

# Minnesota Reading Association

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## MRA Spring Leadership Board Meeting

Date: 3/9/13

Location: Maple Grove Community Center

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### Invitees Attend:

- Jennifer McCarty-Plucker - President
  - Jessica Crooker - President Elect
  - Deb Peterson - VP
  - Stephanie Brondani - Membership
  - Kate Kelly - Secretary
  - Katie Bannon - Newsletter
  - Linda Snowberg - Treasurer
  - Kari Ross - interim IRA Coordinator
  - Risa Cohen - SRIC
  - Karen Moroz - MAR
  - Mary Jacobson - Regional Centers of Excellence Leader, North
  - Molly Ring - SERC
  - Kathy Fox - TCARC
  - Pat Hanson - CMRC
  - Katy Plane - Grants Chair
  - Kristin Scherman - Regional Centers of Excellence Leader, SE  
(including metro)
  - Emily Hoeschen, Regional Centers of Excellence Leader, Central &  
SW
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### 1. Opening Activity

#### a. Books

- i. *How Children Succeed: Grit Curiosity, and the Hidden Power of Character*, Paul Tough
- ii. *The Grace of Silence*, Michele Norris
- iii. *The Long Walk to Freedom*, Nelson Mandela
- iv. *Living History*, Hillary Clinton
- v. *The Paris Wife*, Paula McLain
- vi. *Winter Gardens*, Kristin Hannah
- vii. *March Toward the Thunder*, Joseph Bruchac
- viii. *The Thief Lord*, Cornelia Funke
- ix. *Moon Over Manifest*, Clare Vanderpool
- x. *Mindset*, Carol Dweck
- xi. *The One and Only Ivan*, Katherine Applegate
- xii. *The Invisible Man*, Ralph Ellison
- xiii. *Good to Great Teaching*, Mary Howard
- xiv. *The Other Wes Moore*, Wes Moore

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- xv. *Start with Why: How Great Leaders Inspire Everyone to Take Action*, Simon Sinek,  
[http://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action.html](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html)
- xvi. *Flight Behavior*, Barbara Kingsolver
- xvii. *Savage Inequalities*, Jonathon Kozol
- xviii. *This Is Not My Hat*, Jon Klassen
- xix. *To Sell is Human*, Daniel Pink
- b. Kid President Videos:
  - i. <http://m.youtube.com/watch?feature=plpp&v=lcZVGjG6LWM>
  - ii. <http://m.youtube.com/watch?feature=plpp&v=l-gQLqv9f4o>
  - iii. Quickwrite: What can I do to make literacy in MN more awesome? What can we do to make MRA more awesome as an organization?

## 2. Officer Reports

- a. Membership, Stephanie
  - i. Numbers peaked in April 2012
  - ii. Central had a bump in Feb after an event
  - iii. Events really do help bolster numbers and keep councils active
  - iv. Should work membership into cost of events, should be a common practice for council events
  - v. Membership reports go out once a month and there might be errors; email Stephanie if there are errors
  - vi. Send welcome email to new members from the council to get them active in events
- b. Treasurer, Linda
  - i. We are financially stable(!)
  - ii. Using PayPal, which has been helpful for tracking finances for payments
- c. Conference, Deb
  - i. Friday August 9
  - ii. Take postcards to share
  - iii. Need some help
    - 1. Vendor: Kathy, Linda
    - 2. Signage: Kate
    - 3. Authors: Stephanie & Kate
    - 4. Registration: Scott, Katie, Stephanie
    - 5. Gift baskets for presenters: Jen
    - 6. Lester's Pal: Regional Centers folks
    - 7. Door prizes: Linda
    - 8. Designing conference programs: Linda
    - 9. Printing needs: Kari
    - 10. Publicity/advertisements: Katy & Risa
    - 11. Invitation for leadership retreat & dinner with Lester: Katie, dinner liaison: Kari

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- 12. Other: Kari
- iv. Breakouts
  - 1. Want to be highly selective, will not have an all-call but will invite known speakers
  - 2. Will plan for them to give 2, 45 minute sessions
- v. Agenda Update
  - 1. Welcome & keynote in am, lunch, authors & breakouts in afternoon
- vi. Leadership
  - 1. Send 2 per council for Thursday's leadership
- d. President, Jen
  - i. Active Council forms need to be filled out by July 1
  - ii. Reflection sheet for councils
  - iii. IRA Leadership Academy
    - 1. Will support 10 attendees
    - 2. IRA wants help with registration, transportation for IR directors from MRA

