

MSERA Spring Board Meeting/Director's Workshop
March 1, 2016
University of South Alabama
Mobile, AL

The MSERA Spring Board Meeting/Director's Workshop was called to order by MSERA President, Dustin Hebert, on March 1, 2016 at 2:15 pm at the College of Education, University of South Alabama, Mobile, AL.

President Hebert explained that in lieu of the traditional format of the Director's meeting where each director issued a report, the meeting would be conducted as a workshop to address the future of the organization. The goal is to leave this meeting with strategies that we want to implement to move the organizations forward.

Those attending: Cliff Hofwolt – Executive Director, Dustin Hebert - President, Franz Reneau – Vice President/Elect, Shannon Chiasson - Secretary, Abraham Andero – At Large, Lindsey Diulus – At Large, Deborah King –At Large, Deborah McCarthy – At Large, Nancy Gaillard - Alabama, Rachelle Miller - Arkansas, Susannah Craig - Louisiana, Rebecca Robichaux - Mississippi, Jane Nell Luster - Historian, Michelle Haj-Broussard – Past President.

The workshop opened with Jane Nell Luster delivering an organizational overview of MSERA including the structure, mission and governance of the organization. The organizational overview was followed by the explanation of the roles and duties of the Directors' based on the organizational Constitution, Bylaws, Operations Manual and "Tradition"

Specific points pertaining to Directors include the following:

1. State Director – the primary responsibility is to stimulate interest in the membership
2. Elected for 2 – year terms
 - States – elected in even years
 - At-Large, Others – elected in odd number years
3. If a Director is absent from 2 board meetings, the Executive Committee must examine if they need to determine that position is vacant.

President Hebert introduced the Roundtable Discussions on the Directors' Duties and followed with a debriefing.

Vice President Elect, Franz Reneau presented a draft of the Strategic Plan. The focus of the next stage of the workshop was on Strategic Initiative I.

Strategic Initiative 1: Enhance recruitment and retention strategies to build sustainable membership for the association.

Goal 1.1: Increase membership from member states

Strategy 1.1.1: Develop and Implement targeted recruitment strategies

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Performance Measures

Need to target Graduate Students and Junior Faculty

Directors need to help us target Graduate Students and Faculty in the states.

Where are the pockets of Graduate Students and Junior Faculty and how we target them?

We tend to recruit at our own institutions. How do we get the other universities to support MSERA?

Reneau emphasized that our purpose and how we support the development of Graduate Students needs to be on our website.

Hebert stated that research needs to be clearly defined; proposals do not need to be restricted to hard-core research. We should include Position papers, etc.

Suggestions to address the goals outlined in the Strategic Plan include:

- Sessions on turning a Dissertation and/or Power Point Presentation into a Manuscript
- Adjust language in the call so it is clear how to submit the proposal.
- Include Georgia as a member state – Abraham Andero
- Include the evaluation criteria/rubric in the call.
- Send thank you letters to presenters
- Follow up with presenters and find out if they have had their presentation published in a Journal and publicize this information
- Encourage members to utilize LinkedIn
- Utilize Membership and the Annual Meeting Experience to encourage participation in MSERA
- Engaging more people in the organization
- Brand MSERA

Task 1: Engage Members

A. Increase membership

1. Add a personal touch; develop a personal contact within the Colleges of Education so when the emails are sent they will not trash them.
2. Develop a 15 second video is powerful. Testimonials from graduates students, junior faculty that helps with their tenure process, communicate the practical side – sessions on applying for a job, how to write to conceptual framework
3. Identify new/potential groups, including practitioners, reaching across disciplines in your own institution, Junior and Community Colleges – Student success
4. Target Charter school networks or boards

What are the topics to target? We need to know what is going on in the member states. Broaden our scope with practioners to increase the conversation between K12 and higher Ed.

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B. Brand MSERA

1. Must be something that catches attention
2. Unified dissemination
3. Reach out to other regional organizations to find out what they are doing.
4. Different marketing standards for the different member groups
5. Social media strategy – decide which platform(s) how and when to use.
6. Is there an opportunity for undergraduate experience?

C. Push messages to members and potential members

Task 2: Annual Meeting Experience

A. Increase participation

B. Enhance offerings/experience/types of sessions

- Training sessions – how to take a dissertation/publication and turn it into a publication
- Grantsmanship – how I found the opportunity, this is what I did
- Feed them well - access to food it makes the experience more enjoyable.
- State specific sessions – State director presides over the session
- Wifi
- Presider brings laptop
- Accommodations for attendees with special needs/ADA accommodations needed
- Entertainment/background music
- IR Sessions
- Communications among board members between spring and fall meetings/virtual meetings.
 - Progress reports
 - Webinars – offered twice a year on topics of interest

Reasonable Outcomes

State Directors

1. By March 15, 2016 all state directors will send out initial communications
2. State directors will receive their state membership list and reach out to them
3. All deans are members of an association and the dean may have a list of contacts at each institution in the state. Use that list.
4. Reach out to one person at each institution to be your contact.
5. At Large – Lindsey Diulus will collect the information on Community Colleges in the member state

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6. Abraham Andero– reach out to Georgia
7. Other at large – find out what other regional organizations are doing.

The workshop was suspended until