



**National Education Knowledge Industry  
Association  
Board of Directors Conference Call**

**3:00-4:00 PM Eastern  
Monday, December 13, 2004  
(620) 584-8200 pin 10563#**



## **Agenda**

### **1. Decision items (3:00-3:30)**

- Associate membership (see memo below) – Executive Committee
- Calendar change (see memo below) --- Jim

### **2. Information items (3:30-3:50)**

- Status, 2005 Appropriations & 2006 prospects --- Jim
- Review, 2004 Retreat and Business Development in 2005 --- Jim
- Intelligence --- Jim

### **3. Quick Updates and Announcements (3:50-4:00)**

- RAC process and competitions --- Jim
- December 15 Visioning --- Jim
- R&D Center report language and follow up --- Jim
- REL RFP issues --- Jim
- Membership Development Plan --- Jim
- Plans for January Board meeting --- John
- Compensation issues and appraisal process --- Chris

**To: Board of Directors**  
**From: Jim Kohlmoos for the Executive Committee**  
**Subject: Proposed Changes for Associate Membership**  
**Date: 12/8/04**

**Issue**

Whether to continue the associate membership option and, if so, how to value it and price it appropriately.

**Concerns**

As a follow up to our discussion at the November Board meeting, the Executive Committee carefully considered the concerns raised by a number of you about associate memberships in NEKIA. Those concerns related to the need to protect the value of full membership and to avoid underpricing benefits to associate members.

**Options**

The Executive Committee considered a range of options including:

- discontinue completely;
- maintain as is
- increase fee across the board
- increase fee on a graduated scale based upon budget
- reduce membership benefits
- limit eligibility to “small” organizations only

**Proposed Action**

We recommend to the Board the following

1. Limit associate membership eligibility to “small” organizations (annual revenues of \$3.5 million—a common threshold for small business determinations). On a case by case basis, consider “cost centers” within larger organizations.
2. Maintain current benefits package for associate memberships (see chart below).
3. Maintain current fee of \$5000.
4. Change the name to “affiliates”
5. Implement this new framework immediately

**Justifications**

- Maintains “relative” value based upon an organization’s capability to pay.
- Allows for a way for organizations with more limited resources to be a part of our movement.
- Enhances our membership diversity and marketability
- Maintains potential for collaboration with smaller businesses/entities
- Provides additional revenues for NEKIA



**Current Associate Members**

- Academy for Educational Development---\$195M
- Texas Instruments--- ?
- Collaborative for Teaching and Learning --- \$2M
- Reading Recovery --- \$2.3 M
- Finance Project --- ?
- National Clearinghouse for Education Facilities \$ 1M

- McKenzie Group (subject to change) \$3 M

**Current Membership Benefits**

	<b>FULL</b>	<b>ASSOCIATE</b>
BOARD SEAT & VOTE	<b>X</b>	
BOARD MEETINGS	<b>X</b>	
NEKIA CONSULTATIONS	<b>X</b>	
NEKIA VISITS	<b>X</b>	
GR OUTREACH	<b>X</b>	
MONITORING ISSUES	<b>X</b>	
PAG MEMBERSHIP	<b>X</b>	<b>X</b>
BUS DEVELOP MEMBERSHIP	<b>X</b>	<b>X</b>
COMMUNICATORS MEMBERSHIP	<b>X</b>	<b>X</b>
WEEKLY PAG EMAILS	<b>X</b>	<b>X</b>
WEEKLY BUS DEVELOP NEWSLETTER	<b>X</b>	<b>X</b>
REGULAR PAG CONFERENCE CALLS	<b>X</b>	<b>X</b>
REGULAR BUS DEVELOP CONFERENCE CALLS	<b>X</b>	<b>X</b>
GR HANDBOOK	<b>X</b>	<b>X</b>
BUS DEVELOP HANDBOOK	<b>X</b>	<b>X</b>
MEMBERS' WEB SITE	<b>X</b>	<b>X</b>

**To: Board of Directors**  
**From: Jim Kohlmoos**  
**Subject: Proposed Calendar Change**  
**Date: 12/8/04**

Issue: Whether to change the date of the Board meeting and Business Development "Institute" from the second week of August to a date in November, 2005 and whether to change the venue from California to Washington DC.

Background --- At the retreat several Board members strongly urged a change the August meeting and retreat to November of 2005. Among a number of issues, a key concern was the possibility that the proposal preparation process for labs could still be in motion. There is also an outside possibility that competitions for the comprehensive centers might still be open.

With these potential conflicts in mind, the Executive Committee has asked me to conduct a brief survey of members before our conference call to determine whether a change would pose additional scheduling conflicts for our members. I will present our findings for your consideration during our December 13 conference call.

Should the conflicts for a change prove inconsequential, I will propose the following:

- Change the date of the Board meeting to November on a "least conflicted" date
- Similarly change the date of the Business Development Institute to the two days before or after the board meeting.
- Change the venue to Washington DC in order to take advantage of DC-based business development speakers.
- Plan a Board-only retreat on trade association strategic issues in February of 2006 in California, Kiawah Island, or some other retreat-type spot.