



Resources sent out ahead of time:

*Executive Director's Report, Registry Budget, Balance Sheet, Statement of Cash Flows, Contract Operations Updates, Registry Credential Update, Strategic Plan Measures/Targets chart*

### **10:08 Establish Quorum / Attendance**

Call to Order: Tammy Dannhoff, – Establish Quorum / Attendance

Tammy Dannhoff, Angel Stoddard, Janet Mincks, Joshua Vick, Jody Gennrich, Christine Moldenhauer, Emily Finnerud, Brian Kluender, Katy Love, Nicole Lopez Purkapile, Blake Kraussel, Michele Turner, Bianca Hill

**10:10 Minutes from February 21, 2019 Board Meeting-** Angel- Motion to approve the minutes from the February 21, 2019 Board Meeting. Janet- 2nd, Call to a vote. All approve; minutes approved.

**10:10 Insurance Company Representative-** David Zauner from Robertson Ryan & Associates

- David went over the packet that was passed out to board members. The Insurance Review March 2019 looked at what was covered and what needed to be adjusted. Highlighted portions on sheets in the packet reflect what was added.
- In the Works includes a Health Insurance package for Registry members (starting in WI and then going to other contracts as applicable). This is a difficult process but we are working through it. Need to work on the web page to attract people (members only) to shop for insurance through the Registry. Nicole suggested a trial/pilot program with limited number of participants and see how it goes before rolling out to the larger public. There will be discounts for group child care and non-profit schools as well as personal insurance discounts for members only.
- Next David went through the specific line items; again, highlighted lines are ones that were added to the coverage. Some components of past coverage were under contract with different companies. Now they are mostly under Cincinnati, a partner with Robertson Ryan & Associates. Workers compensation is set by the state of Wisconsin. The umbrella goes over everything; bumps up all liability in whole package.
- Now compliant with the states and with our lease agreement.

**10:34 Staff Recognition-** Nicole Lopez

- Employees reached the 3 year mark! Heidi and Gina

**10:34 Executive Director's Update-**  
**Agency-**Nicole Lopez

- **Board member onboarding-** new board members could meet with Registry leaders and have a tour; they also received a packet of information.



- Blake appreciated the packet, there was time to ask questions and he feels way more prepared than before.
- Bianca agrees- greatly appreciated the onboarding process. Will take a little time to process and get up to speed, like Blake said.
- All board members now have the same information as well.
- **Strategic Plan Q2**
  - Well on our way to being at everything at on-going or in progress; at about 69%. 20% not started (goals for 2020 for example).
- **Staff Updates**
  - Hired 2 new staff. One in MN and one in WI. WI and MI now-fully staffed. MN still pending 3 positions.

### **10:40 Fiscal report- Brian Kluender**

- **Actual vs Budget-** 7 months into the year so overall we are at our target revenue, though, it is a bit misleading. We are at a break even point. Contract with WI is a bit behind due to credentials and certificate prints but we got some money from New World and no more to come from them.
  - Angel- wants to talk about credentials and the fact that they are falling significantly. Nicole-cohort style credentials is one factor that affects this negatively. Chris- there is also a limit to the funding available (TEACH) and this is actually a leveling out over the years. Angel- I see more push for degrees and not credentials and that takes away from our income. The Board should strategize what we are going to do.
  - Brian- next few months might look a little ugly.
- **Balance Sheet-** Now for some good news! There is over \$800,000 in our bank accounts. Our total assets are very fluid and liquid which is a good thing. We can pay liabilities 5 times over. Things still look good despite the down year.
  - Angel- what happened with the withdrawal of funds? Nicole- we never had to take the money because on that Friday we received the checks.
- **Statement of Cash Flows-** The main number I look at is line 22 on the spreadsheet. It has improved greatly despite that it is a negative number.

