

NORTH CAROLINA SCIENCE TEACHERS ASSOCIATION
NCSTA Board of Directors Meeting Minutes
Benton Convention Center, Winston-Salem, NC
November 5, 2014

Board Members Present: Mark Case, Sam Wheeler, Michelle Benigno, Carrie Jones, Renée Coward, Blair Driver, Tammy Schooley, Randy Bechtel, Angela Adams, Justin Tillett, Carol Moore, Amanda Clapp, Tomika Altman-Lewis, Fred Beyer, Cindy Bullard, Teresa Cowan, Stephanie Grady, Ann McClung, Joette Midgett, Manley Midgett, Fran Nolan, Linda Stroud, Kay Swofford, Benita Tipton, Sandra Weitzel, and Brad Woodard

Board Members Not in Attendance: Judy Day, Carolyn Elliott, Carol Maidon, Lori Peyton, Beverly Vance, and Rebecca Worlds

Call to Order by President Mark Case at 8:30 p.m.

Main Agenda Item: PDI Update

Past-President/PDI Coordinator Michelle Benigno, updated the Board on the PDI. Discussion included:

- PDI 2014 Theme: ***Picture This*** provides continuity and creative means to increase awareness of NCSTA through life-size photos stations (Darwin, Jane Goodal, Marie Curie, Wright Bros., Dr. Who, etc.). Encourage all to include #ncsta2014 in all social media. Goal: to get 200 #s per hour for 3 consecutive hours to initiate trending so media will be more widespread. Occasional selection of tweets for prizes-green bags from Potash
- Exhibitor Set-Up-reportedly went “smoothly” according to Conference Coordinator Kay Swofford
 - Recognition of Randy Bechtel’s efforts to provide the Rock Give-Away. Request for assistance with bagging rock specimens.
 - New options in Exhibit Hall: Diamond Dale Gem Mining, Fit to a T, and Raffle.
- Request for additional Room Hosts coordinated by District 8 Director Amanda Clapp. Duties to include representative evaluations, technology assistance, and potential session cancellation notice.
- Election Coordination, Benita Tipton. Online voting until Wednesday, Nov. 5 at midnight to avoid duplicate voting. Paper ballot voting during PDI. PDI attendees who join NCSTA at the PDI, can vote according tot the By-Laws. (Have to be an active member for at least one year in order to run for office. No time requirement for voting.) Winners will be recognized at Friday’s General Session and invited to attend the Friday afternoon PDI Debrief Board Meeting.

Thursday, Nov. 6

- 7:00 a.m.-4:00 p.m. Registration
- 8:00-9:30 a.m. General Session The Science House shares Current Science Educational Issues/Information. Board members will be recognized and asked to distribute free Energizer Books-great resource Math/Science for Middle and Elem.
- 9:45 a.m.-3:45 p.m. Concurrent Sessions
- 11:00 a.m.-1:00 p.m. Reality Check for Beginning Teachers in Marriott Room 1810. Board members encouraged to meet and greet. Coordinated by Carol Maidon, with assistance from Stephanie Grady and Mary Ellen Durham. Anticipate at least 60 beginning teachers.
- 4:00-6:15 p.m. Awards Program/Reception sponsored by Burroughs Wellcome. All board members encouraged to attend.
- 6:30-8:00 p.m. SciWorks Reception/Open House
- 6:30 p.m. President’s Reception, Marriott Room 1810

Friday, Nov. 7

- 7:00 a.m.-noon Registration
- 7:00-9:30 a.m. Continental Breakfast/Passing of the Presidential Role/Main Speaker Andres Ruzo w/National Geographic)/Raffle
- 7:30-9:00 a.m. Past Presidents’ Breakfast, Marriott Hern D
- 9:45 a.m.-3:45 p.m. Concurrent Sessions
- 12:15-1:15 p.m. Share-A-Thon coordinated by Carrie Jones
- 1:30-4:30 p.m. Vulcan Field Trip
- 2:45-3:45 p.m. New Directors and Post Conference Board Meeting w/2015 NCSTA President Sam Wheeler

Agenda Items for November 7, 2014 Board Meeting

Be prepared to debrief successes and challenges of the 2014 PDI. (See Minutes below.)

