



WILLIAM GLASSER INTERNATIONAL, INC.

MEETING No 56 MINUTES 19-22 OCTOBER 2015

Monday through Thursday, Schaumburg Illinois USA

Eastern Daylight Savings Time 8:30 AM – 6:15 PM

Face-to-Face Meetings Part III for 22 October 2015

Wingate by Wyndham Schaumburg Convention Center

SESSION NINE 8:30 AM – 10:30 AM

Presence: Juan Pablo Aljure	Boba Lojk
Bette Blance	Mitchell Messina
John Cooper, Chair	James Montagnes
Janet Fain Morgan	Kim Olver, Corporate President/Executive Director
Nancy Herrick	Brian Patterson, Secretary
Masaki Kakitani	Jean Seville Suffield, Recording Secretary
Rose-Inza Kim	Dubravka Stijacic
Brian Lennon, Chair Emeritus	

Notation: Minutes of Meeting 55 of Sunday, September 27, 2015 at 13:00 UTC to be adopted at Meeting No 57 on Saturday, 28 November at 22:00 UTC.

1. Welcome

John Cooper, board chair, welcomed board members and commented on the amount of work accomplished so far. There are several policies to review, amend, and adopt. He re-ordered the agenda items with the EART Proposal to be addressed first and followed by the update on fees and then the Board Policy. The agenda items for October 22, 2015 may be found in APPENDIX A of these Minutes.

John Cooper did remind the board that Mitchell Messina, James Montagnes, and Bette Blance shall be completing their terms of office. The WGI-US representative Janet Fain Morgan is up for election in that member organization. John thanked these members for their service and contributions.

John reviewed the opening day's activity on leadership and how movement is made within an organization. Agenda items cannot all be addressed so some shall be referred to the November 2015 meeting.

Juan Pablo Aljure had questions about a strategic plan for WGI. Brian Lennon reminded everyone that there is a strategic plan on the website from the early Dublin meetings and encourages everyone to view it. He announced that he has an early flight home to arrive in Ireland in time for the WGII conference taking place there so he shall be leaving during the afternoon.

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Rose-Inza Kim distributed an *RT Counseling Circle and Brief Counseling Sheet* for the board members' information.

Juan Pablo Aljure invited board members for lunch outside the hotel. Kim Olver is to verify that the orders placed the day before for lunch may be cancelled without penalty by the hotel and would let the board members know as soon as possible. Kim Olver confirmed that the WGI could accept Juan Pablo Aljure's invitation.

2. Resolution Items

- A. Retention of Corporate President/Executive Director and Corporate Secretary for 2016 – James Montagnes

RESOLUTION 2A Retention of Corporate President/Executive Director and Corporate Secretary for 2016

It was moved by James Montagnes and seconded by Janet Fain Morgan that William Glasser International retain Kim Olver and Denise Daub in their present positions as Corporate President/Executive Director and Corporate Secretary respectively for 2016.

RESULTS OF THE VOTE

Juan Pablo Aljure	5
Bette Blance	4
Janet Fain Morgan	5
Nancy Herrick	4
Masaki Kakitani	4
Rose-Inza Kim	4
Boba Lojk	5
Mitchell Messina	4
James Montagnes	5
Brian Patterson	5
Jean Seville Suffield	4
Dubravka Stijacic	5

RESOLUTION CARRIED

- B. Proposals by European Association for Reality Therapy

Boba Lojk distributed a document to board members, explained the history of course development, and reviewed the proposals. Discussion followed with Boba Lojk and Dubravka Stijacic fielding questions on the proposals: EART and EIRT being the only two affiliates or member organizations of William Glasser International in Europe; supervisors as well as

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instructors to pay fee to their respective training institutes; linear trajectory of membership payment from individuals in European organizations; continuation of providing own certificates; WGI acceptance of programs; oversight of own programs; and the formation of its own senior faculty. Brian Lennon emphasized that William Glasser International is the parent organization with the member organizations being part of this umbrella, i.e. WGI. He explained that WGI is the authenticating body with training registered with WGI and, although he agrees that there may be different levels of faculty, he reiterated that it is William Glasser International that serves as the official body set up by Dr. Glasser in Nashville July 2010. Board members had received a copy of the Nashville Conference July 2010 Minutes as a reference for this board meeting.

