



NATIONAL ASSOCIATION OF ESEA

STATE PROGRAM ADMINISTRATORS

Ensuring Student Equity & Access

Conference Planning Committee February 2019 Meeting Notes

The Conference Planning Committee met via telephone on Thursday, February 21, 2019 at 1:00PM Eastern (12:00PM CST, 11:00AM MST & 10:00AM PST).

Those in attendance were: Gail Clark Dickson (MD); Julie Cowell (MO); Paula Daniels (MI); Pat Kaiser (MO); Kathryn (Joey) Nichol (NH); Otistene Smith (AR); Theresa Villmer (MO); Dean Zajic (KS).

A+ Events Staff: Bob Harmon (NAESPA CEO–WA), Marcus Cheeks (NAESPA CPO–MS), Monica Kemper, (A+ Events Event Director–CA.)

Meeting Agenda

1. Conference Debrief – what worked, what did not - [Conference evaluation results summary](#)

Bob went over the summarized results from the overall Conference evaluation.

Positives:

Committee members on the call agreed they enjoyed the Conference. Tara Brown was an excellent speaker and very well received, as were the keynotes.

Negatives:

Overlapping sessions are always a challenge for attendees. Bob explained how this has been an issue ever since the conference schedule has been arranged this way. However, overlapping sessions allow for more content and variety of sessions throughout each day of the Conference.

It was good to have vendor sessions identified clearly – attendees appreciated this.

Length of conference – attendees suggested that the Conference be shorter.

Presenters on last day typically have low attendance, no matter how high the quality of the session. The next four years of the Conference are already scheduled to be for four days, based on convention center contracts already in place. However, for the next four years, the Conference dates do not include a weekend, which should help attendance on the last day.

Committee members were surprised to hear that there were objections from attendees about Tamir Harper's opening keynote presentation. The complaints were about his inexperience – and in some cases that he was too political. The committee agreed they enjoyed his presentation and that his youthfulness provided hope for the future. One thought was that he may have been more warmly received if he were not scheduled as the first day opener.

Bob read an email from an attendee who complained about the quality of the sessions and how this person did not gain any new knowledge to take home. As a group, the committee felt it would be difficult if not impossible to attend four days of a conference and not gain anything, but of course, you can't please everyone.

2. Keynote Ideas for 2020

The list below is just a start – the committee is encouraged to add to this.

- Tara Brown – she is always very popular as a speaker, receives standing ovations, has keynoted other conferences
- Sheryl Sandberg – CFO of Facebook
- Ron Clark – bestselling author and motivational speaker on the topic of inspiring educators
- A representative of the Martin Luther King Jr. Center (or for an invited session?)
- Bernice King – the youngest child of civil rights leader Martin Luther King Jr.
- Representative from the Carter Center (or for an invited session?) Jimmy Carter likely too expensive.
- Steve Perry – Education Consultant for CNN
- Jada Pinkett Smith – Actress, involved in many educational issues.

3. [Discussion board - brainstorming list](#)

Jonas started an online committee discussion on the committee webpage with his ideas and thoughts about the 2019 & 2020 conferences. He has requested that committee members review his ideas and respond to them or add in new topics.

4. [CPC Timeline](#)

Bob went over the committee meeting dates and times scheduled for the 2020 Conference. Generally, the committee will meet the third Thursday of the month.

5. Discuss the 2020 Theme: "Together for Equity"

Theme Description:

As we integrate, innovate, and collaborate, we must make sure that this work is being done with the goal of equity, making sure that "every student has access to

the educational resources and rigor they need at the right moment in their education across race, gender, ethnicity, language, disability, sexual orientation, family background and/ or family income.” (CCSSO, Leading for Equity). Programs funded by the Elementary and Secondary Education Act (ESEA) are designed for equity and we must all work together to make this goal a reality, and ensure that all students have access to and receive the education and resources they need and deserve. The 2020 National ESEA Conference will focus on how our combined efforts will lead us to this goal of equity.

The committee liked the theme – but there were some recommended edits to the description. Bob asked that committee members email any suggested wording changes to Jonas and himself.

6. Discuss presentation topic areas, any changes to the proposal selection questions, the 20-minute exhibit hall “flash demo” presentations and the concept of private exhibit rooms

Monica will send an email to all committee members with a link to the 2019 Conference Proposal Submission Guide. Committee members will be asked to review portions of this document in advance of the next meeting. Committee members did not attend the flash demos and did not have any suggestions about the private exhibit rooms.

7. Discuss presenter registration options

Bob explained that for the last several years, each selected presenter (up to four presenters per session) has been given a complimentary full conference registration (\$599 value). Alternative options would be to provide each presenter a complimentary one-day registration (\$299 value) or give up to two complimentary full conference registration per presentation. Committee members prefer to continue providing the full conference registration to each presenter (up to a maximum of four).

There was some discussion around Distinguished Schools and whether or not providing some amount of discount to Distinguished School attendees would be an incentive for more of them to attend. Another idea was to offer a discounted registration price to any school group or district to allow more people to attend. The idea of some type of group discount was well received by the committee members on the call. A fifty-dollar discount was suggested.

The next Conference Planning Committee Meeting is a conference call scheduled for Thursday, March 21, 2019 at 1:00pm Eastern.