Meeting adjourned at approximately 9:45 p.m. by President Mark Case after distribution of Certificates of Appreciation and homemade preserves.

Respectfully submitted,
Renée Coward
NCSTA Secretary

NORTH CAROLINA SCIENCE TEACHERS ASSOCIATION
NCSTA Board of Directors PDI Debrief
Benton Convention Center, Winston-Salem, NC
November 7, 2014

Board Members Present: Mark Case, Sam Wheeler, Michelle Benigno, Carrie Jones, Renée Coward, Tammy Schooley, Justin Tillett, Carol Moore, Amanda Clapp, Tomika Altman-Lewis, Cindy Bullard, Teresa Cowan, Stephanie Grady, Ann McClung, Sandra Weitzel, and Brad Woodard

New board members, Nina Daye and Rebecca Hite were also in attendance.

Call to Order by President Sam Wheeler at 2:48 p.m. President Wheeler welcomed the Board Members in attendance and shared that he would personally contact the new Board Members who were not able to attend the PDI Debrief Board Meeting.

President Wheeler charged the Board with a “recognition of the responsibility of NCSTA to support science teachers and science education [and to] keep this as the ‘end’ goal as we work together to achieve that goal... We are all here because someone thought enough about you that they wanted you to be in the position of science leadership.” He recognized the respect that members have for this organization and the need to maintain that respect through professional actions toward all as representatives of NCSTA.

Items for discussion at the January NCSTA Board meeting:

- **Membership:** Means to increase membership and involvement of NCSTA members. Revisit what members receive from NCSTA membership. Why is it relevant? What makes us Different? Roles of District Directors-How can they build membership?
- **Awareness:** Ways to improve public relations/awareness of NCSTA, including maximizing the new website.
- **PDI 2015:** Make decisions based on data from statistics of 2014 PDI surveys, evaluations, and attendance.

President Wheeler invited board members to submit ideas regarding these discussion items to him prior to the January meeting via GoToMeeting.

Other discussions included:

Beginning Teachers

- Need to recruit new teachers. Options: host a panel of veteran teachers they could come to and ask questions, possibly on district level. Include relevant topics such as, classroom management, safety, etc.
- Younger teachers don’t understand the importance of joining organizations. Share how membership improves teacher effectiveness.
- Consider decreased cost for BTs.
- Grant for NCSTA to help provide scholarships.
- Don’t think they have anything to add to the conversation. Importance of feeling needed.
- Importance of having a robust social media presence.

Increasing Awareness

- Building awareness through College/University Science Reps, Home schoolers, Teach for America, Lateral Entry teachers, etc.
- Ask DPI reps to assist getting NCSTA events on DPI wiki and website. Get invitations for NCSTA involvement at Summer Institutes to share importance of science literacy with administrators.
- Advertising in local newspapers. Share link Winston-Salem Journal article on our social media platforms. Encourage all districts to submit NCSTA articles to their local papers.
- Maximizing our new website. What additional information can we include? Options: Some areas just for members. Lesson plans/Jump drive pass code to access PDI session Power Points and handouts.
- If get EE certification, got 1-year membership to NC Envir Ed. How could NCSTA capitalize on this concept?
- How to help District Directors increase awareness: Drive-In Conferences. Difficulty of getting attendees who still don’t join NCSTA.
- Flyers, posters, PR kit at area events w/Vista Print (free printing). See Tomika Altman-Lewis.
- Ed Camp-Free regional meetings with open discussions. Encourage NCSTA Board Members to attend.
- Send information to PTA Chairman encouraging them to sponsor 2 outstanding science teachers to PDI.
- NCSTA/NCSLA need to increase partnership/collaborations for efficiency.

2015 PDI

- Potential Themes:
 - The Magic of Science
 - The Art and Magic of Science
 - Science Literacy
 - Teachers can justify use of Title I funding, like math teachers do.
 - Offer CEUs for Literacy
 - LIT: Literacy/Inquiry/Technology

- Get 2015 theme to Vendors early so they can build on that.
- Strands of similar subjects/grade levels in same buildings/rooms for efficiency.
- Bring back Birds of a Feather
- Host Masters/PhD Poster Sessions-content and pedagogy through Share-a-Thon.
- Host Best Practices and Graduate Students' Posters on their Research (as members)

Upcoming NCSTA Board Meeting:

NCSTA Board Meeting, Raleigh, January 10, 2015. Location and time TBD.