Jim Montagnes was concerned with membership and wanted more information about faculty dues and member dues. A discussion followed concerning the number of members and the amounts of Euros presently being paid through the European organizations. A resolution was made at the end of this discussion.

RESOLUTION 2B WILLIAM GLASSER INTERNATIONAL RECOGNITION OF THE REALITY THERAPY PSYCHOTHERAPY TRAINING PROGRAM THROUGH EUROPEAN ASSOCIATION FOR REALITY THERAPY [EART]

It was moved by Mitchell Messina and seconded by Nancy Herrick that William Glasser International recognize the Reality Therapy Psychotherapy Training Program offered through the European Association for Reality Therapy [EART].

RESULTS OF THE VOTE

Juan Pablo Aljure	3
Bette Blance	3
Janet Fain Morgan	3
Nancy Herrick	4
Masaki Kakitani	2
Rose-Inza Kim	3
Boba Lojk	5
Mitchell Messina	4
James Montagnes	4
Brian Patterson	3
Jean Seville Suffield	3
Dubravka Stijacic	5

RESOLUTION CARRIED

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3. Fees Update – Mitchell Messina

Mitchell Messina offered the following questions that the committee members had asked of themselves:

- (1) Why must members pay fees to local organization and also to WGI?
- (2) What is WGI offering members for membership fees?
- (3) Can someone pay directly to WGI without being a member of a member organization of a country?
- (4) Why must faculty pay to WGI and to respective member organizations?

Mitchell reviewed the data he presently had about WGI membership. Discussion followed.

4. Resolutions

A. Letter of Intent

Board members reviewed the Letter of Intent and clarified terms and a resolution to accept the amended document was made.

RESOLUTION 4A WILLIAM GLASSER INTERNATIONAL ADOPTS THE LETTER OF INTENT OUTLINING THE CONDITIONS OF THE RELATIONSHIP BETWEEN WILLIAM GLASSER INTERNATIONAL AND MEMBER ORGANIZATIONS

It was moved by Nancy Herrick and seconded by Juan Pablo Aljure that William Glasser International adopt the Letter of Intent outlining the conditions of the relationship between William Glasser International and member organizations as amended on October 22, 2015.

RESULTS OF THE VOTE

Juan Pablo Aljure	4
Bette Blance	4
Janet Fain Morgan	4
Nancy Herrick	5
Masaki Kakitani	4
Rose-Inza Kim	4
Boba Lojk	4
Mitchell Messina	4
James Montagnes	4
Brian Patterson	4
Jean Seville Suffield	4
Dubravka Stijacic	4

RESOLUTION CARRIED

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MORNING BREAK

SESSION TEN 10:50 AM – 12:50 PM

B. Board Policy

Board members discussed changes to the Board Policy: new members to serve one [1] year on the board before any nomination or election to the Executive Committee; member organizations to nominate and second the representatives from their respective countries to serve as representatives to WGI; retention of the position of Vice-Chair, to highlight some of the main changes. Jean Seville Suffield suggested that the Executive Committee meet at least a week ahead of the main board meeting so agenda items are clear and that board members know what discussions have taken place at the Executive Committee level. John Cooper as chair made note of various suggestions for future discussion.

RESOLUTION 4B WILLIAM GLASSER INTERNATIONAL ADOPTS BOARD POLICY

It was moved by Brian Patterson and seconded by James Montagnes that William Glasser International adopt the Board Policy as amended on October 22, 2015.

