



# IT'S ABOUT OUR KIDS.

## SDEA Launches Back to School Campaign

*New Look ...Same Great Association*

As educators and students begin the new school year, they may notice something different about the South Dakota Education Association (SDEA) – a new look. With the help of a Media Grant from the National Education Association, SDEA tapped a group of members to do an assessment of the SDEA brand. The Rebranding Task Force spent the past two years conducting focus groups of members and non-members and conducting public polls to determine how the Association was viewed by educators and the community as a whole. The task force also wanted to know more about why educators joined the association and ultimately why those educators continued to work in South Dakota's public schools. The answer was clear; it's about our kids.

That message became the corner stone of SDEA's new "It's About Our Kids"



campaign, which includes a series of TV and online ads that feature SDEA members dealing with the everyday trials and tribulations of teaching and working in schools; however, the ads demonstrate that

regardless of those everyday struggles, it's the kids that make it more than worth it.

"We are very excited about this campaign. It is a good reminder of why we all do what we do. It's not about the money. It isn't about the challenges. It truly is about our kids," said SDEA President

*Buildings, busses, classes and curriculum. Schoolbooks, pencils, homework and grades. Parents and teachers. Budgets. Taxes. It's easy to get lost in the details when we consider everything educators do to provide the best education for South Dakota's children. The SDEA encourages you to pause and remember: It's about our kids.*

for our kids. That really is our purpose."

The campaign also launches a new look for the Association. The new logo still has the famous apple; however the graphic has a newer look. McCorkle said the task force debated about going in a new

direction, but opted to stick with the image of an apple because it works. "In our research we found that

those who know us, appreciate what we do and they identify us with the apple, so we didn't want to completely depart from that identity. We have a little different look, but we are the same great Association," said McCorkle.

In the coming months, members and audiences in general will see TV commercials, online and Facebook ads and much more including integrating the "It's about Kids" into American Education Week activities in November. The Association will also launch a new website

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Make sure you mark your calendars for these upcoming important dates:

**Sept 8-10** - TNT Fall Meeting - Deadwood

**Sept 23-24** - SDEA LAB Conference - Huron

**Sept 25-27** - Indian Education Summit - Pierre

**Oct 12-14** - Systems Change - Chamberlain



Find SDEA's President on Twitter @Mary\_McCorkle



## What's in Your Bag?

Don't forget these must-have items, say your experienced NEA colleagues.

By NEA Staff

1. NEA membership card. Your Association colleagues can guide you through rough spots and help you grow as an educator.
2. A notepad that makes carbonless copies. Keep copies of quick notes to parents and others when you can't get to the copy machine.
3. A grading scale. It slides to show you the percentage correct for 6–95 problems. What a timesaver!
4. Colored pens. Grading in red is sooo old-fashioned!
5. A digital camera. Capture the good times! Take photos of student work, document their growth over the year, and let them ham it up.
6. A flash drive. Load it with instructional PowerPoints, video clips that can't make it past the school filters but are appropriate for classroom instruction, and much more.
7. Magnets. They hold things on the chalkboard: that paper with no name on it, a note from the office for a student, a poster for brief display.
8. A flashlight. I have been in classrooms that lost their electricity, and it can get very dark!
9. Your mom's phone number. We all need to connect with someone who believes in us.
10. Stain-remover stick. It's a quick fix for many accidents.
11. A good massage therapist's contact info!
12. A tool belt. For putting things up and taking things down in your classroom, you can't beat a small pair of needle nose pliers (for pulling stubborn staples out of the wall), a stapler, staple remover, scissors, tape dispenser, large marker, pencil, and string or thread.



## SDEA President's Message

As I write this article for the Sept./ Oct. issue of the Advocate, I have just returned from visiting in my school district, Mobridge-Pollock. The floors are shining, and the custodians were making sure lockers opened easily. The secretaries were working on back to school packets for in-service, and teachers were putting up bulletin boards. The rhythm of back to school—excitement, opportunity, a new beginning—is everywhere in all our school districts.

We have a rhythm here at SDEA as well. Our Association is on the move, and there are tremendous opportunities awaiting us as we start our back to school membership drives. This year we have a great potential to grow our Association, but we have to seize the moment and use our positive message to encourage all educators to join SDEA. They will not come to us; we must personally reach out to them. A very exciting part of SDEA's back to school efforts is our "It's About Our Kids" campaign. Over the past two years the Rebranding Task Force, with the help of a grant from NEA, conducted focus groups, and surveys. The message the Task Force heard was loud and clear; we do what we do because of our students – the work of educators, the work of the Association is about our kids. They are the driving force behind what we do, no matter our job title. This is where we should start our conversations with all prospective members and with our community. It's about our kids; that's what we all have in common.

SDEA is also taking this message to the airwaves. The Association began airing three ads featuring our members at the beginning of August. You may have seen them during the Olympics. The ads ran through

Labor Day and will begin to air again during American Education Week. If you didn't see them on TV, look for them on Facebook.

We are working with the NEA on a New Educator Campaign. Across the country NEA predicts there will be 174,000 new teachers in our schools just this year with 2 million entering our classrooms in the next five years. Again, this is an opportunity that we must seize upon. Our goal is to have one-on-one conversations with all new educators including our new support professionals and higher education faculty. Our hardworking staff has conducted trainings across the state for local leaders so that local membership plans include strategies to identify and have conversations with the new teachers across our state. Data collection and digital engagement will help us target the interests of prospective members; we will be able to show specifically how NEA, SDEA and our locals are supporting our members. What should you talk about in a conversation with new educators? Ask questions and get to know them, listen rather than talk (two ears/one mouth!). Let them know that you and your local are there to support them and serve as a resource. Building relationships with the new teachers coming to our districts is critical; as many of us retire, the future of our Association lies with those we mentor and bring along with us. Once you have a relationship, begin to talk about the importance of belonging to a professional organization.

