

**Georgia Council for the Social Studies**  
**Minutes of the Board of Trustees Meeting**  
**Georgia Council for Economic Education**  
**January 20, 2018**

*The **Mission** of the Georgia Council for the Social Studies is to advocate for, support, and celebrate the advancement of quality social studies teaching for Georgia students.*

*The **Vision** of the Georgia Council for the Social Studies is to prepare students to be knowledgeable, effective decision makers and engaged citizens in a globally interdependent world.*

The meeting was called to order at 10:00 AM by President David Kendrick. The group members introduced themselves.

Board members present:

Pam Roach, David Kendrick, Heather MacKenzie, Charles Elfer, Ernie Lee, Christa Heath, Chris Cannon, Tammy Ponder, Kim Weston, and Laura Ambrose. Also present: executive director Eddie Bennett, secretary/newsletter editor JoAnn Wood, social studies fair director Sharon Coleman, and conference coordinator Pam Knauer. Board member absent: Sally Meyer. Media Coordinator absent: Jennifer Dawson.

The minutes from the January 16, 2017, meeting were presented. Joy Hatcher made the motion to accept the minutes, with Pam Roach seconding the motion. The minutes were approved as amended.

Eddie shared that our board donation in memory of Glen Blankenship's mother was received and appreciated.

**Financial Report:**

Balance (1/14/2017)	\$56,486.60
Deposits	57,394.58
Debits	60,367.13
<b>Ending Balance (1/16/2016)</b>	<u>53,514.05</u>
CD	\$23,412.00

**Executive Director's Report:**

Eddie presented the financial report. Heather MacKenzie made the motion to accept and Chris Cannon seconded it. The financial report was unanimously approved.

Eddie discussed the budget details. We currently have 748 members. See budget document. 726 attended the most recent conference. Eddie announced that we are again a gold star award winner with NCSS. He spoke about the Internal Audit process as well. The budget document will be made available to board members.

Joy Hatcher made the motion to approve the budget as presented, and Pam Roach seconded. The motion was unanimously accepted.

### **Social Studies Fair Report**

Sharon Coleman updated us on this year's fair plans. She spoke about the virtual fair. If we have participants who cannot participate in the regional because of a handicap or a conflict, we may be able to have them participate virtually (with state fair director approval.) Right now just the virtual school students are participating. Presentations and interviews will take place March 19-23. We will need judges who can judge virtually on that date. Board members are encouraged to volunteer. David Kendrick and JoAnn Wood volunteered to judge. Further discussion ensued about the relative merits of National History Day vs Social Studies Fair and about revising virtual fair possibilities. Joy Hatcher volunteered the GaDOE webinar process and suggested some ways to launch a different type of virtual fair.

### **GCSS Media**

Reported on participation in our social media accounts. There was discussion about posting conference materials via Edmodo or other platform and if that is a disincentive for coming to the conference in person. See full report from Jennifer Dawson attached to these minutes.

### **Committee Assignments**

David Kendrick and Eddie Bennett are on all committees; 1<sup>st</sup> name in each group is chair of the committee:

- Nominations – Heather MacKenzie, Christa Heath, Sharon Coleman, Charles Elfer, David Kendrick, Eddie Bennett
- Awards – Tammy Ponder, Sally Meyer, Kim Weston, Charles Elfer, David Kendrick, Eddie Bennett
- Conference – Pam Knauer, Eddie Bennett, David Kendrick, Pam Roach, Heather MacKenzie, Laura Ambrose, JoAnn Wood, Christa Heath (Pam will set up date in May to meet)
- Special Projects – Pam Roach, Ernie Lee, Tammy Ponder, Kim Weston, David Kendrick, Eddie Bennett
- Media/Publicity – Jennifer Dawson, Laura Ambrose, Chris Cannon, David Kendrick, Eddie Bennett
- Succession – Chris Cannon, David Kendrick, Heather MacKenzie, Pam Roach, Ernie Lee, Sally Meyer
- Social Studies Fair Committee – Sharon Coleman, Christa Heath, Kim Weston, Tammy Ponder, David Kendrick, Eddie Bennett
- Membership – Heather MacKenzie, Joy Hatcher, Tammy Ponder, David Kendrick, Eddie Bennett