RESULTS OF THE VOTE

Juan Pablo Aljure	4
Bette Blance	4
Janet Fain Morgan	4
Nancy Herrick	4
Masaki Kakitani	4
Rose-Inza Kim	4
Boba Lojk	4
Mitchell Messina	4
James Montagnes	4
Brian Patterson	4
Jean Seville Suffield	4
Dubravka Stijacic	4

RESOLUTION CARRIED

LUNCH

SESSION ELEVEN 3:00 PM – 4:50 PM

5. Board Elections

- A. Chair
- B. Vice-Chair

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- C. Treasurer
- D. Secretary

A. Kim Olver called for nominations for the position of Board Chair.

John Cooper was nominated for the position of Board Chair by James Montagnes and Bette Blance. John Cooper accepted the nomination. There were no other nominations for this position.

RESOLUTION 5A WILLIAM GLASSER INTERNATIONAL ELECTS CHAIR

It was moved by James Montagnes and seconded by Bette Blance that John Cooper be the Chair of William Glasser International.

RESULTS OF THE VOTE - UNANIMOUS

B. John Cooper called for nominations for the position of Board Vice-Chair.

Juan Pablo Aljure was nominated for the position of Board Vice-Chair by Brian Patterson and Bette Blance. Juan Pablo accepted the nomination. Jean Seville Suffield was nominated by Nancy Herrick and Masaki Kakitani for the position of Board Vice-Chair. Jean Seville Suffield accepted the nomination. Juan Pablo Aljure and Jean Seville Suffield left the conference room during the vote.

RESOLUTION 5B WILLIAM GLASSER INTERNATIONAL SELECTS VICE-CHAIR

William Glasser International board members selected Juan Pablo Aljure as Vice-Chair of the Board.

RESULTS OF THE VOTE – IN CAMERA SESSION

C. John Cooper called for nominations for the position of Treasurer.

Brian Patterson was nominated for the position of Treasurer by James Montagnes and Masaki Kakitani. Brian Patterson accepted the nomination. There were no other nominations for this position.

RESOLUTION 5C WILLIAM GLASSER INTERNATIONAL ELECTS TREASURER

It was moved by James Montagnes and seconded by Masaki Kakitani that Brian Patterson be the Treasurer of William Glasser International.

D. John Cooper called for nominations for the position of Secretary.

Jean Seville Suffield was nominated by James Montagnes and Masaki Kakitani. Jean Seville Suffield did not accept the nomination. Janet Fain Morgan was nominated but did not accept. Nancy Herrick was

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nominated but did not accept. Jean Seville Suffield decided to accept the nomination to complement members on the Executive Committee since new representatives are to serve one [1] year on the Board before being nominated to various positions.

RESOLUTION 5D WILLIAM GLASSER INTERNATIONAL ELECTS SECRETARY

It was moved by Nancy Herrick and seconded by Masaki Kakitani that Jean Seville be the Secretary of William Glasser International.

RESULTS OF THE VOTE - UNANIMOUS

6. Committee Work

A. Small Groups

Board members returned to small groups to develop programs, strategies for membership, finances, research, communication, and marketing.

Notation: Brian Lennon and Brian Patterson left the meeting at 4:30 PM

SESSION TWELVE 4:50 PM – 6:00 PM

B. Reports

(1) Finance

Jim Montagnes and Brian Patterson offered predictions for membership income through 2018, growth in the endowment fund with the help of Kend Showman and Tom Parrish, an increase of funds through the Take Charge Program, and online sales. Jim shall forward the finance committee plan via e-mail to all members of the board. This three [3] year plan may be found in APPENDIX B of these Minutes.

(2) Membership

Juan Pablo Aljure, Rose-Inza Kim, and Masaki Kakitani presented a view of fee collection funnelled through member organizations directly to William Glasser International. Associate members and student members would pay directly to WGI. The membership plan may be found in APPENDIX C of these Minutes.

(5) Communications and Marketing

Mitchell Messina provided a report on local and WGI membership fees and strategic plans for communications and marketing which may be found as APPENDIX D and APPENDIX E respectively of these Minutes. Kim Olver suggested that WGI make strategic partnerships with other organizations such as the Lions Club.

