MPAAA Executive Director Report
June 13, 2014

Phone calls to the office:

Date Range	Number of calls
January 24 – February 23	136
February 24 – March 23	189
March 24 – April 23	250
April 24- May 23	120

Communications
The contacts list started in March has paid off in, at least, one tangible manner. Our Fall LP conference was included in the most recent MDE newsletter, Educational Connection.

In an effort to continue to highlight MPAAA as an Association, I contacted two local firms to discuss pricing structures and package options that might assist MPAAA in being included (at the table) when discussion about data submission or pupil accounting arises at the Capitol. This was a great experience on a couple of levels. First, I developed a (for me) concise history and description of the Association. This included decision to hire staff. Second, as I am sure most of you know, PR firms/Strategic Operations firms do not come cheap. While it is clear that these are not an option for MPAAA at this time, we now have two firms that, at the very least know that we exist. And, we need to stay vigilant about promoting who we are.

On a more positive note, I was introduced to a former legislative coordinator who now works for Apple. He has attended several of the Consensus for Change Think Tank meetings. After the last meeting in May, we talked about the folks who might benefit from knowing about us at the Capitol – particularly the legislative analysts with the education committee. He has provided me with names and numbers and an introduction to those folks. In addition, he introduced me to Brenda Resch (Chief of Staff for Senator Pavlov) by saying that as the Senator looks at education policy issues related to pupil accounting or data submission, MPAAA would be a good contact for her. I appreciate his willingness to share these connections with us.

Conference and Workshop Activities
Administrator Training (Completed) - Added Survey via StarChapter
State Reporting 101 (August)
Intro to Pupil Accounting (August)
CEPI applications (October)
CRDC workshops (September – November)
Data Quality (November)

Meetings (Face to Face and Virtual)

Consensus for Change Think Tank (May 8 and June 9)
Derrick Stair (May 16)
Nicole Snyder (May 20)
Program Committee (June 5)
Certification Track committee (June 5)
Debbie Kopkau (MSBO)(June 6)
Kristina Baxendale (Kellogg Center) (June 6)
Executive Committee (June 10)
MSBO PD committee (June 11)