

KAEA Annual Board Meeting February 27, 2024 Topeka, KS

In attendance: Chris Wheaton, Karen Ulanski, Aubrey Duft, Lavaughan Scheurich, Ange Amon, Stephanie Prichard, Leslie Dykstra, Krista Clay, Eric Tincher, Donna Munsch, Yamir Lozada, Mary Johanning, Hector Martinez, Susanna Lee, Sue Grosdidier, KAEA Conference attendees

Called to order at 4:30pm

Kelly Mobray was appointed Parliamentarian by Leslie Dykstra (President).

Members were welcomed by Hector Martinez on behalf of KBOR.

Minutes from the 2023 Annual KAEA meeting were reviewed and approved as read. Mary Johanning made a motion to accept the minutes as read. Krista Clay seconded that motion. Motion carried.

Treasurer's Report: Yamir Lozada

Total Funds in Accounts as of 07/01/2023

Past President- xxxx1482	\$6,347.03
General- xxxx2004	\$34,988.94
Money Market- xxxx2626	\$39,682.34

Live Variance (since July 1, 2023)
PP \$833.34
General \$24,108.70
MM \$572.77

Discussion:

Past President: Funds are obtained from the silent auction. Our funds are used for the \$500 grant.

General: These are funds brought in throughout the year such as conference registrations and other income.

Money Market: Obtained through interest and/or stocks. This is our savings account. There has been a positive change due to investing in stocks. Last year, \$10,000 was transferred from MM to General to help pay for the conference. Hopefully, this will not need to be done this year.

It was asked if we can put the MM in a higher interest account? Yamir will continue to look for better yielding interest rates in order to invest the best we can. It was mentioned the reason it is not in a CD is because we do need access to the account, so not to be locked up. Suggestions were high-yield savings accounts.

Yamir is always open to feedback, as he wants to be as transparent as possible and make improvements as needed.

Karen Ulanski (Paola) made a motion to accept the treasurer's report as presented. Beth Dugan (Manhattan Tech) seconded that motion. Motion carried.

New Business:

Hector Martinez acknowledged the conference chair and planning committee. He also discussed IET in Adult Education, along with the importance of connecting with employers in order to help with advocacy for funding. Hector challenged attendees to think about how we are going to address the challenge of the removal of developmental education classes at the college level (What do we need from KBOR-Training? Funding?). He encouraged members to share success stories with representatives when we go to the capital, as this should resonate with them. Hector informed members that Kansas was in the top 5 in the nation for achieving outcomes.

Eric Tincher acknowledged the programs participating in the STAR Training this year. In addition, he acknowledged the programs participating in the Reading Horizons training. Eric mentioned how these trainings and PD are an important in improving students' lives.

Voting- (Via Sched or ballots on tables)

- **Secretary:** (Current is Aubrey)
- **New Area Representatives:**
 - Area 2: Beth Dugan
 - Area 5: LaVaughan Scheurich
- **By-laws:** By-laws were sent out by e-mail and have been available on Sched, the website, and given on tables.

Changes:

•Article IV- Officers and Duties

- Add:** *Even-numbered years elections: Secretary and Board of Directors members from even numbered KAEA Area 2 and Area 4.*
- Odd-numbered years: Vice President, Treasurer, and Board of Directors from odd-numbered KAEA Area 1, Area 3 and Area 5*
- The President will fill board vacancies with the advice of the Executive Board.*

•Article VII-Appointed Representatives

- Section 1: **Add** Parliamentarian to appointed positions

• Add Article XI-Member Code of Conduct

Krista Clay moved to accept the amended by-laws as presented. Kami Moore seconded. Motion carried.

Discussion: Kelly mentioned it might not be clear the members voted on all three changes. Leslie confirmed that the voting was to approve all three changes.

Adult Education Proclamation- Leslie shared the proclamation with us. She will be presenting the proclamation tomorrow at the capital.

One of our goals is to increase state funding. Tomorrow (visit to the capitol) is a step forward to come together as an association and as adult educators to let people know who we are and how we fit into the education puzzle. The proclamation is a part of that.

2024 goals: Continue to increase awareness of adult education and work to expand adult education services through an increase in state-allocated funding.

Steps taken: Leslie presented and explained the new KAEA logo that was adopted. Bill Asmussen also launched a new website. This was presented to members to view.

Old Business:

Marketing Plan- Leslie also worked with Cox Media to develop a marketing campaign on Facebook and Instagram. The video that was developed takes viewers to a link based on their location which then takes them to a landing page. The video was shown to members, as well as the landing page. Leslie presented the results of the campaign. 331,687 people saw our ad, 243 people clicked, 21,439 people went back and viewed the video again. She presented the amount of views by diverse demographics. KAEA paid for this marketing campaign. What we do not know is how many people that viewed the video signed up for adult education services. It was questioned whether we would expand our demographics.

We are looking into algorithms in order to make changes.

Is there a Spanish version? In order to do this, we will need to make a second video for more money, but we wanted to see how effective the marketing was first. Will we do it in more languages? Leslie would have to check with Cox.

Kelly mentioned that numbers are up in several programs, and this could be impacting those numbers.

We can do YouTube ads-you get so many seconds for free. The most marketing is in the first 5-10 seconds before the "skip". We have talked about that too.

Karen Ulanski congratulated Leslie on the work she has done on the marketing campaign and all of the work she has done for KAEA as a whole. All of the members thanked her with standing applause.

State Initiatives- We did not receive the increase from the Governor's Budget. Leslie is looking into what to do in order to receive continual increased funding.

How we can help-follow on social media. Like and share content to reach more people.

Share personal success stories: sharing students' stories in newspapers and local news. (Pro-literacy has a story in the newspaper almost every week). If you don't have data, tell a story. Encourage students to tell their own stories. Email legislators. Invite them to your programs and show them what you are doing.

Leslie acknowledged retirements: Sue Grosdidier and Nance Munderloh. Justine Selgado is relocating out of Kansas. We wish her and the program the best.

At 5:15 pm, Chris Wheaton made a motion to adjourn the meeting. Yamir Lozado seconded. Meeting adjourned.

Recorded by Aubrey Duft (Secretary)