Agenda Items for January 10, 2014 Board Meeting

1. Membership
2. Awareness
3. 2015 PDI

Meeting adjourned at approximately 3:30 p.m. by President Sam Wheeler.

[With apologies, the minutes from the previous NCSTA Board Meeting were not voted on for approval at the November Board Meetings. With the Board's permission, the board minutes from September 13, November 5, and November 7 will all be voted on for Board approval at the January 10, 2015 Board Meeting. Please see the attached minutes from September 2014. Thank you.]

Respectfully submitted,
Renée Coward
NCSTA Secretary

NORTH CAROLINA SCIENCE TEACHERS ASSOCIATION
NCSTA Board of Directors Meeting Minutes
Online Meeting (GoToMeeting)
November 13, 2014

Participating Board Members: Sam Wheeler, Justin Tillett, Carrie Jones, Renée Coward, Tammy Schooley, Randy Bechtel, Carol Moore, Amanda Clapp, Tomika Altman-Lewis, Cindy Bullard, Stephanie Grady, Carol Maidon, Brad Woodard, Manley Midgett, Joette Midgett, and Kay Swofford.

Call to Order by President Sam Wheeler at 9:00 p.m.

A motion to cancel the PDI contract with the Benton Convention Center in Winston-Salem for 2016 and beyond was made by Justin Tillett and seconded by Carol Moore. Motion approved.

Manley Midgett will contact the Koury Convention Center to discuss options for holding the 2016 PDI in Greensboro.

Two relevant emails from President Sam Wheeler:

November 3, 2014

Well, we may have to try out the new Constitutional Amendment we just passed. At the PDI last week, there was much discussion about Koury versus Benton as the site for the PDI. Our contract with the Convention Center allows us only until this Friday to make a decision about continuing to have the PDI at Benton for both 2015 and 2016. In discussions last week, everyone felt it too late to start looking for a place to hold the 2015 PDI. The consensus is that we really need to get our act together, starting now, to attract science educators to next year's PDI, which will remain at Benton.

The question is: Do we need to get out of our contract with Benton for 2016 and look for another site such as Koury? We have found out that Koury is not available in November next year, however it is available around October 20th each of the next two years and this will put us in a good position to negotiate.

As described in our new amendment, let's encourage everyone on the Board to discuss this. As you respond by email, please click "**reply all**" so everyone will get your input. I will try to call a meeting tomorrow night, either by email or Go-To-Meeting. The voting members will need to participate, read everyone's input and vote tomorrow night. We have to let Kay know so she can contact Benton on ***Friday (11/14)*** to notify them of our intentions.

Thank you for your input on this very important matter!

Respectfully submitted,

Sam Wheeler

Here is what Kay sent me: Cancellation clause in contracts for PDI in Winston-Salem.

- 2015 Has to be cancelled by **November 14, 2014**
- 2016 Has to be cancelled by **November 14, 2014** (729 days prior to arrival)
- 2017 Has to be cancelled by November 9, 2015 (729 days prior to arrival)
- 2018 This date was cancelled due to NSTA Regional conference in Charlotte.
We had to add an additional year due to dropping this date (2020)
Cancellation dates went up to 1095 days beginning in 2018.
- 2019 Has to be cancelled by November 11, 2016 (1095 days prior to arrival)
- 2020 Has to be cancelled by November 5, 2017 (1095 days prior to arrival)

Each contract has an impossibility clause that states:

The performance of this Agreement is subject to any circumstance making it illegal or impossible to provide or use the Benton Center Facilities, including acts of God, war, government regulations (**including funding cuts by state government specific to the educational program delineated in this agreement**).

Email from President Sam Wheeler: (From Michelle Benigno)
November 13, 2014

Finally, I think I've negotiated as much as I can with Winston Salem for contracts 2015-2019. I have gone over all contracts carefully to make sure we're covered with cancellation or budget cuts. I don't think we could get a better deal anywhere. Especially with Koury undergoing their multi-million dollar renovation. As we've talked before if we go any further East or West than Winston or Greensboro, we'll lose participants. I know Charlotte is way too expensive and the same with Raleigh. With that being said, I'll start with our 2014 specifics and go through 2019.