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### 3. Regional Centers of Excellence

- a. NCLB Waiver from Federal Govt.
  - i. No longer beneficial for MN to work under AYP plan, wanted to work under new plan
  - ii. MN has greater than average achievement gap
  - iii. Wanted more purposeful way to track and improve the achievement gap
  - iv. Identify the 15% lowest performing schools with the greatest disparity and highest need
    - 1. Lowest 5% are priority - more significant needs
    - 2. Next 10% are focus schools
    - 3. Does not include Mpls & SPPS because they have other waivers
- b. Three regional centers were developed
  - i. Goal is to close the achievement gap by half in 6 years & build sustainability
  - ii. MMR is new measure (multiple measure rating)
  - iii. Roles
    - 1. Look at school system and structure
    - 2. Specialists: Reading, EL, Charter, Math, Implementation
  - iv. Each team is connected to service cooperative as fiscal agent
  - v. Communication between centers and MDE needs to be strong to maintain sustainability
- c. Summer training before work began
  - i. Coaching, work with leadership
- d. Reading Specialist position:

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- i. Work really focused more as advocates in the beginning, and now shifting back to reading specialist
- ii. In-school PD and follow-up
  1. Whole school, teams, individual teachers
  2. Adaptive change, system structures, collaboration
  3. Working on school culture and building relationships in some isolated buildings
  4. Need to use time wisely with most needs
- iii. PD for regional centers folks
  1. MDE
  2. Self study
- e. Trends
  - i. Varied knowledge of ELA standards
  - ii. Importance of mindset
  - iii. Leadership is varied
  - iv. Divide remains between primary, intermediate, and middle school knowledge about reading process/instruction
  - v. Guided reading and 'Daily Five' are hot topics in redesign initiatives, but there are some misconceptions about both
  - vi. Meeting varied levels in classroom instruction
    1. AR/Leveled materials still being used consistently
    2. Intervention at the classroom level (isn't understanding that this can and needs to happen - kids do not need to go to a specialist)
  - vii. Turnover in staff, both general and school improvement grant imposed
- f. MRA involvement
  - i. PD in looking at data and how to use it to inform instruction
  - ii. Work against the culture and have voice in our profession that the work of reading teachers is important and that collaboration is essential; disallow the bullying and dismissing of new teachers ('literacy is the spine of all learning')
- g. Multi-pronged approach - need to hire new enthusiastic teachers but continue to work on the system of the school & culture; and develop a process for continual PD

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## 4. Mini Task Force Sessions

- a. Small group work
  - i. Mentorship for early teachers
  - ii. Transforming our message
  - iii. Conference
    1. Marketing
    2. Breakout Session brainstorm for 2013 conference
  - iv. Council Rejuvenation & Support for Northern/NW MN

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## b. Sharing out

### i. Mentorship

1. Important to have open relationships with rookie and veteran teachers - both have something to offer
2. Culture of open doors (going into other rooms, inviting others into room)
3. Tip sheet on how to develop positive relationships
4. Resource for new teachers to connect with MRA members ('Dear MRA' into newsletter)
5. How to help struggling teachers
6. Importance of time spent building relationships as adult colleagues
7. How to help new teachers (beginning teachers as well as new to building and/or grade level) in schools in transition/'traumatized' schools

### ii. Conference

1. Breakout ideas
  - a. Digital / media literacy
  - b. Authentic literacy
  - c. Text complexity
2. Marketing
  - a. Move beyond email
  - b. Posters advertising in schools
  - c. Making purpose and audience clear
  - d. Incentives: multiple registrations, most registrations, referrals-discounts, swag bags,
  - e. Tap into other content organizations, reading license grads for advertisement
  - f. Connect to 'Bullying Bill'
  - g. Target priority / focus schools because they have funding for this

### iii. Council rejuvenation

1. Figure out geographical boundaries
2. Jen will go up in May for a dinner in Moorehead and Alexandria to develop relationships and build council capacity
3. Visit schools in those areas to blizzard with MRA and conference information
4. Partner with CTE teachers, local Chambers of Commerce

### iv. Transforming our message

1. Celebrate Literacy is a key event
  - a. Increase grant applicants, PR for winners
    - i. Promote Writers are Readers & grants at all council events