And don't forget to talk about the 2016 Legislative session...across South Dakota, local negotiations teams worked hard to come to agreement on settlements that



have been unheard of for entire teaching careers: salary increases of \$3500, \$4000, \$5000 and even higher. Members lobbied legislators to support the sales tax increases; and local teams insured the new funding went to those it was meant for. Together we help secure \$67 million of new and ongoing dollars for our state's public schools. Then locals finalized the work during negotiations. We MUST use this in our one on one conversations with potential members. If we do not, we squander a golden opportunity. My message to you is *carpe diem*; we must seize the day! Our media campaign, the new member engagement activities and our legislative success combined with the work of your local provide us with so many exciting and important things to talk this school year. Let's get started and seize the opportunity we have this year to grow our Association. We can do it! As the school year begins and I start my third year as SDEA President away from my district, I miss my students. I miss the rhythm of a new school year and that excitement of the first day of school. However, I know all of our students are in good hands. As teachers and education support professionals, you will ensure for every student that this is the best year possible....because as we all know....It's all about our kids! Thank you for everything you do. You are always very much appreciated!

*Mary J. McCortle*

## SDEA Hosts Assessment Trainings

This past summer SDEA held a series of assessment trainings to help members across the state to develop assessments for Student Learning Objectives. Members who participated were able to work collaboratively to develop assessments with their peers and develop a better understanding of the assessment process with regard to standards. Here is what your fellow SDEA members had to say about the sessions and the knowledge they took away from the hands on training.

*"When writing assessments for my own students, I have insider information; I know exactly what they've been taught, I know how they've been taught. This assessment writing process was new and valuable, and it stretched me beyond my classroom. It was great to collaborate on a product that can be used statewide to assist teachers in assessing student understanding of some of our most important government principles."*

-Laura Plowman, Brookings, SD

*"I'm so excited to use these common assessments. I was looking for a good resource to develop an SLO for writing but had no idea where to begin. I now feel confident about gathering data and reporting student progress. The collaborative process experienced while creating these common assessments enhances my instruction immeasurably."*

Virginia Colgman, Sioux Falls, SD

*"I so appreciate this training:*

*the trainers not only demonstrated how to use the Common Core Standards as the template for creating an aligned rubric, but guided our groups through creating a rubric and editing out unclear language. Because of this workshop, I will more confidently and more precisely align my classwork to the standards this year."*

Gretchen Koopmans – Milbank, SD

*"I attended the Sturgis in-service in July. I thought the experience was awesome. I knew we needed assessments for writing and this workshop allowed us to collaborate, work at our own speed, and get a product completed that we can and will actually use! We were also fed! And paid! What more can you ask for? I hope you offer more workshops like this in the future."*

Mary Cook, 3rd grade Sturgis Elementary  
*"Rubric indicators we created will eliminate confusion. We were able to work at our own pace, on assessments to be used in our classrooms. Nice to have a completed assessment to use. All my specific questions were answered in a timely matter. Thank you again for a great workshop."*

Chad Hauge, Brooking, SD

*"The Assessment Lab was a useful tool for me. It helped me to refocus on the standards and write an assessment that connected to those standards. Also, it led to an assessment of information that students were*



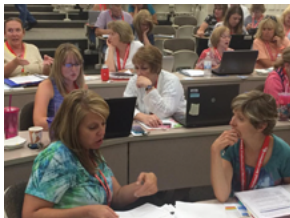
*familiar with since those standards had been the main focus of instruction. Plus, it made me stop and*

*think about the level at which questions were written this encouraged me to write questions that used higher level thinking skills. The instructors were good at providing instruction and constructive criticism on how to improve the assessment that was created. I look forward to using it with my students."*

Donna Wayt, Florence, SD

*"This was a very informative and meaningful professional development session. I gained a new perspective on creating assessments for my students. I developed an awesome rubric that will become a part of my Geography class. I have previously used mostly written assessments, but I was able to turn this task into a more hands-on fun project for my students. They will be demonstrating content knowledge and section understanding by creating an end of chapter project that involves modeling, art, and oral presentations. Additionally, through the structure of this workshop, I was able to network with some great educators in my community that I would not have necessarily ever met. Rich provided a professional atmosphere and was very helpful in my endeavor to better serve my students!"*

Dr. Mattie Ingram, Hermosa Middle School  
ELA, Geography, and Transition Educator



*workshops like this in the future."*

Mary Cook, 3rd grade Sturgis Elementary  
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NEA's edCommunities is a place where teachers, parents, school support professionals, and community members share ideas and resources to improve student success. It is free and open to all!

Joining NEA edCommunities means sharing your commitment and dedication through an open exchange of strengths and resources with thousands of other education professionals. Free and open to all, NEA edCommunities is driven by you to foster student success.



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# SDEA LAB Conference

## Sept. 23-24, 2016



At Crossroads Hotel and Convention Center in Huron.

### Get Your Local Team Registered today!

If we have learned anything in the 2016 legislative session, it is that there is strength in a cohesive, organized group. To reach our

maximum potential, we need to expand the capacity of our locals. This is the goal of the 2016 SDEA LAB Conference.

