

**NHSTA Board of Directors Agenda**  
**October 15, 2009-4:30pm @ PSU, Concord, NH**

**I. Call to order-**Lisa at 4:35 pm

Present: Brewster Bartlett, Heather Brunelle, Janet Chamberlin, Rachel Christensen, Dan Heath, Sally Jean, Lisa Lavalley, Leslie McRobie, Mark Parsons, Amy Rockwell, Robert Schroeder, Andrea Polizos, Steve Roberts, Doug Stith, Brian Wazlaw, Paul Williams.  
Absent: Bill Church, Jan McLaughlin, Sharal Plumley

**II. Approval of Sept 17, 2009 minutes.** \*Moved to accept by Brian. Seconded by Heather. Unanimously accepted.

**III. Financial Report/Quick books/C-Vent –Steve**

\$14,000 from conference. 2 trips – Rock of Ages (5) at Barre, 2 at Concord – all done on Cvent. Safety workshop went well (22 people). \$25,456.69 balance at present. \*Moved to accept by Leslie. Seconded by Janet. Unanimously accepted.

**IV. Fall Conference- October 25 & 26, 2009 –Amy**

- a. Conference details: 120 for Monday; Sunday and Monday 80; only 25 people for Sunday workshops. 70 for field trips (lowest 3, highest 20 – AMC). Need projectors – 6 for Sunday and Monday. Can we borrow them? Maybe we should buy some. Perhaps 2  
\*Motion by Brewster to purchase as many projectors as possible – spend up to \$2,000.00. Seconded by Rachel. Unanimously approved.  
Social hour 4:30 – 6:30 - 32 people signed up. Doug will figure it out!!!
- b. Other – who is not signed up? Everyone on the board needs to be registered by Paul (Leslie, Mark, Rachel). Helper people need to be there on Saturday by 4:00 – Sunday by noon (if on a field trip – go there); Monday by 7:00 am. Brewster and Steve will plan the rock raffle (for Monday). Robert will take care of door prizes. Rachel sent Amy the survey which will go automatically on the 27<sup>th</sup> through Cvent! Exhibitors can set up from 12-6 on Sunday – people will be able to look from whenever they finish the workshops or field trips until about 5:30 (bar tricks start then) or so. Discussion of where to have the social hour... could we have the social hour in front of the exhibitors? Portable bar and hors d'oeuvres in that space. Doug will start his thing about 5:30.

**V. Committee Reports**

a. **Marketing Committee Meeting** – Outback Steakhouse, 10/7/09 Heather Brunelle, Robert Schroeder, Dan Heath, Andrea Polizos

Although we're still a little unsure of our overall mission with this committee, (a subject for future meetings), we decided to focus primarily on website sponsors at this meeting.

- Any sponsors sought should be apolitical
- Logo + link will be offered, no banners or pop-ups
  - 12 month contract, need a legal contract (this will require legal fees to draw this up)
- Suggesting 2 different levels of sponsorship:
  - bigger donors such as science suppliers (CPO, Frey, Delta, Prentice-Hall) and colleges with teaching programs, also NHPTV – logos and links on Home page, possibly along the right hand column like in Facebook

- smaller donors such as science centers and small non-profits – logos and links on Links page, left and right of the lines of links
- Start with our current vendor list
  - introduce the concept at Attitash, ask vendors present for contacts within the companies
  - follow with a personal form letter to each company's marketing dept with explicit costs and contact information
- Charges: (???) possibly \$1,000 - \$1,200 to include free exhibit tables at conferences (this would require a budget transfer of costs from Marketing to Conference); did not discuss possible costs for the smaller companies

**Next topics:** setting fees, have to see the website to really see where the sponsor logos would go, website needs to be up to solicit sponsors, prepare letter to marketing departments of potential sponsors. Great job by this committee!

b. Membership Committee: Paul, Rachel (minutes and description from Rachel), Robert, Heather

Membership Committee, September 23, 2009, The meeting began at 4:45pm.  
In Attendance: Robert Schroeder, Paul Williams, Rachel Christensen; *Absent:* Heather Brunelle

- Current Status: NHSTA currently has ~650 members. Membership has gone between 400 members to 700 members. Most often the highest membership is seen during a year that two conferences are run.
- Membership Goal: A goal of increasing from our current membership level to 1,000 total members was set. The intention is to increase our total income from membership to \$20,000.
- Demographics: The current demographic makeup of our membership will be analyzed. Paul will sort the membership by ZIP code. Paul will present this data at the October meeting. We will look at the data sort over a state map to analyze where our membership is from and what areas of the state need to be targeted for an increase in membership.
- NECAP Scores and Membership: In addition to the location demographic data, we will look into the NECAP scores of each area of the state. Can we offer membership as a way to improve science NECAP scores by promoting professional development through NHSTA?
- School Liaisons: At each school one person will be identified to be a point person to send information. The committee discussed the idea of giving a year of free membership to this person or free attendance workshop.
- Integrated Science: Can NHSTA focus several workshops on integrated science to market to K-6 teachers. The focus of these workshops should stress the reading and math.
- Incentives to Join: NHSTA needs to develop a concise list of reasons of why prospective members should join.
- Workshop Tailoring: School Based: We need to provide appropriate workshops that appeal to prospective members. Could we offer workshops at schools? NHSTA would market workshops to school. During an early release or afterschool the school would book at workshop to be run by NHSTA. The school could pick the topic and NHSTA would an appropriate workshop presenter. Paul is looking into the possibility of state funding for this program. The funding

would pay the presenter and would also provide free membership for all attendees.