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(6) Program Committee

Jean Seville Suffield and Nancy Herrick indicated that the Overview of Training leading to Certification in Choice Theory, Reality Therapy, and Lead Management [CTRTC] was ready for adoption since the competencies had already been sent to board members.

RESOLUTION 6B(6) OVERVIEW OF TRAINING LEADING TO CERTIFICATION IN CHOICE THEORY, REALITY THERAPY, AND LEAD MANAGEMENT [CTRTC]

It was moved by Nancy Herrick and seconded by Masaki Kakitani that the OVERVIEW OF TRAINING LEADING TO CERTIFICATION IN CHOICE THEORY, REALITY THERAPY, AND LEAD MANAGEMENT [CTRTC] be adopted by William Glasser International.

RESULTS OF THE VOTE

Juan Pablo Aljure	4
Bette Blance	4
Janet Fain Morgan	5
Nancy Herrick	5
Masaki Kakitani	4
Rose-Inza Kim	4
Boba Lojk	4
Mitchell Messina	4
James Montagnes	4
Brian Patterson	4
Jean Seville Suffield	5
Dubravka Stijacic	4

RESOLUTION CARRIED

Jean Seville Suffield and Nancy Herrick reported that the RT Counselling Program is almost completed for board review, a template for creating courses is in progress, and that three [3] online courses are almost ready to launch: one basic intensive in French for December 2015 and an online English ready for early 2016, both through Glasser Canada and a basic intensive online through WGI-US.

SESSION THIRTEEN 6:00 PM – 6:35 PM

(7) Glasser Quality School

Juan Pablo Aljure and Nancy Herrick spoke to the corrections from feedback received regarding the proposal by the Glasser Quality School Committee. The name Glasser Quality School and/or Choice Theory School are considered to be the same model. The choice of the name is up to the school to determine; however, either name is based on the

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same Glasser School principles. Juan Pablo and Nancy fielded questions and indicated that this is an alternative model that offers schools another choice in endorsing the works of Dr. Glasser. It does not replace the current model or models Glasser Quality Schools are using at the present time. This document may be found as APPENDIX F in these Minutes.

RESOLUTION 6B(7) WILLIAM GLASSER INTERNATIONAL ADOPTS SCHOOL MEMBERSHIP AND ENDORSEMENT MODEL FOR A GLASSER QUALITY SCHOOL/CHOICE THEORY SCHOOL

It was moved by Juan Pablo Aljure and seconded by Bette Blance that William Glasser International adopt the School Membership and Endorsement Model for a Glasser Quality School/Choice Theory School.

RESULTS OF THE VOTE

Juan Pablo Aljure	5
Bette Blance	5
Janet Fain Morgan	5
Nancy Herrick	5
Masaki Kakitani	4
Rose-Inza Kim	3
Boba Lojk	4
Mitchell Messina	4
James Montagnes	4
Brian Patterson	Absent
Jean Seville Suffield	5
Dubravka Stijacic	4

RESOLUTION CARRIED

After a brief discussion, the board members decided that all policies and programs that had been approved during the past series of meetings would be published on the website for feedback.

(7) Database

Kim Olver reported that everything should be ready by January 1, 2016.

Rose-Inza Kim reminded members of the wide variety of Masters and Ph.D. dissertations available through the universities in South Korea.

Mitchell Messina shall be writing a Press Release on behalf of William Glasser International.

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7. Closure

John Cooper advised the board members that the items of certificates, vision, and mission shall be tabled to the next meeting in November 2015. He offered his thanks for the work that the board members had undertaken over the past week. It was a great beginning with Day 1 in working toward a future together. He thanked those board members who had completed their term of office and wished them well.

8. Adjournment

The meeting was adjourned on a motion by Masaki Kakitani and seconded by Nancy Herrick at 6:35 PM.