This conference encourages locals to bring leadership teams consisting of current, potential, and aspiring leaders. Locals will get the most out of the conference

if they have enough people to attend multiple sessions at once. Local teams will have time to talk and plan for the coming year, leaving with an action plan for 2016-17.

A full schedule and registration information available at [www.sdea.org](http://www.sdea.org).



**Chase Mielke**



**Janie Walters**



**Myron Dueck**

# Systems Change

17<sup>th</sup> Annual Conference and Teacher of the Year Banquet

October 12-14, 2016

Cedar Shore Resort - Chamberlain, SD

[www.systemschange.net](http://www.systemschange.net)

- Meals are included
- Full-day pre-conference workshops
- World-class keynote speakers (left)
- Graduate credit and DOE contact hours are available
- Breakout sessions on a wide variety of relevant topics
- One free book of your choice from the onsite bookstore
- Discounted rates for teams of 3 or more from the same district
- The Teacher of the Year Banquet (featuring the announcement of the 2017 South Dakota Teacher of the Year) is included with most registration options
- Hosted by Midwest Alliance for Professional LEarning and LEadership (MAPLE)
- Conference partners: AdvancED, SD DOE, SDEA, SD ASCD, SDACTE and TIE



# Money-saving and career advancement opportunities for teachers

## Loan forgiveness opportunities

Each year, the U.S. Department of Education designates teacher shortage areas. This federal designation may qualify borrowers for deferment or forgiveness of outstanding Federal Family Education Loans, Federal Stafford Loans or Federal Perkins Loans. Qualification depends on the type of loan and the date issued.

These designations may also enable grant recipients to fulfill their teaching obligation under the Teacher Education Assistance for College and Higher Education (TEACH) Grant Program.

Individuals teaching in one of the designated areas can contact the lender holding their loans to determine whether the loans qualify for deferment or forgiveness. The Federal Student Aid Hotline at 1-800-4FED-AID is also available to answer questions.

School principals are delegated authority to provide certification that eligible borrowers are teaching in a designated teacher shortage area.

## National Board Certification stipends reinstated

The 2016 education package

State Academic Disciplines or Subject Matter	Geographic Areas
Career & Technical Education	Bennett County
English Language Learner	Cheyenne Indian Reservation
Fine Arts	Corson County
Language Arts	Crow Creek Indian Reservation
Mathematics	Jackson County
Physical Education/Health	Lower Brule Indian Reservation
Science	Mellette County
Self-Contained	Roberts County
Social Science	Oglala Lakota County
Special Education (Non-Core)	Todd County
World Languages	
Other	

reinstated the stipends for South Dakota public school teachers and counselors who seek National Board Certification. National Board Certification signifies that teachers have developed and demonstrated the advanced knowledge, skills and practices required of an outstanding educator. Standards for each content area and developmental level are created by teachers, for teachers. Certification consists of four components: written assessment of content knowledge, reflection on student work samples, video and analysis of teaching practice, and documented impact and accomplishments as a teaching professional. Find more information about the National Board Certification

process and stipends at [doe.sd.gov](http://doe.sd.gov).

## Tuition-reduction benefit expanded

House Bill 1061, passed by the 2016 Legislature, extends the equivalent tuition-reduction benefit currently available to educators taking courses at South Dakota Board of Regents' institutions to educators enrolled in distance education courses at these same institutions. Previously, the benefit only applied to face-to-face courses, resulting in a 50% reduction in tuition (University Support Fee and General Activity Fee are excluded from the reduction).

# American Education Week - It's not too early to start planning

American Education Week—November 13-19, 2016—presents all Americans with a wonderful opportunity to celebrate public education and honor individuals who are making a difference in ensuring that every child receives a quality education.

The week long celebration features a special observance each day of the week.

They include:

- Monday, November 13: Kickoff Day
- Tuesday, November 15: Parents Day
- Wednesday, November 16: Education Support Professionals Day
- Thursday, November 17: Educator for a Day
- Friday, November 18: Substitute Educators Day



Find the online Tool-Kit for American Education Week at [www.nea.org](http://www.nea.org). Get involved today! #AEW2016

## SDEA offers Awards, Scholarships & Grants

### SDEA/NEA Friend of Education Award

The Friend of Education Award is to honor a person or organization that has made a significant contribution on a statewide basis toward achieving quality public education for all students.

**Deadline: November 1, 2016**

Details & Nomination Form can be found at [www.sdea.org](http://www.sdea.org)

### SDEA/NEA Human and Civil Rights Award

The Human and Civil Rights Award honors an individual, student, or organization for their work in promoting human and civil rights.

**Deadline: November 1, 2016**

Nomination Form can be found at [www.sdea.org](http://www.sdea.org)

### SDEA/NEA ESP Award

SDEA/NEA's ESP Award recognizes the contributions of Education Support Professionals (ESPs) to their schools, communities, and their professions. The award is presented to a member of SDEA/NEA who demonstrates outstanding accomplishments and reflects the contributions of ESP to public education.

**Deadline: November 30, 2016**

Details & Nomination Form can be found at [www.sdea.org](http://www.sdea.org)

## Fairness in Action

How do we teach students to treat others with fairness - playing by the rules, taking turns and sharing, being open-minded, listening to others, not taking advantage of others, and not blaming others? Here's how three educators put this behavior into action.

