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do we have short video clips on how to use the website?

We need more special interest groups to allow members to find their place in the organization.

We can no longer be the best of the current kind. All organizations are competing with Facebook groups and TikTok influencers for literacy. We need to step up.

Events members will attend

Increasing membership and participation

Getting past burnout to help our council thrive

how can we make the administrator academy more accessible outside of the State Conference?

IRC needs to make position statements on topics that will allow current and future members understand that they have a place and home in this organization.

Infusing excitement into belonging to a local council and attending IRC Conference.

Some additional ideas for our intra-national project with the Navajo Nation, beyond the books we purchased for their library last year. Any new international projects?

Council of excellence criteria

New ideas for local council events.

IRC and Council Bylaws -(Procedures to dissolve or hold inactive councils?)

Speaker's bureau . . . How do I get on the list? How does it work? What topics do we need to add?

Can IRC provide support/information for schools to find and acquire grants to fund books and other literacy programs?

Ways to get Admin to recognize the value of IRC to encourage teachers to grow professionally by becoming members.

What about short videos on using social media?

For newbies . . . How does it all work? How do we do elections for our local council? What can I help with?

Resources, PD, support, and advocacy for handling information and misinformation about SoR

Recruiting and retaining members

Councils need BIG name guest speakers (authors, SoR gurus, etc) to come to our area. How can we get neighboring councils to pair up? Can IRC even help offset the expense?

Picture books (or read-alouds) for the first week of school.

How do I help my school (or school district) see the value in my involvement with IRC?

IRC Policies and Procedures

Room 116
(holds 30)
Promoting IRC

Room 119
(holds 22)
Projects/Growing
IRC

Room 105H
(holds 12)
Advocacy

Room 121
(holds 22)
Events Design

Navigating the Website

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Room 118
IRC Policies and Procedures

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Room 116
Resources

Room 119
Projects/Growing
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Room 105H Methodology

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Reading stances

Creating a statement and discussing procedures for vetting it and publishing it.

Struggling/Inactive Councils: Missing Board Members and Regional Directors are feeling accountable to take over.

- Contacting the current members to see if anyone is interested (Regional Council Email)

Board Members brainstormed potential people, go to conferences, and then personally recruited them to join the vacant positions.

Major issue with accounts due to bank audits. Accounts are being closed if the names on the account are not accurate. MUST have conversations with the last known board

**Do we combine councils and make larger territories?
IRC Treasurer offering to reach out about bank account. Maybe getting a backup person on the account.**

Room 118 IRC Policies & Procedures (Both Sessions)

Council of Excellence

CoE requirements are dated

Need to lower the requirement of CoE down to 4

Audit CoE is sent as an email

411 on being a Treasurer

How to bring back Events responsibly?

Bring co-workers to events.

**Events Design
Brainstorming: Wine/book talks, with and without PD hours. Food, wine, book talks, painting, etc. Casual atmosphere Provide breaks to encourage p**

Room 116
Promoting IRC &
Resources

Send info to district superintendents, school principals

Flyers in teacher lounges; ask to promote at faculty meetings/SIP days (offer a drawing for free memberships)

Back to school event - set up a table (IL reads, drawing for membership)

Include IRC in district mentor training programs

Amp up social media piece - Request that members follow/like (Professional ed authors)

Go personally to faculty meetings to promote

Send physical flyer or through email to each council member to post in teacher's lounge

Promote at area colleges reading classes (invite to council events) - start with CIRP

Room 119
Promoting/Growing IRC

add a special education option to Professional Area of Interest/ council meeting topics/ etc.

Finding topics people want to know more about?!?

Have your local librarians come and do a book talk, provide food at a local establishment

How to promote your local council?

tie to events in the community! go to the events that are already established trunk-or-treat at a church, then gave away books to kids, etc.

How do we get people to come?

author's fair: co-sponsorship, council pays for food for authors

use the teachers in your district or area to present on their area of expertise- less expensive than a nationally known speaker

Local council book clubs

council could pay for the book if you are a member, meet at a local bar or restaurant, have one person lead the discussion, could tie the book choices to the IRC bookclub choices

Host IRC Webinar watch parties with food and conversation together

Books about self-care or challenges related to the classroom: Book they choose was "The High 5 Habit" by Mel Robbins

could tie the book to the IRC book club choices

invite administrators to join these book clubs so that we can get them to PAY for memberships or IRC conferences or other IRC related events

Room 121

Events Design

Events Design Brainstorming:

Wine/book talks, with and without PD hours.