### **NCSS and Tennessee Partnership**

David attended a leadership meeting at NCSS in San Francisco and the council presidents' meeting, both of which encourage collaboration between councils. David suggests the possibility of a regional council here in the Southeast, eventually to result in a regional level of conference. Joy talked about trying to do the same with CS4 and raised the concern of a regional conference negatively affecting the state conferences. Tammy asked what would the regional conference value added be and tapping that potential, meeting a need not currently met. Various possible issues and costs/benefits were brainstormed. Georgia Council representatives will begin visiting other state conferences and reporting

back to our board. An outline of trip objectives will be drafted and shared with the board. The issue of institutional memberships was mentioned and will be considered in future.

### **Update from the Georgia Department of Education**

Joy Hatcher, GaDOE Social Studies Program Manager shared the following:

- Civic Engagement Diploma Seal update – Joy described where the current status of the seal proposal. It should be up and running by the 2018-2019 school year. Ernie Lee is on the iCivics board and suggested we make sure they are aware of this seal program. Joy will share the draft as it exists now.
- Upcoming/current workshops – Let's Get Visual on visual literacy; iSWIRL workshops; Summer Workshops for 3<sup>rd</sup>/4<sup>th</sup> grade content; 6-12 GeoInquiry – focusing on human/environment and location themes. K-2 History labs workshop is being implemented as well.
- WWI – extra resources tied to the anniversary year
- Summer Social Studies Literacy Conference for Summer, 2019 – featuring authors/illustrators – will want to partner with GCSS if possible to make this happen; possibly expand the call to attend in the Southeast region. Potential title - Authoring History!!
- GCSS sponsorships from 2017 for underrepresented districts – some of those funds were not used and are to just be absorbed into GCSS.

### **GCSS Conference 2017:**

Pam Knauer shared information about the recent conference. Over 726 people attended. It was very successful. There were 122 sessions. The Hyatt was not open in time for the 2017 conference, as expected.

Pam shared the data from the breakouts from this past year so that board members could see which sessions were popular draws. She detailed why costs went up in certain areas. The full report is attached following these minutes.

### **GCSS Conference 2018:**

Dates for our upcoming conferences have already been set and contracted with the Classic Center: Oct. 10–12, 2018; Oct. 9-11, 2019; Oct. 21-23, 2020; and Oct. 27–29, 2021.

Pam shared ideas about the 2018 conference:

- Some ideas to cut costs were shared and some fees proposed to increase (vendor, registration, etc.)
- Afternoon break – we would like to continue this
- GaDOE designated sessions – liked this and want it to continue for 2018; Joy and JoAnn will work on the logistics.
- Cloud to the vendors – will purchase to benefit everyone; vendors will be told to consider purchasing a drop for vendor sales
- Continue providing tech support for presenters; investigating providing projectors and the most cost effective way to do that
- Continue sessions starting at 8:00 AM
- CVB's Housing Bureau – provide this service but provide a disclaimer about loyalty points availability through this reservation service.

- Conference theme – possibly tie to 1968 anniversary (The Year that Shaped America or something like that...) 1918 → 1968 → 2018: A Century of Conflict and Change
- Speakers – Andrew Young is a potential speaker; panel civil rights activists; possibly WWI speaker; other leads and the conference committee will brainstorm further.
- Awards luncheon – continued as usual
- The supervisors' luncheon meeting on Wednesday prior to the conference will no longer be funded by GCEE.
- Some competition with the national Econ conference around the same time as ours.

### **Internal Audit**

An audit was conducted by Randell Trammell indicated the following:

- The mileage rate needs to be adjusted. Chris Cannon moved that it always match the federal rate and adjust as needed. Tammy Ponder seconded and the board unanimously approved this motion. Currently that rate is 54.5 cents per mile.
- Both our Executive Director and Conference Coordinator are paid modest sums and the audit recommends that each of them be paid more appropriately. Heather MacKenzie proposed and Chris Cannon seconded the motion to double current pay for these two positions immediately. Discussion about further changes to the pay levels for these positions followed and the board unanimously approved that the Succession Committee will consider these issues more fully and make recommendations to the board regarding salaries, reporting back to the board to make further decisions.
- The full audit report will be made available to board members.