### When Students Say, "I Hate This"

My favorite reply to the "I hate this" remark (or any other inane complaint) is "Bummer." Add a knowing, commiserative nod. You appear sympathetic to the child's "discomfort," yet you invite no more comment. Kids have no response for this.

~csanders, high school teacher

### Be Open-Minded

Don't hold an incident against a child for the remainder of the year.

~Lois Yukna, bus driver, Woodbridge, New Jersey

### Good Sportsmanship - A Thing of the Past?

In some respects it is but it can be brought back. In our school we teach good sportsmanship. The students are not allowed to blast each other. They are not allowed to trash talk each other during games. They are taught to make good observations about how others are playing. The team that does not win is taught to congratulate the team that does win. The winning team is also taught to tell the other team that they played a good game. We have to make a conscious effort at teaching them this. It is not always taught at home. They also rarely see it on television when they watch sports or at sporting events.

~spynycollard, from a Do the Right Thing discussion board

## Welcome our new Interim Executive Director Renae Costa

The South Dakota Education Association (SDEA) welcomed Renae Costa as the organization's official Interim Executive Director as of August 4, 2016.

Renae was born and raised in a small, rural community in North Dakota called Mayville. After graduating from high school she attended 2 years of college at Mayville State, majoring in Elementary Education and Special Education. During Renae's junior year she transferred to the University of North Dakota to complete her degree in Special Education. Renae became a member of the NEA student organization at the advice of her advisor. After graduation from college she was hired to teach a Learning Disabilities classroom in Kellogg, Idaho. As a first year teacher she was also the first teacher of a new special education program. It was challenging, but the support from experienced colleagues and the Association made it feel right. During these years she continued to be more involved in the Association, both at the local and state level. Renae served as local president and was elected to the Idaho Education

Association Board of Directors. In 1989 she was selected to participate in the NEA Women and Minorities Intern Program.

One of the biggest challenges of her career was moving from governance to staff work. She began working as a UniServ Director for the Wyoming Education Association in 1990. She worked in the Casper regional office and served the Northeast quadrant of Wyoming. In 1996 she was ready for a change and a friend from Arizona called her and told her about a job opening at the Arizona Education Association. She had completed the 3 months of "on the job training" for the intern program in Arizona and had maintained contacts over the years. She began working for AEA in 1996 as a UniServ Director in the North Phoenix office and she worked with the same local associations for the next 9 years.

In 2005 the Quality Teaching and Learning program position opened and she applied for the



position and moved into program work. From 1996 to 2009, Renae was a trainer for the NEA in several capacities. Renae trained Organizational Development for the NEA Women and Minorities Intern Program for 14 years. During those same years she

was a trainer for the UniServ Skills Sessions that NEA offered annually for UniServ staff. In 2010 the UniServ Manager position was open at Arizona Education Association and she decided to try her hand at management. In the fall of 2013 the AEA Executive Director accepted a position for another state affiliate. At that time the AEA President asked her if she was interested in the position. Renae served in that capacity for 6 months and stayed on an additional 6 months after the new Executive Director had been hired to assist in the transition. Renae, who recently retired from AEA, will serve as the Executive Director while SDEA searches for a full time Executive Director after the retirement of Mark D. Mickelson.

## SDEA Welcomes New Uniserv Director to the Black Hills

*SDEA welcomed a familiar face to assume the role of Uniserv Director for the Black Hills Unit.*



*Former Rapid City Education Association Member, Fran Linn, began working for the Association in July.*

*She will work with the locals and members in the Black Hills region. We asked Fran to take a little time to tell us about herself and what brought her to the SDEA.*

### Tell us a little about yourself?

I've lived in the Black Hills for over 20 years and taught here for nearly 10 years. At various times I taught middle school English and high school

English, Math, and Biology. Last year I moved to Cody, WY and was part of creating a brand new alternative high school there. However, South Dakota is my home and I am very grateful to be able to come back to the Black Hills.

### How will your experience as a teacher help you in your role as a Uniserv Director?

I think teaching prepares you well for any career because there is no job as challenging as being a teacher. Having a background in education means that I have first-hand knowledge of the challenges that our members face on a daily basis.

### Why do you want to work at SDEA?

I believe public education is the foundation of our democracy. SDEA is the organization that is working

to advance public education in the state. Through the Commission on Teaching and Learning and with the Be Bold campaign, SDEA has proven to be an effective advocate for educators.

### What aspects of the job are you looking most forward to?

Building relationships with members from around West River. I will always consider educators as my colleagues and getting to collaborate with them on a variety of issues will be very exciting. I'm looking forward to driving to the small locals and seeing the similarities and differences between the issues we all face.

You can contact Fran by calling the Rapid City office at 605-342-8068 or via email at Fran.Linn@sdea.org.

## NEA Leader Lends Support to SDEA Membership Campaign

The new school year means a new SDEA membership campaign. Locals across the state are preparing to welcome new educators to their districts in an effort to build the voice of SDEA.

NEA Secretary Treasurer, Princess Moss, was in Sioux Falls to visit with Unit D members about the importance of reaching out to those new to the district and having ongoing one-on-one conversations. SDEA is partnering



with the NEA on a "New Educator" campaign.

The campaign focuses on those educators who are not only new to a local, but also new to the teaching profession or education. The goal of the NEA's New Educator campaign is to have a one-on-one conversation with every new educator in the nation to talk about how the Association can support them in their



profession. SDEA is working with locals to implement plans to reach out to those educators in our state. Contact your local Uniserv Director to find out how your local can get involved.