### **10:30 Matters that need Approval- Nicole**

- We can't do any cost of living increase this year so I am looking at changing paid holiday schedule. We are proposing to add 1.5 days to this year; keep the same holiday schedule and add Veteran's day. Aligns with Federal and school schedules. These changes are in lieu of a 3% cost of living increase. Effective immediately.

### **10:57 Janet-Motion to choose to go with approved holidays in lieu of 3% cost of living increase. Blake- seconds. Call to vote. Approved. Motion carries.**

### **10:59 Professional Development update- Christine Moldenhauer**

- PDAS Updates
  - Trainer applications- spike in Feb and March and are within our processing time window.



- TAPs are similar numbers. Discussion on how to market this, how to expand it, what's the value, etc. There is talk about this becoming a federal system by starting with statewide conversations. Reflective-based coaching is the new buzz word that is coming down the pipes. We have no development dollars to move this forward. And we need to have these conversations in the near future.
- Expanded trainer types recently- added 3 new ones. T-TAP application update with PA; requirements are built-in. New and updated guides all taken care of. Tool-kit answers many questions for independent learning. T-TAP agreement form was updated after legal review. TTeT eval tool from MI; we picked that piece up. An auto survey post events for WI trainers- aligned to competencies to show they are being proficient in trainings.
  - Katy- TTeT survey is for events post March 18th (trainers have 63 days to take survey before it closes). 1% response rate. Trainers sometimes have their own surveys. 2-week emails are sent out to participants for survey reminders. But if trainers wait to send in their participant list, the time window is obviously less. 63 days covers the 60 automatic window plus 3 days to complete.
- Committee met in October- challenges with writing in Trainers (whether on Registry or not). So now we are monitoring that. Discussed guidelines for non-Registry approved trainers
  - Online training policy discussion continues. Events not approved for people not in Registry. In July we will look at trainer approval criteria. PDAS course availability in Western and Northern regions is in progress. Getting rid of grandfathering approval- looking at records and making changes as they come through.
- Licensing liaison- meet with chiefs and licensers and discussed topics.
  - Nicole- these conversations with licensing need to stay here because they are not final. *(So there are no notes typed up.)*
- April 25th- PDAS summit on community practice training at Harley Davidson of Madison. Very positive feedback from over 60 attendees. Networking was built in to activities. Raquel Diaz from FL led this CoP training so we are talking about bringing her back to WI.
- NAEYC PLI Conference—co-presenting with Nicole and other consortium states on trainer policy

### **11:25 Break**

### **11:34 Professional Development Update- Christine Moldenhauer**

- Credential Update- Data Share document was referenced. 57 recipients for 2019. Some people are missing components so do not receive a credential despite a reminder. If the school is not in support of the credential, the student won't go through the steps to commission. Lack of knowledge and why it is beneficial is a hurdle. But we don't know these students exist until after the fact. And colleges need



to pass out any materials made; they have to support it but they don't necessarily do. Still a stigma that we have to work through. Have to pay a fee to commission; \$300 is a significant barrier. But that amount only pays a portion of the Registry's cost for the credential/commission process. I don't think we are going to see numbers over 250 from here on out because the focus is on degrees not credentials.

- Angel- we need to figure out what we are going to do. We need less commissioners. Chris- there are 5 (less than in the high number years) and they are only paid by commission (by person at the commission); I am strategic about who I book based on where it is located. Then I don't have to pay for travel. No commission in W and N regions; bridges were burnt before I started. Nicole- still working on relationship building and fixing. I have different marketing strategies with colleges underway. Gateway is commissioning soon and haven't for several years. So new players may be coming along. We can't afford to reduce the fees and raising it is not an option.
- Individuals- # of credentials per individual: some of the numbers have shifted.
- Database is nearing completion! By the end of summer it should be up and running.
- Winter meeting- alternate celebration ideas for awarding credential recipients. Is this fiscally responsible? Maybe in a publication? Will talk again next week. Maybe no gala next year.
  - The gala this year at Harley Davidson had 111 guests, 27 graduates
  - Xochtil Ortega Lifetime Learner Award
  - Tammy B keynote
- Diversity credential curriculum- that will be reviewed and discussed.
- Revision work on administrator credential curriculum- needs to be revised not tweaked. Each course will be more stand alone.
- Infant- toddler credential meeting to work on this.
- Co-presented with WECA (Jeanette) & UWW (Carmen) at T.E.A.C.H. Symposium in April on collaboration that resulted in an innovative career pathway. It was well received.
  - Presenting again at NWRA Conference in September