### **Elementary and Middle School Survey**

Pam Roach reported on the survey results. See separate results document. Goal – to help inform state legislature and social studies educators about the current state of social studies instruction.

### **Other items:**

Congratulations to Joe Feinberg for being elected to the NCSS board.

There being no further business, the meeting was adjourned at 1:53 PM. Heather MacKenzie made the motion, Pam Roach seconded the motion for adjournment, and the board unanimously approved.

Respectfully submitted

JoAnn Wood

Secretary/Newsletter editor

## **GCSS Conference 2017 Report**

### 1. Additional Expenses for 2017 GCSS Annual Conference

#### **Catering:**

2016: \$24,000

2017: \$42,000

Difference of \$18,000

#### **Additional catering charges in 2017:**

Continental Breakfast 2016- \$9.95 2017- \$ 13.45 (for 750 people)

Luncheon 2016-425 plates 2017- 575 plates

Snacks for vendors \$500.00

Boxed lunches for vendors-\$1,126

Afternoon Break-\$4200.00 (650)

Reception- \$2500.00 (150)

**The catering differences (2016 to 2017) add up to approximately \$14,000 + service charges and taxes**

**Security** \$337.50

**Wi-Fi Cloud** \$249.00

**On-site technicians for sessions** \$1300.00

**Atrium** for (3) days \$3600.00

### **2. Number of 2017 registered attendees 726**

### **3. 2017 Sessions:**

- 122 Sessions
- Began at 8:00 AM each day
- Had tech support for all sessions both days

### **4. Future Conference Dates:**

2018: October 10-12

2019: October 9-11

2020: October 21-23

2021: October 27-29

### **5. Increasing revenue in 2018**

- There will be no reception and no police costs.
- Providing goody bags for vendors to cut down on snack costs
- Increasing vendor fees from \$325.00 to \$375.00
- Increasing registration fees from \$130 to \$140  
Onsite from \$140.00 to \$150.00
- We will print less programs due to not attending GACIS 2018
- No GACIS vendor fee

## 6. Items to consider

- Do we continue with the afternoon break?
- Do we continue with providing a cloud to the vendors?
- Do we continue with tech support for the presenters?
- Do we begin sessions at 8 AM as we did in 2017?
- Do we have the Board's approval to use the CVB's Housing Bureau? This would add a fee of \$5.00 to the hotel fee the attendee pays. The attendee would use on site link to see all the rooms available and select their hotel choice on availability and cost. There would be no more block codes and one link on the GCSS website for attendees to use.
- A 2018 Conference theme? (A possible 1968 tie-in: The Year that Shaped a Generation (*TIME* magazine))
- Speakers for 2018? (possibly a speaker discussing 1968)
- Awards Luncheon vs. something different for 2018?
- The Social Studies Supervisors' Luncheon prior to GCSS will not be funded by GCEE.

Facebook page - Georgia Council for the Social Studies (GCSS):

589 users “Like” the page

587 of those users “Follow” the page

Twitter Handle - [@GASocStudies](#)

Username: [GA Council for SS](#)

832 Followers

Hashtags: #GCSS17, #GCSS18, #GCSS

Instagram Page – gasocstudies (GA Council for Social Studies)

- Newest platform/page created in conjunction with 2017 GCSS Annual Conference
- 54 Followers

Edmodo:

GA Council for the Social Studies - 345 members

GCSS Annual Conference 2017 – 120 people joined the page

Suggestion:

Putting a question on the proposal submission page asking if the submitter is willing to share presentation/resources &/or provide info on how to access info on Edmodo (just a question - **not a requirement**) – with yes, maybe, & no as choice options.

Possibility:

We could explore a new platform for sharing conference materials. However, I’m unaware of anything else that is completely free (as is Edmodo).