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- ii. Councils could provide support for the writing of grants
- iii. Provide a press release about grant winners, teachers of Writers are Readers winners to submit to local paper
- iv. 'Free Money' advertisement out at conference, put in folders at conference
- v. Post previous year's application as model for website
- b. Reach out to elected officials to attend
- c. Could Celebrate Literacy event be more localized (to honor efforts across the state, because Celebrate Literacy tends to focus on metro students)
  - i. When MRA exec board members meet with local councils, there can be recognition of leaders at the event
- 2. CLN events - promote MRA (bring postcards)
- 3. See whether our own organization has the mindset we believe is important & our roles in MRA
  - a. Provide councils with talking points and scenarios to discuss at a meeting
  - b. How do we support shifts in mindset
  - c. Maybe we could do this at our summer leadership meeting
    - i. Read something about mindset and reflect, discuss, action steps
  - d. Be explicit about this work on website, FB, Twitter
- 4. Intentionality around message with legislative issues
- 5. Outreach director - Could we have a point person to draft press releases for things happening with MRA
- 6. Relies on relationships, importance of networking and feedback

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## 5. MDE State of State - Kari Ross

- a. MCA IIIs
  - i. More rigorous test, estimates are that it will take longer
    - 1. Plan for 5 hours, 4 sections
    - 2. School system for testing that encourages students to take time
  - ii. Test specs are on website, item specification could be helpful for teachers

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- iii. Achievement Level Descriptors describe on student report what it means for a student to be exceeding, meeting, partially meeting, not meeting standards
- iv. Local assessments need to align with the standards and ALD
- v. Webb's degrees of knowledge are used for the standards, MCA III
- vi. Goal is to move toward computer-adaptive; need certain percentage of schools to participate this year (but do not have enough, so it isn't likely this will be in place for next year)
- vii. Reading OLPA (or whatever the reading version will be called) may be available as early as next year
- viii. Statewide assessment data will hopefully be available at end of August (committee needs to do standards-setting for assessment over summer)
- ix. Psychometricians are working on comparisons across MCA IIs and MCA IIIs.
- b. Reading Well by 3rd Grade
  - i. Webinars are complete, but working on getting them to be ADA compliant - closed captioning
  - ii. Working with schools to update local literacy plans
  - iii. Data submission template has changed, needs to be submitted yearly (July 1)
  - iv. Revisit Statute 120 B12, general fund money/literacy incentive (expansion)
    - 1. No current restrictions to monies
    - 2. Recommendation to schools is that literacy monies be reinvested into literacy initiatives
- c. PBS writing contest
  - i. Winner gets \$120 in books from Mackin
- d. State Literacy Team is done for the year
  - i. Rewrote guidance for PreK-3 oral assessments
  - ii. Worked on guidance for reading intervention PreK-3 (works well with 4-12 language)
    - 1. Does not include programs, but requires some kind of Rtl approach; built on 5 pillars, but also includes writing and motivation/engagement
    - 2. Needed to work on consensus particularly around phonics instruction
    - 3. Guide to Reading Intervention PreK-3
- e. State funds to develop ELA MTSS Toolkit, age 3- grade 12
  - i. 20 person inter-agency MDE taskforce working on the project
  - ii. Deliverables due June 30
  - iii. Based on stages of implementation
  - iv. Have a lot in existence, but are now pulling things together and completing a gap analysis

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- v. Can help inform other content areas for MTSS
  - f. Assessment Conference, August 1
    - i. Call for presentations just went out
    - ii. Held at Northwestern College
    - iii. Typically gets about 900 attendees
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## 6. Council Announcements

- a. MAR mixer on Apr 27, 10-11:30am at MDE with favorite professional resources
- b. TCARC holding second book discussion on Pathways next Tuesday, May event in the works
- c. CMRC has spring author dinner with John Coy (March 19)
- d. SWRC has celebration dinner on April 16
- e. SRIC next meeting (and last for the year) is Apr 23

### Additional Discussion Points:

- Share events with Jessica to put on FB page
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## 7. Closing activity

- a. Based on thoughts from day, what is one thing you want to do to be more awesome?
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## 8. Future Meeting Dates

- a. Summer Leadership - August 8 at Cragun's
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## 9. Action steps

- a. Take council reflection sheet back to council leadership and report back
- b. Marketing for summer conference - advertise advertise advertise!
- c. Active Council reporting form due July 1

**Minutes prepared by:** Kate Kelly\_3/9/13

**Minutes Approved:** Stephanie Brondani 3/11/13