**11:54 Lunch Break** plus Red Nose Day and Board member pictures

**12:48 Marketing and Communication Update-** Josh Vick

- **Membership Survey Analysis** (Kaplan and Lakeshore)- 2nd quarter info: 291 responses. Q1-There are a majority of repeats for Registry membership. Q2-Majority of people fall in the 4-10 and 10-19 year ranges. Q3-Top choices for renewal are state licensing, professionalism and then YoungStar; other answers include coming back to childcare, changing positions or new job. Q4-Vast majority of people chose "Teacher" as position in the field, followed by Group Child Care and Director/Administrator. Q5-strong positive and extremely positive for responsive to questions or concerns. Comments: don't necessarily reflect the numbers from the



questions. Ex. Time of day plays a part in the level of responsiveness; this was submitted at 9 pm. Hours have been extended over the years for phone calls and lunch breaks are rotated. Very quick turn around for questions.

- One comment is about the length of time to go through verification process to which Nicole says that people don't understand the whole process and the quality control measures that are in place. And sometimes people just do not read.
  - Discussion about when to renew marketing/how tos/etc to avoid pitfalls surrounding the prior comment.
- Q6-Most people are satisfied and extremely satisfied for the first 3 categories of Registry services or features. Job board showed a 48% N/A response. The job board has not always been functioning properly. Increase in dissatisfied for completing membership ease. Comments: discussion ensued around the comment about not being able to add information except during the renewal process. Q7- strong percentage for likely and extremely likely to renew membership; mirrors first quarter data very well.
- **WI-** Number of events: PEC conference (used app for attendance), UW Whitewater (really really enjoyed the app for attendance), Director's Day in Milwaukee, Waukesha county event 2 nights ago. Fun! Since 2016 it has shifted from angry people to more positive people.
  - April- week of the young child. Leadership planned something for each day. Check out the Facebook page!
  - Email blasts went out this spring to cover events, PDAS newsletter, e-learning, high school update, etc.
  - Rebranding is getting going. Survey from last meeting was helpful on how to move forward. Registry WI will be separate from the registry database. Researching on websites (the front page, not where you sign-in)- meeting with New World who does everything. Might have NW help with the tech stuff, but we will work on the website design stuff.
- **MI-** Big conference in April! 2000+ attended so critical that we attended with the whole team. Table, workshop, swag was given out. We did really well building connections.
  - All day learning lab- 93 people in and out all day.
  - Postcard in Feb to all different organizations (orgs) given through licensing- info, resources to create organization profile, then follow-up emails (5300+ orgs without profiles and 900 who did have profiles (you have one, now what?). Video made on overview of an org profile, benefits, etc. Pretty good results.
    - Emily- impact. March 8th for delivery. 1300 orgs that were registered. Saw a 50% increase after the communication and in-person time. Very successful!
- **MN-** Newsletter that highlights policies- 2x per year. Blog also published- focuses on 1 practical issue (week of the young child for example) and 1 more technical. Had a



couple events this spring. Drawing from applications for some MN swag every month. 600 followers on FB.