**The next meeting of the William Glasser International Board shall be held on
Saturday, November 28, 2015 at 22:00 UTC.**

Respectfully submitted by Jean Seville Suffield, Recording Secretary
Board Member, William Glasser International, Inc.

John Cooper, Chair
William Glasser International, Inc.

Kim Olver, President & Executive Director
William Glasser International, Inc.

APPENDIX A

Draft Agenda

Welcome to Thursday – Day Three, Session NINE

- Member Organization Agreement – Stage?
- Mitchell and fees update
- Board Policy – Stage?
- Programs Report
- Ethics Policy – Stage?
- EART – Boba/Dubravka
- GQS by JP – Stage?
- Area Reports
- Brian / Kim to meet re database and enticing visitors to website
- Certificates (Kim)
- Reports
- 00 – Nashville 2010 Minutes
- Workshop today -

APPENDIX B

Finance Committee Report

This report was developed by Brian Patterson the incoming Treasurer and Jim Montagnes the outgoing Treasurer.
A Three Year Plan of Income

Endowment Fund growth:

Present	2016	2017	2018
\$100,000.00	\$50,000.00	\$100,000.00	\$100,000.00

This would give us a total of \$350,000.00 at the end of 2018 which at 5% earnings per year give us \$17,500.00 income towards the operating budget per year.

We see this growth coming from many sources:

1. There will be the small investment growth per year.
2. We are looking at an increased awareness of the fund.
3. We are approaching Tom Parrish to create a legacy giving through our memberships wills.
4. Brian P. is approaching Kend Stroman who is an advisor on endowment fund growth and hopes to have him volunteer his services to us.
5. We are also looking at putting into the fund any profits from Korea.

Budget Income Sources:

Take Charge \$1000.00 \$5000.00 \$10,000.00

The take charge of your life committee has been very active in training trainers who are anxious to promote this course. The committee is also developing more and more support materials to sell. With this increased activity plus a suggested increase in fees paid to WGI, it is hoped that we can see a significant increase in income from this course.

Memberships of all kinds (regular, associates, student, faculty, business)

\$45,000.00 \$55,000.00 \$75,000.00

Growth will come from an increased awareness of the value and importance of membership in WGI. With all member organizations paying a reasonable sum of money for memberships, we envision a growing membership from organizations and businesses who will pay to be affiliated with us.

Training of all types:

\$55,000.00 \$65,000.00 \$80,000.00

With the creation of many new courses such as Quality Schools and further Take Charge and Reality Therapy courses, this increase seems within reason.

Online sales:

\$1000.00 \$5,0000.00 \$5,0000.00

With an increased traffic to our website and also the ability of anyone in our family to put their products on our website for sale, it is hoped that we can see a significant increase in income from these products.

Our hope is that with increased income we can increase our expenses in some areas in particular.

- Increased staff hours for both of our employees remains and high priority by 2016
- Also to be able to increase the research budget, hopefully to several thousand by 2017.

