



**WPSU Board of Representatives Meeting Notes**  
**February 19, 2019 – 9:30am – 11:30am**  
**324 Outreach Building or via phone**

**Board Members Present In Person (4):**

Gary Miller  
Greg Petersen  
Jennifer Neely  
Melinda Stearns

**Board Members Present via Phone (13):**

Anne Sullivan	Matilda Illuzzi
Carline Crevecoeur	Nancy Silvis
Donnan Stoichovy	Peggy Morgan
John Lacny	Rhonda Seaton
John Pozza	Roland Crevecoeur
Kelly Hastings	Sara Songer
Kevin Mead	Vince Mannino

**Staff Present (18):**

Carolyn Donaldson	Jeff Hughes	Mindy McMahon
Cece Merkel	Jess Peters	Rob Butler
Cheraine Stanford	Kate Berardi	Spencer Lewis
Chrissy Moyer	Kevin Hulburt	Tom Yourchak
Gabby Sutherland	Laura Miller	Toni Irvin
Isabel Reinert	Michele Demaree	Tracey Huston

**Welcome and introductions by Peggy Morgan and Isabel Reinert**

- Overview of Meeting Agenda - Peggy Morgan
  - A motion was made and seconded to approve the November 20, 2018 meeting notes once Nancy Silvis is added to the “Board Members Present (via phone)” section.
  - Motion passed unanimously
- GM Remarks - Isabel Reinert
  - Isabel welcomed all board members and gave a brief outline of both Outreach and WPSU organizational updates.
  - Staff are working on building an online WPSU Board portal as a one-stop shop for board members to find reference materials, agenda, committee notes, etc.
  - This initiative will be launched at the May meeting.
  - The financial review initially scheduled for this meeting will be tabled until the May meeting when we have a better picture of actuals.

## CPB Education Innovation Planning Grant UPDATE

- Cece Merkel, Kate Berardi, Kevin Hulburt
  - This team presented a summary of the CPB Innovation Planning Grant data collected via the Leadership Survey (see presentation attached).
  - Cece thanked all the WPSU Board Members who participated in the Early Childhood Initiative Community Needs Survey. Your participation in this grant funded research activity is invaluable.
  - Common themes were identified and next steps outlined.

## Staff Reports

- Volunteer Lead Thinking Group Update – Toni Irvin
  - In keeping with our strategic planning goal to “expand content and contacts for the loyal tribe of learners who embrace WPSU” this dedicated group of stakeholders are committed to identify, engage and reward WPSU’s diverse group of volunteers.
  - In August, 2018 this committee was formed to spearhead the volunteer initiative.
  - During data collection, the meetings included various stakeholders including staff, volunteers and board members.
  - The group identified what other local groups who utilize volunteers do, best practices (what works, what doesn’t) and how WPSU can improve our process.
  - The group has determined that a software called [Volgistics](#) (Volunteer Logistics) would be the best fit for our needs. Several other stations use it and have had success with it.
  - Purchase of this software has been approved
    - Once in place the software will be customized and tested prior to launch sometime in mid-2019.
  - We will plan to update the board on the status of this project at future meetings.
- Community Outreach and Education
  - 2019 Connoisseur’s Dinner and Auction Preliminary Results – Laura Miller
    - Overall the event went off without a hitch and was well attended.
    - Initial figures indicate the fundraising event was a success.
    - A more thorough review of the final results will be presented at the May meeting.
  - In your packet there is the 2017-18 PBS handout entitled Preparing Today’s Children for Tomorrow’s Challenges. This handout has interesting facts and figures regarding everything PBS Learning. In addition, the Goals for each aspect of PBS Learning are outlined on the one sheet summary.
- Content/Program Development – Jeff Hughes, Mindy McMahon, Cheraine Stanford
  - Selected Video and Audio clips were sent in advance of the meeting. In addition, the upcoming TV winter/spring top season picks were outlined.
- Development – Rob Butler, Jessica Peters, Tom Yourchak
  - An underwriter’s Open House is scheduled for tomorrow in the Outreach Building lobby.
  - Spring pledge for TV will begin on March 1 and run through March 17.
- Government Relations – Carolyn Donaldson

- [APTS](#) Summit Preview – Peggy, Gary and Carolyn
  - Carolyn, Gary and Peggy will travel to Washington, DC next week (February 2-28) to attend the America’s Public Television Stations Summit and discuss public media issues and to advocate with legislators for support for our mission.