Refresher for 2014 Signed Contract:

2014 – Marriott - \$135 – Embassy - \$155 (rates do not include the rebate listed below. We do have the option of going up on the rate to \$137 if we decide to go for the rebate in 2014.

2014 – Room Rental - \$14,850 – Food & Beverage Minimum - \$11,000 (includes Benton and Marriott Food and Beverage)

All other complimentary items from the hotels and Winston Salem Convention & Visitors Bureau are the same as outlined below along with cancellation clause

Below is an outline of the basics of the NCSTA contracts for PDI with the Benton Convention Center and the Twin City Quarters (Marriott & Embassy) 2015-2019.

Room Rates:

2015 - November 4-6, (Wed.Thur.Fri.)

Marriott - \$139 – Embassy - \$159 (these **rates include a \$2.00 rebate** per room per night that will be credited back to the master account)

2016 – November 2-4, (Wed.Thur.Fri.)

Marriott - \$143 – Embassy - \$163 (these **rates include a \$2.00 rebate** that will go directly back to NCSTA)

2017 – November 8-10, (Wed.Thur.Fri)

Marriott - \$147 – Embassy - \$167 (**rates include a \$2.00 rebate**)

2018 – November 7-9, (Wed.Thur.Fri)

Marriott & Embassy Rates to be negotiated. Hotel guarantees that any rate increase, if any, will not exceed 5% of the 2017 rates.

Negotiated rates will also include a rebate.

2019 – November 6-8, (Wed.Thur.Fri)

Same as 2018

Rooms Blocks at the Marriott for each year:

Tuesday	25
Wednesday	185
Thursday	235

Room Block at the Embassy for each year:

Wednesday	35
Thursday	35

Total Combined Rooms: 515

We are responsible for using 80% of 515 rooms which is 412 room nights. These room blocks were based on our pick-up in 2012.

Benton Convention Center:

2015 – Room Rental: \$14,850 – Food & Beverage Minimum - \$11,000 – includes any food at Embassy or Marriott for all years

2016 – Room Rental: \$16,335 – Food & Beverage Minimum - \$12,000

2017 – Room Rental: \$16,335 – Food & Beverage Minimum - \$12,000

2018 – Room Rental: \$18,000 – Food & Beverage Minimum - \$13,200

2019 – Room Rental: \$18,000 – Food & Beverage Minimum - \$13,200

Marriott will provide 5 meeting rooms at no charge, for all years, if needed.

All meeting space at Embassy is at no charge for all years.

Complimentary: Two-Bedroom Governor's Suite for each year

Complimentary food and beverage (non-alcoholic) up to 20 people for the President's reception

One complimentary room for each 40 rooms utilized per night

The Winston-Salem Convention & Visitors Bureau has agreed to give us **\$6,000** (up from \$5,000 last year) to use any way we want. This is for all years.

Cancellation: We have the right to cancel all contracts within one week of our 2014 PDI without penalty. After November 14, 2014 cancellation goes to two years prior to each date. If NSTA decides to host a regional conference in 2016 or 2017 they ask that we sign a contract for 2020 to cover the year we will not offer the annual PDI.

They have also included in the cancellation clause that we have the right to cancel should state budget cuts become bad enough to severely impact attendance for each year.

We also have a letter from the hotel regional manager stating that the WI-FI in the hotel and convention is being upgraded. In addition, they are willing to work with us on menus from the Benton Convention Center Snack Bar in providing healthier choices for lunch.

I really don't think we'll get a better deal than what is outlined above. Everyone has gone out of their way to make concessions. Their enthusiasm and genuine desire to have NCSTA's business was shown at the 2012 conference. The reason they gave us a week to cancel all future contracts is their confidence in their service and facilities.

Let me know if you have any questions. If I don't hear from you by Thursday morning, I will go ahead and sign the contracts. If for some reason any of the board members object, remember there is always the cancellation date for all years of November 14, 2014. ***We need to get these dates squared away before they release them to another group. There is no other place in NC that can accommodate this group with all of the space requirements (except the Charlotte & Raleigh convention centers). However, if we want to check out these facilities to make sure we can't get a better deal, then we have until November, 2014 to do so.***

Respectfully submitted,

Renée Coward

NCSTA Secretary