



January 23, 2016
Conference Committee Meeting
Agenda and Minutes

Conference Theme: Sparking Deeper Understanding
Color: Maroon

Attendees: Emily Dixon Hull, Ed D'Souza, Ellen Duffy, Floyd Flack, Bruce Grip, Jennifer Hagman, Zach Hagman, Judy Lloyd, Sara Munshin, Nitza Peraza, Barbara Post, Jason Slowbe, Fran Strong, Judi Sydner-Gordon, Carol Treglio, Connie Wadsley, Cathery Yeh, Sunny Chin-Look, Jenny Beilstein, Saul Duarte, Kristin Hartloff, Diana Ceja, Rosa Serratore, Brian Shay, Janet Trentacosta, Jeannie Toshima, Nita Walker, Tere Hirsch, Dave Still, Jon Robell, Dina Williams, Vicky Kukuruda, Karen Grip

Agenda

Welcome and Introductions

- Diana Ceja - raffle directions
- Carol Treglia - introductions

Treasurer's report to the Board - Jim Short

- Have about \$40K when balance out conference expenses and income

Highlights from 2015 - Carol Treglia

- Speakers
 - Brian Shay - strong group; many connected to national circles and #MTBoS
 - Well-received; many interested in coming back this year
 - Bruce Grip - working on featured speakers for this year: Peg Smith, Lucy West, Cathy Fosnot, Steve Leinwand, Jason Zimba, Judy Hickman, Heather Dalles (working on PTs for SBAC)
- Registration
 - Nita Walker - awesome registration team from last year
 - Set-up in foyer- 10 tables instead of 6; overhead letters for each line; step-aside areas for filling out paperwork
 - Conference calls with registration people
 - Few little glitches
 - 3300 pre-registration and 3597 total; 297 on-site
 - Ran out of some materials so need to better prepare for that this year (including pens)
 - On-site registration was the major problem - didn't find out it wouldn't be online until Wednesday
 - Communication broken between ACE and other entity doing pre-registration
 - For 2016, there will be computerized on-site registration
 - CMC database that registrars directly fed into - ACE wasn't involved at all - that's what we are anticipating we will do this year

- Dave - computers that were borrowed all had different configurations so communication was not great between those platforms
- Diana - we cannot have an issue of not being compatible with the State database - will work with Gretchen on this; we also did not have enough computers
- Want to link one-to-one computers and printers so avoid printing issues (hardware)
- Jeannie - CUE offered us their set-up for on-site registration - she will contact Mike to inquire
- Dave - cautious dealing with CUE and their equipment because they have had major issues in the past; recommends we buy our own computers and printers (not Inkjet)
- CMC member number was not part of the registration process last year - so need to include that as part of the process this year (need to put this in place before it goes live)
- Vicky K. - Why can't ACE just be in charge of on-site registration?
- Nita will check into this
- Facilities
 - Connie Wadsley - outstanding job by the committee; thank you to Judy, Ed, Karen for wonderful greeters (Connie didn't get yelled at:))
 - More seating availability so less frustration by attendees
 - Student volunteers were amazing - very enthusiastic and energetic
 - Hard Rock and Hilton - incredible people
 - Convention center - great
 - Needs more people on this committee and also more student volunteers
 - Gave data to Jason on counts
 - Having nametags that explicitly said "Volunteer" on them helped people to realize that they are volunteers
 - Karen Grip - thank you to Connie - she did a great job; very calming
 - Rosa - we have two new college professors getting student volunteers
- Luncheon
 - Ellen - Luncheons well received
 - Compliments on Saturday buffet - plenty of food - enough for seconds
 - Changed location of coffee for 2015 - worked really well
 - Friday luncheon - very smooth - no complaints - numbers of attendees was great
 - At affiliate luncheon on Saturday - not clear enough where affiliates were sitting, so for 2016, each council will have a different color and there will be a poster at the door with who is which color- hopefully that will lessen need to direct people
 - Forgot about raffle on Saturday - brainstormed how to do this more efficiently for 2016 - colored bags with tickets inside bag on tables for raffle and raffle leader will already have the matching tickets to pull from
 - Menus will be changing for 2016
- Buses
 - Floyd - buses went well; a little construction interference, but hotels worked with the buses so glitches worked out
 - More people are using the buses - they were full

- Hotels also provided shuttles
- Hotels
 - Ed - hotels filled up - can we fix that?
 - Carol - we have contracts with each hotel for guarantees - we keep our numbers conservative so we don't end up having to pay for those rooms
 - Different guarantees for different hotels and different days
 - We need to take a look at the guarantees to make sure we have enough
 - Last year, Carol set aside 10 rooms in her name and they were used
 - Bruce offered to look into this for Carol
 - Saguaro wants to be included
 - Bruce - 2015 - hotels had sent out link (or URL was available) before we were included, so people had already booked rooms before we even had the link
 - Also, people use the discount that are not a part of the conference
- Introduced texting evals
 - Jason - feedback more substantive in 2015 than in 2014
 - Gave better examples of feedback during sessions through presenters
 - Talked with Brian to make sure we are collecting data we need to make any adjustments
 - Seems we are getting the information we need
 - Response rate 25% - improvement from 2014, but still not great - video seemed to help although not many people beyond the speakers watched it
 - How can we communicate to attendees about the system we have in place to provide feedback?
 - Dave - loop on a screen near registration?
 - Tweet out about the feedback system?
 - Should we have posters in the rooms instead of flyers at the tables? It would be a bigger expense but might be more effective
 - Each speaker had a slide with the feedback information on it - should we ask them to play the video in the first session on Friday morning?
 - Dave - need to impress upon the attendees that their feedback matters and influences who we ask back
 - Connie - could we offer a prize of some sort to people who provide feedback?
 - Rosa - can we just assume that no news is good news? We always hear complaints - is it necessary to do more?
 - Jason - average scores from feedback last year were 2.8-2.9 out of 3, so good feedback ratings overall - we can assume there is not a problem with what we have been doing
- Online evaluations
 - Carol- nobody does these - might just not do these for 2016 because we are getting enough information from the texting evals
- Exhibitors
 - Jeannie - report for exhibitors is online