## Mentoring Program Taking Applications

Professional support in the classroom is key to keeping educators in the classroom, especially those new to the profession. SDEA members saw a need to provide ongoing and meaningful mentoring to new educators and stressed the need to the Blue Ribbon Task Force. Our voices were heard and one of the successes of the 2016 Legislative Session was the passage of ongoing funding for a new statewide mentoring program.

The program pairs teachers new to the profession with mentors who have at least five years of experience and who teach in similar content areas and/or

grade levels. Pairs are expected to be across districts. At the end of the school year, both attend a summer academy. SDEA highly encourages members to consider applying to be either a mentor or a mentee. Applications for new teachers and mentor-teachers are now being accepted. A school administrator must approve participation by any teacher in his/her school (mentor and mentee).

Please be sure to review and sign the Administrator Sign-off Form for any participating teacher from your school. There is an option for districts that already have a mentoring program to participate as well.

To learn more about South Dakota's new mentoring program visit <http://doe.sd.gov/mentoring>

**MENTORING**  
ENGAGE ENCOURAGE EMPOWER

## Here's What Educators Can Do to Engage Students

Engaged students are academically active and connected to their school and broader community. There are many ways for ESPs, teachers, and other staff to help students become more engaged in and out of class. That's especially true as students often experience difficulty transitioning between grade levels, from high school to college, or into the working world. These helpful guidelines will help educators, parents, and other adults promote the connection between textbook learning and real world experience.

1. Use active learning strategies
2. Offer a range of opportunities for students
3. Use curriculum-related experiences
4. Employ a range of inquiry-based, experiential learning
5. Support, promote, and reinforce
6. Reinforce citizenship and civic behaviors by students

**SAVE THE DATE**

2016

# South Dakota Indian Education Summit

*Four Directions: Moving Forward Together*

**Sept. 25-27 - Ramkota Conference Center, Pierre**



## Attention: New Phone and Fax Numbers!

Do you need to call SDEA? Not sure which office you should call? SDEA members across the state can now call one 800 number to be connected any our office locations. By calling 1-800-529-0090, you can be connected to your Uniserv Director and other SDEA staff. Need to send a fax? Our field staff each have their own fax number. Our new fax numbers are listed below!

- Renae Costa  
605-223-6430
- Mary J. McCorkle  
605-223-6431
- Paul McCorkle  
605-223-6432
- Anne Plooster  
605-223-6433
- Holly Bartlett  
605-223-6434
- Amanda VanderPlaats  
605-223-6435
- Holly Frederick  
605-223-6436
- Loren Paul  
605-223-6437
- Comms Spec.  
605-223-6438
- Sandra Waltman  
605-223-6439
- Roberta Drewes  
605-519-6635
- Fran Linn  
605-519-6636
- Sue Podoll  
605-519-6637
- Betty Erickson  
605-370-6131
- Jason Winter  
605-370-6132
- Kara Hoines  
605-370-6133
- Ryan Rolfs  
605-370-6134
- Pam Oberembt  
605-370-6135
- Richard Mittelstedt  
605-956-8751

## SDEA Announces Innovation Grant Winners

SDEA Educational Foundation Program awarded over \$9,000 in Innovation grant fund to members throughout the state. The following received grants for the 2016-2017 school year:

**Sarah Jensen** - Explorer Elementary, Harrisburg Education Association – “Mallet to Mastery” a program to improve the student to instrument ratio at Explorer Elementary in Harrisburg.



**Katie Kroeze** – Lincoln High School, Sioux Falls Education Association - Journalism in the new digital age – Technology purchase for the Lincoln High School Journalism Department, Sioux Falls.



**Kristi Moser and Marian Beck** - Mobridge-Pollock Middle and High School, Mobridge Pollock-Education Association – “Tigers Love Books” a book club for middle and high school students.

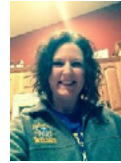


**Michelle Nelson, Sarah Hanson, and Lindsey Weaver**, - R.F. Pettigrew Elementary, Sioux Falls Education Association – “Breaking Out in the 3rd Grade” classroom



resources that will create opportunities for students to persevere in problem solving situations in an engaging inquiry based learning atmosphere.

**Jennifer Scheff and Karissa Fischer** (no photo provided) – Laura Wilder Elementary, Sioux Falls Education Association – “Move to Focus” – utilizing the use of movement tools to help students focus.



**Kayla Meyerhoff, Michelle Rowe and Johanna Bloemenaal** - Laura Wilder Elementary, Sioux Falls Education Association – “Kinesthetic Classroom” – incorporating movement into learning for second grade classrooms.



**Amanda Hotchkin** – Oscar Howe Elementary, Sioux Falls Education Association – Mobility + Learning = MobiView – technology to increase the mobility, student engagement, time on task and engagement. (No Photo Provided)

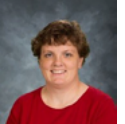
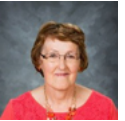
**Kay Dahl Hobart, Nicole Finnesand, Kate Justice** – Tri-Valley Schools, Tri-Valley Education Association - Makerspace Manipulatives – library materials that encourage self-exploration



and provide opportunities for students through hands-on and creative learning experiences for students throughout the Tri-Valley School District.

**Kindra Schneider, Linda DeJong, Cher May** – Terry Redlin Elementary, Sioux Falls Education Association – “Growing Socially, Emotionally, & Academically” – developing a library of books and materials that help ELL students reach their goals. (No Photos Provided)

**Christina Strid, Karla Vandenburg** – Corsica- Stickney Elementary School, Corsica- Stickney Education Association – “Fun with Physics” – brings a STEM Lab to elementary school students.