### 1:39 Wisconsin Update- Jody Gennrich

- **45 day mass email-** feedback was not about the 45 day process. But sparked people to renew! We are finishing up (tomorrow?) PER renewal. PER=Peer Eligibility Renew is best practice in the field. Last done 2016- and we have had a lot of good changes since then! For example, we went digital as of last summer. There are over 11,0000 files in our repository. As a file comes out of the wall, it never goes back in, which is a really good feeling.
- **High school verification-** it must be done for certain positions according to licensing. So now the Registry is doing a best practice, in alignment with licensing, to have High School verified before handing out certificates. Discussion ensued about this topic. Angel- disappointed that the board was not notified about this prior to rolling it out. Josh- on May17th an email was sent out to board, stakeholders, etc. Seems like some of the board members got it but others did not. Chris-some of this communication is a new thing as of this year. Angel- the board has accountability for the Registry so we should know, and with more lead time than 3 days. Josh- maybe we should have included the board during the conversation part and not just at the stage of alerting the stakeholders. Nicole- I will create a specific message for the board for what is happening and how we are moving forward for future issues.
- **Applications-** maintaining 5-7 weeks processing time. Zendesk- over 24 hours for February because it gets documentation as well as help requests and she waits on the documentation ones while processing other requests. Working on ideas on how to keep the documentation separate from 24 hour Zendesk turn around time. Phones are busy too with around 300 calls outbound and over 1000 inbound.

### 2:14 Information Management Update- Katy Love

- Onboarding of new organizations to test out the online registration system.
- TTaP survey is up.
- Conference module- end of May release day. WI is choosing to hold off until it aligns with current policies and procedures. South Carolina may pay for development so we can get it to where we need it to be.
- E-learning is doing well. Lots of registrants. 61/72 counties have at least 1 registrant in WI so that's cool. Available in Spanish too and the number of Spanish attendees have gone up.
- PER renewal- do this to be part of national poll. Wrapping it up now.
- Data committee June 18th (Blake and 2 others from other organizations) meeting.

### 2:18 Minnesota Contract Update- Nicole

- Application processing time is around 4 weeks but is actually about 3 weeks. Their team is twice the size of WI so half the processing time. Trainer applications- super low- 2 team members rarely go over 3 weeks. Don't receive as many calls because



they have to document everything. Do have contract time of 24 hours and do that pretty well for Zendesk. Met 100% of site visit goals for contract process.

### **2:22 Michigan Update-** Emily Finnerud

- Jan- March is a slow time compared to other quarters. Staying within the 400 applications per month range and staying around 4 weeks processing time. Might lower amount of time for people to submit things to allow us to lower our processing time. Will keep 6 week max processing time because there will be an increase in documentation over the years to come. Trainer applications are even lower. Will see biggest spikes in January because of pre-approval process through the centers. Extending pre-approval for another year. Zendesk- keep 24 hour goal, contract is 48 hours to give leeway for heavy times. We can pull data on written communication- so usually do both in response to an inquiry. Can pull Zendesk info easier than phone log.
- Lansing Community College- starting to use Registry stuff in their curriculum. Looking for licensing involvement, which is not surprising. Bringing in everybody to host at 2 summer events on campuses. Providers see we are all working in this one system- trust it, use it and these are the benefits. Over 8,000 members as of right now. Katy- also has over 45,000 account holders! Online registration from the get-go helped. This is outstanding!

### **2:32 Risk and Compliance Update-** Nicole Lopez

- Only one thing added to risk register- funding deficit. Others are now low risk because we have addressed them already.

### **2:33 New World Now-** Katy offered a New World Now explanation for the new board members.

### **2:34 Angel-** question: branding. Josh- looking towards the end of summer / early fall for a roll-out. May send board members things over the summer. I am learning about website building and as a team we are talking about colors, mood, etc. At some point we will involve the general registry too. Keeping kids on the website as a pillar. Our logo is recognizable so we may not get a new one but it should be updated.

Angel- next question for Nicole: report outs from PDI here in WI. Nicole- I haven't heard of a meeting. I have been to a 3K-4K meeting but it is getting tabled. There are tentative ideas but nothing more.

Angel- next question for Nicole: we talked about always having a closed session as a standard practice. So let's do that.

### **2:42 Closed Session**

### **2:48 Adjourn**

Janet- Motion to adjourn; Blake-2nd. Call to vote. All approve; meeting adjourned.