Adjustments for 2016

- Carol - buying equipment and getting a storage space
- Updated PSAV contract including getting wi-fi in Renaissance
- Jeannie - exhibitors are suggesting we close the exhibit hall after lunch on Saturday

- nobody there
- Storage unit
- Ignite needs a larger space
- Coaching strand? Lucy West coming
- Do we want to continue the leadership mini-conference? Do we want to have a strand? (57 signed up for 2015) Roundtables?
 - Ed - Rtl focus for leadership strand?
 - Jeannie - Pre-K/K strand? Vicky K. - state has a lot of money to give to Pre-K
 - Judy - even if we offer sessions to elementary teachers, we still have low elementary teacher attendance
 - Ed - Educator Effective grant strand?
 - Ed - Parent Leader strand?
- Ed - districts looking for training in the summer time - any money to do a 2-3 day workshop somewhere (CGI?)
 - Diana - State has extra money concern so thinking of doing a PD with Jo Boaler (or someone) and offering it free to members
- Equity strand? Dina - can we get a list of the people and mark them for an Equity strand? Brian S. - we have always had an Equity option marked
- Our sessions have been very full - should we offer more sessions by including another facility? Or should we shorten sessions?
 - Jeannie - North has 1.5 hour sessions in the morning and 1 hour sessions in the afternoons
 - Vicky K. - transportation might be an issue if we reduce sessions to 1 hour
 - Nita - 1.5 hour sessions get into richer content
 - Brian S. - if we do 75 minute sessions and start times and end times are adjusted, we could fit in more sessions that way as well
 - Floyd - The Spa (now called The Andreas Hotel and Spa)? Could we have more sessions in those rooms? Let's contact them for room usage
 - Jason - making a longer day on Saturday wouldn't really make sense because attendance drops off a lot on Saturday afternoon
 - Nita- more rooms makes more sense than shorter sessions
 - Jason - our total capacities is a little more than 4000 as is with 3600 people attending, so really we should have enough seats

Theme and Color for 2016 - Carol Treglia

- Color - leaning toward salmon/coral/rose quartz color family and will wait until we see what badge colors are available
- Theme - Sparking productive struggle?
 - Program committee will discuss

Committee Time to discuss and plan based on what committee noted as going well in 2015 and suggestions for change for 2016

Raffle

Report Out

- Ellen - no changes

- Nita - Registration
 - 5 on-site computers and 3 CMC people to check them in with badges
 - 3 people in pre-registration (2 from ACE and Nita) in the problem-solving area to deal with issues with own computers?
 - 8 computers and 6 printers at this time
 - Make sure they have Promise of Payment before the conference - have to have a credit card or PO or check
 - Would prefer if conference doors opened at 7:15 instead of 7:00 because volunteers come at 7:00 so chaotic (need at least 15 min to train the volunteers)
- Jason
 - If we have feedback regarding his process, let him know
- Nitza
 - Color change - instead of coral, went to maroon
- Rooms
 - When cleaning up and packing up there was a shorter amount of time on Sat to do that because sessions ran later - could we offer sessions at the Hilton or Hard Rock instead for that afternoon?
 - Encouraging 2-3 more adult volunteers for stations than currently have
 - Need student volunteers for Sat afternoon - a lot more than last year
 - Need more people on this committee (have a couple of CMC volunteers in mind but need to request more student volunteers)
 - Revisit this in May - student volunteer recruitment and how many we need - also, can CMC conference committee members "bring a buddy" for volunteering?
- Program
 - Theme: Sparking Deeper Understanding (with a tagline added about collaboration, effective teaching, moving to action, etc.)
 - When sending info out to presenters, we can add in the piece of productive struggle
 - Beginning of March is when speakers can start submitting; window open until May 1
- Exhibits
 - Staying with GES
 - Going to look into closing exhibit hall after lunch on Sat
 - Can get a GoTo Meeting slot through the State account
 - Applications for Student Activity Trust Fund
 - Math Festival flyers available
- NCTM Booth
 - Do as a service - we don't make much money - we made \$40 in 2015
 - Need more volunteers for the booth - Sara was doing by herself and it was difficult - can be adults or students
 - Didn't sell hardly any elementary materials - secondary sold out

Closing - Carol Treglia

- Bruce and Carol will look into issue with Renaissance regarding hotel link for conference
- Vicky K. - please encourage people to apply for scholarships

2016 CMC South Annual Conference, November 4-5, 2016
2016 CMC South Board Meetings: May 21, 2016 September 24, 2016