The SDEA/NEA Educational Foundation Program provides grants up to \$1,000.00 to members of the association in support of innovative educational and student-oriented projects. The foundation program funds new member-led projects. The SDEA/NEA Educational Foundation gives preference to proposals that address student achievement, cultural diversity issues, include community partnerships, and can be duplicated by others. The program accepts applications every spring. To learn more about this program, visit [www.Sdea.org/](http://www.Sdea.org/) grants.

## YESS...Here for the New Educators of South Dakota

Are you a new educator? Are you looking for others who have experienced the same challenges you are facing at the beginning of your career? We have a group for you! YESS is the Young Educator's Support System.

Our goal is to engage college, new to the field, and young educators with meaningful professional development and support.



Engagement includes helping you

navigate the education field. For some educators, we may merely serve as an ear to hear you through those chagelling moments. For others, we may be there to provide advice as well as training such as classroom management. We are here to help you, and

as we all know navigating the field of education can be difficult, yet one of the most rewarding jobs. YESS is here to provide the support for college students,

new to the field, as well as young educators from your peers of young educators.

To learn more about YESS contact Ryan Rolfs at [Ryan.Rolfs@sdea.org](mailto:Ryan.Rolfs@sdea.org) or Jason Winter at [Jason.Winter@sdea.org](mailto:Jason.Winter@sdea.org).



You can also search for YESS on NEA Ed Communities at [MyNEA360.org](http://MyNEA360.org)



continued from front page

that is more user friendly and has a new look. SDEA will also use the "It's About Kids" message to engage new educators and potential members in one-on-one conversations through the fall 2016 membership campaign.



in common is our kids," said McCorkle.

McCorkle said that while the television and online ads are running during the back

to school period, the work is ongoing.

"Often when we are approaching a new educator or a potential member to encourage them to join, we are not really sure where to start the conversation. However, when we can identify what we have in common with those educators the conversation is much easier. What we all have

"Doing the work of affirming our brand is not just about getting a new logo or the 30 second commercials. It's about making sure that we continue to be relevant to our members, to our educators and to our communities. In whatever we do, we have to ask the question:

how does this impact our kids? If the answer means a positive outcome for our students, then we are staying true to who we are and why we are here. If we keep students at the center of what we do, our Association will always be a success."

To view the 30 second spots or to learn more about the campaign, visit [itsaboutourkids.sdea.org](http://itsaboutourkids.sdea.org).



## Super-Geeky Tech Tips for the New School Year

By Gwyneth Jones, a.k.a. The Daring Librarian (excerpt)

One of the things I love most about being an educator is that every year is a do-over! Whatever you planned but didn't do last year, you can try this year. This article will provide some easy tips for upping your ed tech game and getting ready for a super new school year. Don't feel pressure to do all five—just pick one! If that works out, try another and go from there.

Goodbye flash drives and external drives! The future of data storage and hosting is in the cloud. At first, I was skeptical of the cloud but five years later, I'm using it every day, I'm convinced. Most school systems have some version of Google Apps for Education available for teachers, I recommend using Google Docs to upload and convert your important documents, presentations, and spreadsheets for easy editing, sharing, and storage in the cloud.

Another great resource is Dropbox. A trusted ed tech leader once told me "because of Dropbox I don't care if my laptop crashes." That was a cartoon-eyes-bugging-out moment in my tech life. No fear of crashing? Ever? WOW!...



## SDEA Welcomes a NEW Board of Directors

The SDEA had two election cycles in the 2015/2016 year. The reapportionment made it possible to have new Board of Directors panel to be voted on by the members.

Unit A Board of Directors: David Sommers from Rapid City, Brett Monson from Sturgis and Steven Chase from Rapid City.

Unit B Board of Directors: Bobby Smallman from Aberdeen, and Tess Canet from Valentine, NE.

Unit C Board of Directors: LouAnn Jensen from Arlington, and Stephanie Brooks from Sisseton.

Unit D Board of Directors: Meredith Lind from Sioux Falls, Josh Thomas from Sioux Falls, and Dawn Wiebers from Madison.

Unit E Board of Directors: Paula McMahan from Elk Point and Martin Sieverding from Menno.

The SDEA Board of Directors ESP At-Large is Betty Sokol from Crookston, NE. The SDEA Board of Directors Minority At-Large is Dennis Simon of Brandon, SD. The SDEA Board of Directors COHE At-Large is Alan Aldrich from Vermillion. The SDEA Board of Directors Retired is John R. Salladay. And finally, the new SDEA Board of Directors Student is Page Wright.

Welsome to you all!

NEA-Retired exists to meet the needs of retired education employees. We work with active NEA members to:

- Protect and improve retirement pension, and health benefits—including state pensions, Social Security and Medicare.
- Improve public education through mentoring, literacy, and intergenerational programs and activities.
- Achieve legislative and political action goals for education and education employees.
- Retired members also:
- Continue their involvement with their State Association and the NEA and enjoy new and different activities with former colleagues and new friends.
- Volunteer in community-based programs that help make America stronger.
- Participate in national and regional conferences and seminars.

Look for your dues reminder! SDEA-R fiscal year is Sept-Aug. Remember to send your dues in today if you haven't already! Thank you!

This was my first NEA-Retired Annual Meeting and my first NEA RA. It was a long haul, beginning on June 28 and ending on July 8. And since it was my first time to attend both meetings, it was a huge learning experience.

