

**NCSA Executive Board**  
**October 5, 2005**  
**Leroy Hoehner Conference Center – Lincoln**

Present: Al Inzerello, Doug Lewis, Dave Swartz, Troy Loeffelholz, Lynn Johnson, Steve Morton, Tim Hoffman, Larry Ramaekers, John Brazell, Beth Welke, Susan Anglemeyer, Donna Moss, Lee Frye, Kris Elmshaeuser, Julie Anshasi, Kelly Coash-Johnson, Mike Dulaney, Jerry Sellentin

Absent: Katie Mathews, Virgil Harden

- I. Call to Order – Al Inzerello  
The meeting was called to order at 9:04 a.m. Introductions were made.\
- II. Approval of August 2, 2005 Executive Board Minutes – Al Inzerello  
Motion to accept the minutes of August 2, 2005 by: Larry Ramaekers, seconded by Lee Frye. **Motion Carried.**
- III. Items added to agenda
  - A. Jerry
- IV. Old Business
  - A. Staff Overtime Requirements – Jerry Sellentin  
Jerry reported on the review of staff positions by Kelley Baker. Kelley Baker provided a letter with his conclusions.
  - B. Principal Liaison Position, Bill Kenagy – Jerry Sellentin  
Jerry provided a summary of the principal liaison activities for July, August and September. Bill Kenagy has been very active in participating in regional meetings, meeting new principals and sending out e-mails.
  - C. 501 C 6 Vs. a 501 C 3 – Jerry Sellentin  
Currently NCSA is a 501 C 6 organization. Jerry provided information regarding creating a 501 C 3, which would allow NCSA to receive grant money and would allow us to be exempt from paying taxes. Jerry is currently not suggesting a move forward with a 501 C 3 at this time. Motion to table the issue by: Tim Hoffman seconded by Doug Lewis. **Motion Carried.**
  - D. One City, One School District – Jerry Sellentin and Mike Dulaney  
Mike and Jerry have visited with superintendents involved with this issue as well as the ESU #3 administrator. Currently NCSA has no position on the issue. Discussion was had regarding the impact on NCSA if a position is taken. If this issue goes before the legislature, the NCSA Legislative Committee will come together to take a position on behalf of NCSA.
  - E. Advocacy/Marketing Goal – Jerry Sellentin and Karen Brokaw, Sr. VP of Media and Promotions, Ayres/Kahler  
Karen Brokaw made a presentation regarding a public relations campaign Ayres/Kahler is conducting for NCSA. This campaign is designed to

educate Nebraskans on the recent changes in public education, and to make NCSA more visible in the state. Discussion was had regarding ways to cut cost of the program, the impact of these cuts, and ways to expand on the program. Once the presentation was made, the board discussed the involvement of the Nebraska School Board Association, the use of reserve money to cover the cost. The campaign would kick off in November. Items of concern include the theme adapting to change being negative and the return of investment to NCSA. The issue of promoting leadership was not addressed. Suggestion to make a generic campaign/kit for school districts to customize and use in their communities. Motion to not move forward with this campaign and to direct Jerry to continue looking at advocacy, communicate with NASB, and to look into a campaign/kit for school district by: Larry Ramaekers seconded by Doug Lewis **Motion Carried.**

V. New Business

- A. Audit Report for 2004-2005 Jerry Sellentin and Julie Anshasi  
Motion to accept the 2004-2005 audit by: Dave Swartz seconded by Larry Ramaekers **Motion Carried**
- B. P-16 Initiative – Jerry Sellentin  
NCSA has been involved in the past with the P-16 concept. For NCSA to continue its involvement with the P-16 Initiative a contribution of \$5,000 is being asked for. The purpose of the dues is for project costs. The Nebraska Department of Education has been covering these costs through grants, but are unable to continue. There is concern on the effectiveness and direction of this committee. There is consensus that it is important that NCSA stay involved in this process.
- C. EHA – Al Inzerello, Jerry Sellentin and Mike Dulaney  
The EHA Board of Directors met on October 3, 2005. A major issue discussed included “Health Savings Accounts”. It is a goal to have this as an option on the plan. The concern is that offering this plan will require a great deal of education on what health savings accounts are and how they work. No action has been taken on this issue yet.
- D. Past Chairs Retreat – Al Inzerello, Troy Loeffelholz, Mike Dulaney and Jerry Sellentin  
18 out of 22 past chairs attended the retreat. The past chairs believed advocacy was very important, along with distance technology. They expressed concern about the proposed public relations campaign. Adding a new NCSA affiliate and professional development for members were also discussed.
- E. Membership/Governance Goal – Jerry Sellentin  
Jerry suggested that the goal of NCSA adding a new affiliate be looked at by the Board. This affiliate would include HR, staff development, curriculum development, and technology professionals. Adding a new affiliate would increase membership. Discussion was had regarding what incorporates an administrator. Any change in the composition of the board

will require a bylaw change, which will require a vote of the entire NCSA membership. It was suggested that a study be conducted to determine if there is a pool of individuals out there who would benefit from a separate affiliate.

F. PAC – Mike Dulaney

Mike reported on the suggestion of forming a Political Action Committee. Mike explained the workings of a PAC. With term limits, it may become more important for NCSA to have some influence in who gets elected etc. To fund a PAC, members would be asked to contribute funds or fund raisers could be held. Motion to move forward on the formation of a Political Action Committee and present at the next board meeting a plan by: Doug Lewis seconded by Donna Moss. **Motion Carried.**

G. Additional Item – Rule 10

Jerry reported on the changes that have occurred with Rule 10.

VI. Reports

A. Affiliate Presidents

1. NASES – Lee Frye reported on the NASES Fall Conference held in Lincoln on September .... The CASE national convention will be held .... Steve Miliken is the national president
2. NSASSP – Steve Morton reported on the NSASSP Professional Learning Communities Conference which will be held . The Principal Evaluation instrument will be provided to all of the NASA members with a follow up in the spring with suggestions and ideas. The NSASSP National convention has been moved from New Orleans to Reno.
3. NASBO – Al Inzerello reported on a business officials meeting held in Hastings. The first official membership meeting will be held in November at the NASA/NASB State Convention
4. NAESP – Susan Anglemyer reported on the upcoming NAESP Executive Board meeting. There will be NAESP Legislative conference on February . Vince Far.. will be present to speak.
5. NASA – Larry Ramaekers has visited with several regions and plans to visit all 5 regions. The National AASA conference will be held in February. There is an emphasis in recruiting membership in AASA.
6. NARSA – Dave Swartz reported on the NARSA survey results. There will be a NARSA Fall event in Omaha on

B. Associate Executive Director – Mike Dulaney

No report

C. Training/Development – Kelly Coash-Johnson

Kelly reported on the final numbers from NCSA Conferences. In addition, Kelly reported on the Fall Conferences and the continued involvement with NDE with regards to training and development joint events.

D. Finance/Membership – Julie Anshasi

Julie reported on the status of the membership drive. All membership renewal takes place online

E. Vice Chair – Troy Loeffelholz

No report

F. Chair – Al Inzerello

No report

VII. Executive Session

Motion to go into executive session to review the Executive Directors Evaluation Form by: Larry Ramaekers seconded by Tim Hoffman. **Motion Carried.** Motion to accept the revised Executive Directors Evaluation Form as presented by Jerry Sellentin by: Larry Ramaekers seconded by Tim Hoffman. **Motion Carried.**

VIII. Adjournment

The next meeting will be held February 1, 2006 – Lincoln, Nebraska. Motion to adjourn by: John Brazell seconded by Beth Welke. **Motion Carried.**