

**ASSOCIATION OF ESD PROFESSIONALS
4601 FAIRFAX DRIVE
ARLINGTON, VIRGINIA**

**MINUTES OF THE BOARD OF DIRECTORS MEETING
VIA TELECONFERENCE
JUNE 24, 2022, 7:30 P.M. ET**

BOARD MEMBERS:

Julie Harmon	President
Sally Van Wright	Secretary
Faye Henry	Treasurer
Michele Elefante	Director
Michael Peñafiel	Director

GUESTS:

Samantha Waterman	Executive Director
Tasha Ina Church	Empowerment Coach
Cassidy Civiero	Recording Secretary, Minutes Solutions Inc.

ABSENT:

Magdalena Diaz	Director
Onyemma Obiekea	Director

1. CALL TO ORDER

There being a quorum present, and the Directors having been given adequate and proper notice of the meeting, the meeting was called to order at 7:36 p.m. ET.

2. APPROVAL OF PREVIOUS MINUTES

On a motion made by M. Peñafiel, seconded by S. Van Wright, it was resolved to approve the minutes of the meeting held on April 30, 2022, as presented. Motion carried.

On a motion made by M. Elefante, seconded by S. Van Wright, it was resolved to approve the special meeting minutes of May 28, 2022, as presented. Motion carried.

3. BOARD INFORMATION ITEMS

Board information items were included in the Executive Director's report. Items requiring further elaboration are outlined below.

- a. Social Media Presentation and Discussion:** Tasha Ina Church provided a presentation on social media, highlighted as follows:
- There has been an increase in engagement on nearly every social media platform. The focus is on Instagram and Facebook. Twitter impressions slightly decreased.
 - There has been increased engagement which can increase even more if Board members encourage people to follow and join the social media accounts.

- There has been a focus on shoutouts for ESD representatives around the world.
- S. Waterman has started doing Instagram and Facebook Live pop-ups and will do them once per month, with a plan to increase frequency in September 2022.
- Events in the ESD community are shared on the social media platforms.
- There are five posts a week on LinkedIn, Facebook, Instagram, and Twitter.
- T. Church is studying viral posts on a weekly basis and making adjustments based on what is trending and what works best for increasing engagement.
- There are 528 followers on the Association's Instagram.
- By following more Facebook pages, the Association will increase its own followership. There have been 12 new page likes in the last month.
- Page views on LinkedIn are up 322%. Having Board members send LinkedIn invites to members of the ESD community will further promote engagement.
- There were 87 new Twitter followers this month. Profile visits were up 49.7%.
- Photos can be tagged with @ESDProfessional on Twitter, and then the Association will re-tweet it.
- A YouTube channel for Association videos has been created.
- Board members are encouraged to share photos on social media accounts, and if they have any they are willing to contribute for the website, that would be very helpful as well. All people appearing in photos must provide permission to be used on the Association website or social media. T. Church credits photographers on posts when possible.

Report from Executive Director

- b. **Strategic Report:** The strategic report is on the Google Drive and provides a general look forward for the Association.
- c. **Finances:** The accountant from JS Morlu performed a financial review and did not recommend any changes to Association financial documents. Yudit Sidikman will be providing a loan for \$300,000 soon which may be the last allocation of the year. S. Waterman is exploring options for paring down the budget further. T. Church is helping the Association apply for grants.
- d. **Outreach:** S. Waterman continues to perform outreach with ESD leaders from around the world.
- e. **Communications, Marketing, and Website:** A new website is being developed with updated branding including new colors, but the logo will remain the same.

4. COMMITTEE REPORTS

- a. **Nominating Committee:** J. Harmon apologized that not much progress has been made on the Nominating Committee. The criteria may be available by August 2022. S. Waterman sent J. Harmon a list of potential Board members for the Nominating Committee to consider, among others. The Nominating Committee may require additional Board members.
- b. **Credentialing Committee:** The Credentialing Committee will soon meet to receive an update from Sheila Watson, team lead for credentialing program development. The Board was also informed that the communications team and S. Watson have created a

communications plan to educate the public about the credentialling program and then promote it.

- c. **Ethics Committee:** The Ethics Committee will be meeting in the next month to work on plans for the ethics/restorative justice commissoin. They will refer to the Little Book of Restorative Justice, a good framework for developing language for ethics issues.

5. ACTION ITEMS

- a. **Create Ethics Commission:** The Ethics Commission will be made up of non-Board members. They will review behavioral and disciplinary matters not related to credentialling. There will also be a review panel, made up of members of the Credential Pool (an advisory council of experts), that will review questions about the exam, grade disputes, and other credentialling matters.

6. NEW BUSINESS

- a. **Conflict Management:** S. Van Wright thanked J. Harmon for having the patience and taking the time to ensure that there is some shared understand of goals before moving forward with the mediation. The Board needs to be judicious with their energy and not get pulled into issues which need not involve them. The survey will be helpful in providing information on the situation (*no specifics or discussion about the survey referenced*).
- b. **One-Pager:** J. Harmon requested a one-pager or brochure about the Association by July 15, 2022.

7. NEXT MEETING

The next meeting will be held on August 13, 2022, at 1:00 p.m. ET.

8. ADJOURNMENT

With no further business of the Association to transact, the meeting was closed at 9:12 p.m. ET.

DISCLAIMER

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting of the members of the Association. This document shall not be considered a verbatim copy of every word spoken at the meeting.

Sally Van Wright
Secretary of the Board

Date