The Retired annual meeting was held on June 29 and 30. This meeting was very relaxed compared to the NEA-RA. When I arrived for the first meeting, Bob Hoffman, one of our members who is on the NEA-Retired Board of Directors, spotted me and took me to the Minnesota table which had room for me, along with the one person from Wyoming and one from ND.

Along with the usual meeting business and speakers, the elections were a very big deal and a huge part of the two days. Retired members raised \$35,919 for the NEA Fund, an astonishing 7.1% over what was raised in 2015. The NEA Retired grant program was maintained but not strengthened. Because most had attended many times, there was no explanation or instruction for a first time attendee. The NEA-RA is a huge meeting with many parts and it took a few days to make the connection with the Retired meeting issues.

Moving on to the NEA-RA, which literally meant moving to a different hotel to join the delegates from SD, I must say it was an impressive event. For me it was an experience, since I just did what all the other SD people did. Once again, everything was new. It was interesting being the oldest person there and having it be my first NEA-RA.

The SD delegates had one social event going out to dinner Saturday night in Georgetown. A few of us took a boat ride down to Alexandria and had a walk about before returning. From then on it was late nights and early mornings starting with our State Caucuses at 7:00. When they ended we charged down to get in line to catch one of the busses that carried delegates in that hotel to the Convention Center. Once there I was part of the herd that flowed to the place assigned for the SD delegation.

There were six thousand plus delegates in attendance and the



meeting was run by the very capable Lily Eskelsen-Garcia. At the end of each day everyone stampeded to the busses as though someone had yelled, "fire". An observation: delegates enthusiastically supported the NEA Fund.

Everyone understands the importance of supporting and electing national candidates who support public education. The highlight for me was having Hillary Clinton speak to us and ask us for our support. I was excited to be able to vote to have NEA recommend her to our members and I was happy to hear over 80% voted to do so.

What an adventure.



#### Who To Contact

For questions, please contact:

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Retired Program Coordinator

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605-224-9263 ext. 131

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# Advocate Minutes

## ADVOCATE MINUTES SDEA/NEA BOARD OF DIRECTORS' MEETING

via Conference Call April 3, 2016  
Face-to-face April 7-8, 2016

Present for the conference call in addition to M. McCorkle were: O'Brien, Mehlbrech, Meyer, Sommers, Soldatke, Baumann, Schutte, Sieverding, McMahan, Smallman, Aldrich, Canet, Brooks, Jensen, Jennings, Pourier, and Salladay. Also present were, Plooster, and P. McCorkle, and Mickelsen.

Absent from conference call were: Chase, Monson, Farmer, Olsen, Gorder, and Gravatt.

Present for face to face meeting in addition to M. McCorkle were: Mehlbrech, Schutte, Sieverding, Canet, O'Brien, Meyer, Olsen, Jennings, Baumann, Farmer, Smallman, Sommers, Chase, Aldrich, McMahan, Gorder, Brooks, Jensen, Salladay, and Soldatke. Also present were Mickelsen, Plooster, P. McCorkle, and Gravatt.

Absent from face to face meeting was: Monson and Pourier. Renke and Waltman joined the meeting for a time Friday morning and Hoffmann joined as an observer.

Approved rotating LAB Conference around the state for 3 more years. (McMahan, Salladay)

Approved Orlando RA voucher that was received late. (Mehlbrech, Soldatke) (Salladay opposed)

Approved appointing Brittany Neiles to an open EPIC position. (Jennings, Soldatke)

Approved \$2000 sponsorship of Academic Excellence Recognition event. (Salladay, O'Brien)

Approved the application for the UniServ Grant for the 2016-17 fiscal year to be submitted by April 15, 2016.

Approved setting Board/Staff Retreat for June 19-21, 2017. (Sieverding, McMahan)

Approved setting SDEA Representative Assemblies for April 6-7, 2018, and April 5-6, 2019. (Baumann, Sommers)

Approved setting NEA RA per diem at \$69/day with hotel direct bill. (Mehlbrech, Brooks)

Approved awarding Ramia Boersma scholarships to Christian Fossum of Mitchell, Blake Savey of Yankton, and Kyle Biggerstaff of Mitchell. (SDEA Scholarship Committee)

Approved amendments to SDEA Board Policy 12.2 NEA RA Travel Expenses. (SDEA Internal Concerns Committee)

Approved that Board Policy 7.8, Counting Procedures for General and Run-Off Elections be suspended for the 2016 Unit Board of Director election to allow the Election Committee to declare the winners of a completely uncontested Unit race without the need to send ballots to the members of that particular unit. (SDEA Elections Committee)

Approved hiring Holly Frederick as Financial Assistant effective March 29, 2016. (O'Brien, Brooks)

Approved hiring Amanda Schmitgen as Membership Technician effective April 21, 2016. (O'Brien, Sommers)

Approved accepting Dana Hillius' resignation as UniServ Director to be effective June 1, 2016. (O'Brien, Canet) (Chase and Sommers opposed)

Approved upholding the decision of the Executive Director to terminate the employment of Employee A. (O'Brien, Aldrich)

Approved upholding the decision of the Executive Director to terminate the employment of Employee B. (O'Brien, McMahan)

## ADVOCATE MINUTES SDEA/NEA BOARD OF DIRECTORS' MEETING June 12-13, 2016

Present for the meeting in addition to M. McCorkle were: O'Brien, Meyer, Soldatke, Baumann, Schutte, Canet, Sieverding, McMahan, Sommers, Monson, Chase, Smallman, Aldrich, Brooks, and Salladay. Also present were, Plooster, P. McCorkle, Mickelsen and Gravatt. Hoffmann was present for the Board meeting as an observer.