- PA PTV Caucus Recruitment – Status Update

Thanks to help from our Board members (in person and in spirit) WPSU has been able to meet recently with the following state legislators to enlist their support of state funding and to join the PA PTV Caucus:

- Rep. Kerry Benninghoff - (R171) - Gary Miller and Carolyn Donaldson - Bellefonte office
- Rep. Tommy Sankey (R73) - Matilda Illuzi contact
- Rep. Matt Gabler (R75) - Matilda Illuzi contact
- Rep. Martin Causer (R67) - John Lacny contact
- State Senator Judy Ward - (R-30th) - Carolyn Donaldson - Hollidaysburg

WPSU has these meetings set up in the coming months:

- Rep. Lou Schmitt –(R79) – Carolyn Donaldson – Altoona office
- Sen. Jake Corman - (R34th) - Greg Petersen and Carolyn Donaldson - Bellefonte office
- Rep. Rich Irvin - (R81) - Carolyn Donaldson - Huntingdon office
- Sen. Joe Scarnati - (R25th) - Carolyn Donaldson and possibly Matilda Illuzzi - Brockway office TBD

**Meet adjourned at 11:30am**

**2019 Meeting Schedule**

May 21, 2019 – Annual Meeting at the Penn Stater

August 20, 2019 – Shaver’s Creek

November 19, 2019 – WPSU Studios

## CPB Innovation Planning Grant Data Summary

As a part of WPSU’s Early Childhood needs assessment, we invited the board to participate in interviewing professionals working in the early childhood space across the state. What follows is a breakdown of these interviews and common themes that arose from analysis.

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### NEEDS ASSESSMENT DEMOGRAPHICS

Types of Organizations and People Interviewed		Types of Organizations and People Interviewed	
Preschool Programs	15	Alleghany	1
Public Schools	14	Blair	2
Social Work Organizations	5	Centre	12
Libraries	4	Clearfield	1
Informal Education Organizations	4	Clinton, Centre, & Potter	1
Government Organizations	4	Clearfield, Center, & Jefferson	1
Intermediate Units	2	Jefferson	5
Other	3	McKean	5
<b>Total</b>	<b>51</b>	Warren	19
		Warren & Forrest	2
		Other	2
		<b>Total</b>	<b>51</b>

## SUMMARY OF INTERVIEW DATA

### Common Themes of Needs of Communities, Parents, and Children

<p>★ Academic school readiness</p>	<ul style="list-style-type: none"> <li>• “Science learning- comes through play, not experiments.”</li> <li>• “Early preschool instruction, reading readiness and literacy learning, math readiness and learning”</li> </ul>
<p>★ Social and emotional learning and resources for helping children deal with family change</p>	<ul style="list-style-type: none"> <li>• “[We] serve many [affected by] poverty, addiction issues, poor education, and blended families.”</li> <li>• “Trauma has an impact on children’s ability to perform in school, interact socially with others, and function in age-appropriate ways. It is, therefore, critical for parents, teachers and other caregivers to ask the right questions and to understand that when a child ‘misbehaves’ there may be deeper issues or concerns at play.”</li> </ul>
<p>★ Support and resources to foster parental and caregiver engagement in child learning</p>	<ul style="list-style-type: none"> <li>• “Children aren’t spoken or read to.”</li> <li>• “Parents are often not well-equipped to interact with children. They rely on technology and do not know how to effectively “play” with their children to enhance learning.”</li> </ul>
<p>★ Access to quality pre-K education and family services</p>	<ul style="list-style-type: none"> <li>• “When parents and caregivers are supported, children are screened and receive services they need prior to school entry, and children are in safe child care situations, they will be on the right track to fare well as they enter the school system”</li> </ul>



## WHAT WPSU CAN DO

<p>★ Advocacy and Spreading the Word</p>	<ul style="list-style-type: none"> <li>● <i>“I think anything that can be done to spread the word about how to easily access social services that are relevant for families with young children, especially when there is not a cost associated with them, would be helpful.”</i></li> <li>● <i>“Reach out into the community to make resources known about preschools and services.”</i></li> </ul>
<p>★ Development of Educational Resources and Opportunities</p>	<ul style="list-style-type: none"> <li>● <i>“Free STEM programs in the community”</i></li> <li>● <i>“It would be nice to see some programs offered in the evenings on a regular basis that address latest research on childhood needs, such as potty training, feeding children, dealing with tantrums, introducing new siblings, programs that benefit academic growth, how to handle screen time, benefits of early learning programs, etc.”</i></li> </ul>
<p>★ Provide Resources / Curate PBS Resources</p>	<ul style="list-style-type: none"> <li>● <i>“We may be able to partner using WPSU as a community resource in public programming. From a library perspective, the information already shared with our library (brochures, bookmarks, monthly programming, coloring pages, occasional programs) is already helpful. But maybe combining an existing program like Books Before Kindergarten, or using an existing WPSU character or group of characters to promote early childhood education, is the way to go.”</i></li> <li>● <i>“PBS resources could be especially valuable...[for] serving mental health needs of children”</i></li> </ul>

## NEXT STEPS FOR WPSU

The team is currently working on the following additional sources of data collection:

- ★ Penn State Stakeholder Interviews
- ★ ELRC Interviews
- ★ Parent Survey