have a cash flow number that is shared? Brian- I ran it yesterday. Operating is at \$90000. We are paid from MN quarterly so it ebbs and flows. What we have available is over \$800,000 in the bank (which includes the \$250,000 of untouchable emergency funds) . Verna- can the board have a profit and loss statement so that we can consider it as we discuss these other issues? Brian- yes, I can do that.

2:31 New Business- Pam Boulton has retired from the Board due to personal reasons. She still wants to be involved in Credential meetings so those will be closer to where she is at in Milwaukee or Cascade. We all wish her well. We need to find a board member to fill her spot. There should be an application says Verna. We need to spread the word via upcoming meetings or online. Angel suggests that we start an application process. Nicole says that they are working on getting them in and getting them ready.

2: 43 Closed Door Session

3:11 Verna - Motion to adjourn, Michele -2nd. Call to vote. All approve; meeting adjourned.