Absent were: Mehlbrech, Farmer, Olsen, Jennings, Jensen, and Gorder.

Incoming board members in attendance were: Thomas, and Sokol. Lind and Wiebers were not present.

Staff present Monday and Tuesday for the retreat were: Gravatt, Frederick, Boyd, Schmitgen, Paul, Rofs, Mittelstedt, Drewes, Winter, and Erickson. Hoinen was not

present.

Approved the 2016-2017 SDEA Budget. (Canet, Smallman)

Approved reaffirming Kim Soldatke as representative of the SDEA Board of Directors on EPIC. (Sieverding, Monson)

Approved UniServ grants submitted by Unit A, B, C, and E. (Brooks, Monson)

Approved the RCEA Release Time President request. (McMahan, Baumann)

Approved certifying the 2016 SDEA Election #1 results. (SDEA Election Committee)

Approved certifying the 2016 SDEA Election #2 results. (SDEA Election Committee)

Approved removing Mark Mickelsen from bank signatures. (Brooks, Monson)

Approved adding Paul McCorkle to bank signatures. (Schutte, Sieverding)

Approved campaign proposal recommendations from Media One. (Rebranding Task Force)

Approved amendments to SDEA Board Policy 2.14 Voucher for Travel Expenses to be effective immediately. (SDEA Internal Concerns Committee)

Approved amendment changing deadline to June 1 to SDEA Board Policy 8.3 Release-Time President. (SDEA Internal Concerns Committee)

Approved amendments to SDEA Board Policy 16.2 Hiring Professional Employees. (SDEA Internal Concerns Committee)

Approved awarding Educational Innovation Grants to Sarah Jensen of Sioux Falls in the amount of \$989.95, Katie Kroeze of Sioux Falls in the amount of \$1000, Kristi Moser of Mobridge in the amount of \$1000, Michelle Nelson of Sioux Falls in the amount of \$984.75, Jennifer Scheff of Sioux Falls in the amount of \$1000, Kayla Meyerhoff of Sioux Falls in the amount of \$993.80, Amanda Hotchkin of Sioux Falls in the amount of \$314, Kay Dahl Hobart of Tri Valley in the amount of \$992.46, Kindra Schneider of Sioux Falls in the amount of \$995.84, and Christina Strid of Corsica-Stickney in the amount of \$973. (SDEA Scholarship/Innovation Grant Committee)

Approved hiring Fran Linn as Unit A UniServ Director. (Salladay, Sommers)

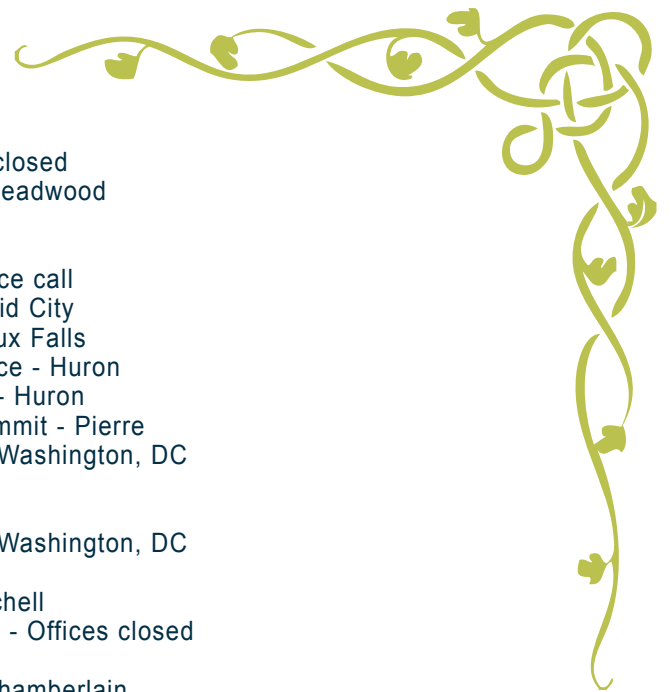
## Upcoming Events

### September 2016

Sept 5	Labor Day - Offices closed
Sept 8-10	TNT Fall Meeting - Deadwood
Sept 11	Patriot Day
Sept 11	Grandparents Day
Sept 18	SDEA BOD conference call
Sept 19	Unit A meeting - Rapid City
Sept 19	Unit D meeting - Sioux Falls
Sept 23-24	SDEA LAB Conference - Huron
Sept 24-25	SDEA BOD meeting - Huron
Sept 25-27	Indian Education Summit - Pierre
Sept 30	NEA BOD meeting - Washington, DC

### October 2016

Oct 1	NEA BOD meeting - Washington, DC
Oct 3	Rosh Hashanah
Oct 4	Unit E meeting - Mitchell
Oct 10	Native American Day - Offices closed
Oct 12	Yom Kippur
Oct 12-14	Systems Change - Chamberlain
Oct 17	Unit A meeting - Rapid City
Oct 18	Unit C meeting - TBD
Oct 23	SDEA BOD conference call
Oct 31	Halloween



### Social Media

[www.facebook.com/  
sdea.org](http://www.facebook.com/sdea.org)

[www.twitter.com/  
SDEAEducators](http://www.twitter.com/SDEAEducators)