Food, wine, book talks, painting, etc.

Casual atmosphere

Provide breaks to encourage people to move around

Local art teacher collaborated with council-came up with literacy topic, gave PD hours to the teacher for presenting. Integrated grade levels

Instead of charging: bring a friend

Begin with slide show benefits of membership at start of event-(share slide w/IRC)

Discussion on how professional organizations are not counted as much as they used to be for evaluations.

Starved Rock event with grade school and Anderson's-held at Grand Bear.

Dinner event (Jan/Feb) local venue (Central Illinois council) with someone from speakers bureau.

Buffet menu-payment collected upfront with registration

Event brite, square, council paypal?, check with council bank for options.

March madness event-how to use in the classroom held at a pub.

Invite author-consider collaboration with ROE or building levels

How can we find different paths for cost (building, PTO's, Councils, etc)

Struggle with times to offer events

Advertisement/marketing:

One post card a year with all events for the year

Send to ROE

Can teachers send through ROE or school?

Social Media

New membership-building challenge

Room 105H

Advocacy & Methodology

IRC's Vision Statement

The Illinois Reading Council advocates for high-quality literacy opportunities that empower all learners. As a leading literacy organization, the IRC provides access to research, materials, and methodologies to teach literacy and promote lifelong learning. As an active well-organized system of local and special interest councils and state committees, the IRC provides a supportive network for grassroots involvement and the exchange of information for a diverse membership.

IRC believes in peer-reviewed research and substantiated research.

IRC needs to be mindful and intentional about representation.

IRC needs to look at policies and procedures to determine who vets speakers.

Secretary of State press release re: no book banning in Illinois . . .
<https://www.ilsos.gov/news/2023/may/230503d1.pdf>

IRC needs to make statements that emphasize our commitment to research-based practices.

Representation matters.

We could use our Vision Statement to determine representatives on a newly-formed committee to vet speakers/presenters IRC will pay and promote.

Statement on Inclusion & Diversity
Statement on Reading Instruction
Statement on Book Banning

IRC Belief Statements:
https://docs.google.com/document/d/1Htzny aKZY-_pvNfC-hjUUGv Dsc7xjWOFoFVd28Eli 0E/edit?usp=sharing

Room 116: Resources

SoR Resources

**Where are our
resources?**

**Padlet on our
IRC website
has vetted
articles**

**Are we planning
programs from IRC
that will help people
learn more about
SoR?**

**Suggestions
for speakers:**

Wiley Belvins:
http://www.wileyblevins.com/books_and_videos/books-for-teachers.html

Jake Daggett:
<https://www.elevateyourclassroom.com/team/jake-daggett>

Room 119

- *PD has changed...teachers are getting information in different ways...
 - *Big event for kids...social events for teachers..IRC provides webinars and book clubs...teachers want something fun
 - *Mental Health for Teachers ...High Five Habit (book)...if a member...council buys book
- Book Suggestion for Book Clubs:
- *Navajo Nation: Hozho...a Walk In Beauty (book) written by Navajo students who interviewed their elders (Monument Valley...Arizona/Utah)
 - * Suggestion was made to bring info about OUR Native American tribes to them

Membership -- Getting New Members & Retaining Members

Room 121

Set up membership to automatically renew (opt out instead of opt in) and/or offer multi-year memberships with discounted rates.

Conference video to encourage attendance

Have a hashtag to share events and build excitement on social media

Photographer/Photo booth/Intern/Volunteers to take photos and develop media to encourage conference attendance

Sell IRC at back to school events

Develop partnerships with the ROEs to post events on the website, social media, email blurbs

Share events information with ISBE (can sign up for PD on ISBE)

Text/personal communication with lapsed members; set up a text group

Keep in touch with members--newsletter (set topics that are always in the newsletter)

Leverage Social Media based on demographics -- TikTok, Instagram (value of membership...IRC influencer)

Bonus (% off membership, etc.) if you get a member to join; drawing for new/renewed members during a month

Include upcoming events, don't miss this (marketing) on membership renewal emails

Same benefits for retirees and students?