- o Posters: Informational posters will be developed with information for prospective members. Three different posters will be developed to specify for each grade span (K-6, Middle School, High School). Robert will work on these posters.
- o Next Meeting: TBD. The meeting adjourned at 6pm.

c. Web Design Committee-Rachel & Amy

Amy showed the new web page and demonstrated its capabilities!

Web page should be live by next week- probably Thursday or Friday (10/22 or 23).

Mark asked about using social bookmarking for the web page.

3. Two Solicitations for web page.

A. I am writing to let you know about a new free resource from NOVA that you may want to share with colleagues. "The Secret Life of Scientists," is a web-only series of videos that introduce the research of individual scientists while providing a glimpse at "secrets" from their personal lives.

A new scientist is now being profiled every two weeks online at [www.pbs.org/nova/secretlife](http://www.pbs.org/nova/secretlife) <<http://www.pbs.org/nova/secretlife>> . Each new profile includes short video clips that make science and scientists accessible to students, as well as a forum that allows students to ask questions directly of profiled scientists. For more information about this new series please see the attached press release, or contact me anytime. Thanks for helping to spread the word, and let me know if you hear of any creative uses for this new resource, either in the classroom or out.

B. Thanks so much for your reply. I am sending you a link to an association that's actively using our service so you can see how it looks to a job seeker or employer when they go to the association's website. South Carolina Association of School Administrators [www.scasa.org](http://www.scasa.org) Click "Career Center" on the navigation bar. Please call to discuss with Jay Welch at 803-798-8380 [jay@scasa.org](mailto:jay@scasa.org)  
I look forward to hearing what the Board says, and keep in mind that it costs nothing to implement, we do all the work and your association makes non-due related revenue. Again, thanks for considering this service and we look forward to possibly partnering with us. Also, could I get phone number to reach you, and I really like your email background!

d. Policy Committee-meeting Sat. night at Attitash

Break for dinner at 6:00

Called back to order by Lisa at 6:27

**VI. Website, Database, Newsletter Report-Paul**

**10/15/09: Membership, Newsletter, Web Page, Fall Conference, Mailings**

**A) Database and Membership report – 632 in Google docs; 641 members; 481 non-members**

**B) Newsletter Report –**

Reminder: I'm now getting the Winter one ready! Due date is Friday, 11/20/09. We need paragraph articles about something in science from: (people in order on the web page. Lisa –as president; Leslie – spring conference; Brewster, Heather, Janet, Rachel. By the way, 100% participation in the last newsletter.

**C) Web Page Report - Up-to-date**

D) Will Paul be able to make changes to new web page or will he need software to make his language compatible with web page language? The answer from Steve and Amy is yes.

**VII. Spring Conference-March 22- Leslie**

Has a place for the conference – done! Amy will send the e-mail to the membership looking for workshops or suggestions. Amy will post to the list serve too. Looking for committee members or workshops or suggestions.

\* Raise exhibitor table prices? \$125?? (see how Attitash does for attendees)

**VIII. Monthly Workshops**

- a. How are monthly workshops coming? Brian, Steve and Paul are rocking!!! Wow – lots and lots of upcoming workshops. Good job to Rachel, Robert, Doug and Brian (did I miss anyone?).
  1. “The Stellar Graveyard” life and death of Stars- McAuliffe-Shepard Discovery Center-November 16<sup>th</sup>. 4:30 – 7:30
  2. Other? (Quarry workshops really flew – need to repeat them this spring/summer)
  3. November 4<sup>th</sup> and December 2<sup>th</sup> – Science sharing workshops; Robert take-a-part workshop - December 3<sup>rd</sup>; Doug November 17<sup>th</sup>.

**IX. Old Business**

- a. Back up records? Online service to do this?? Can only do 1 computer for \$35.00 – will look further.
- b. member cards- do we need them with new C-Vent and membership #? (Still tabled)
- c. policy committee- discussion of the newly written policies (meeting Saturday evening 10/24) – Important – read Rachel’s policy document for homework – before the meeting.

**X. New Business**

- a. DOE- Lisa will draft a letter of concern from us about the lack of science representation at the DOE

**XI. Adjourn – moved to adjourn by Janet at 7:05; seconded by Mark; unanimously accepted.**

**Respectfully submitted by Dan’s personal recording secretary**