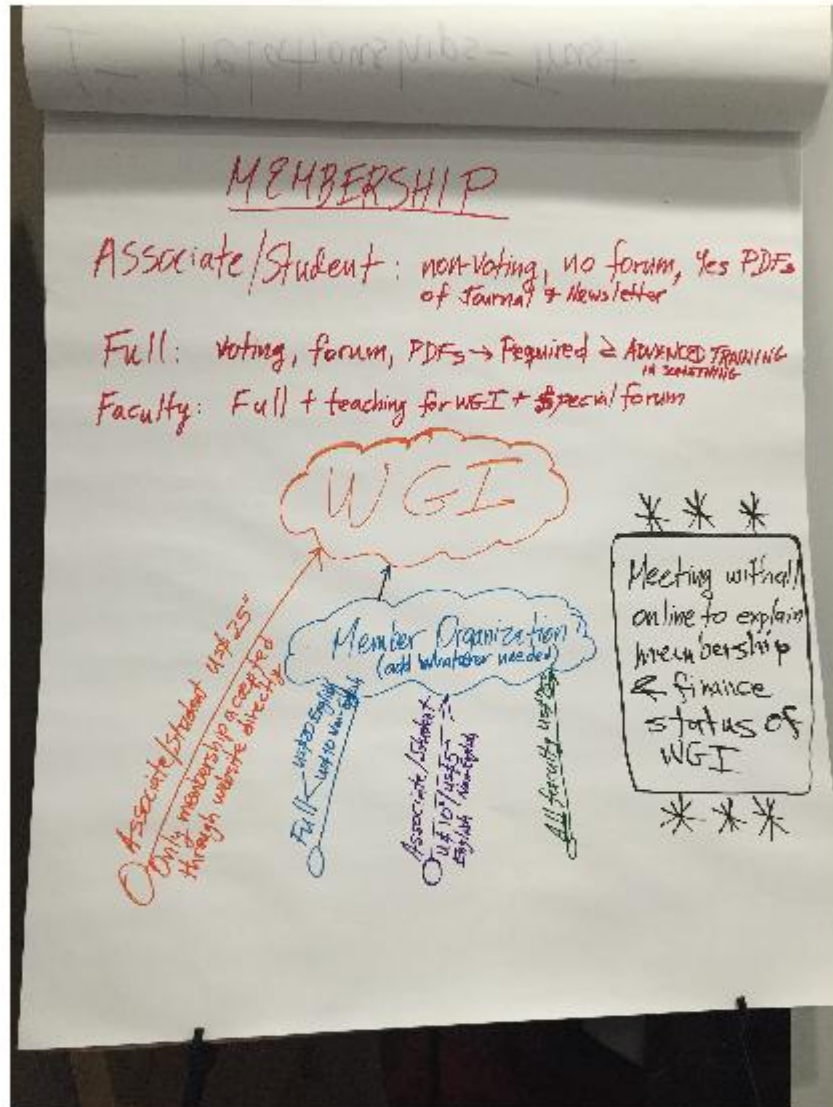
Respectfully submitted

Brian Patterson and Jim Montagnes

October 22, 2015

APPENDIX C

Presentation of Juan-Pablo, Rose and Masaki on Membership



WGI MEMBERSHIP

DIFFERENT MEMBER ORGANIZATIONS



WILLIAM GLASSER
INTERNATIONAL

MEMBER ORGANIZATION FEES TO WGI

Question 1: Why must members pay to their local organization and also to WGI?

Question 2: What is WGI offering members for the membership fees?

Question 3: Can someone pay directly to WGI without being a member of the member organization in their country?

Question 4: Why must Faculty members who charge less than the current fee (e.g. Basic Intensive \$500) also pay the same transmittal fee of \$20 per participant to WGI? Can't we work on a percentage base?

Question 5: Is it possible to lower the ordinary membership fee and ask all member organizations to consider paying \$7 - \$10 for all their registered members?

MEMBERSHIP FEES TO MEMBER ORGANIZATIONS & CONTRIBUTION TO WGI

USA	MEMBERSHIP	TO WGI	Faculty & Practicum to WGI	Practicum Supervisor to WGI	Facilitator Take Charge WGI	Training Fees to WGI
WGI-US	Faculty = \$25 Practicum =\$60 Certified = \$50	\$75 \$40	\$75 WGI	\$25	\$30	\$20 per participant

MEMBERSHIP FEES TO MEMBER ORGANIZATIONS & CONTRIBUTION TO WGI

CANADA	MEMBERSHIP TO WGI	Faculty to WGI	Practicum Supervisor to WGI	Facilitator Take Charge WGI	Training Fees to WGI
Glasser Canada					
		\$75	\$75	\$30	\$20 per participant

MEMBERSHIP FEES TO MEMBER ORGANIZATIONS & CONTRIBUTION TO WGI

JAPAN	MEMBERSHIP	TO WGI	Faculty to WGI	Practicum Supervisor WGI	Facilitator Take Charge WGI	Training Fees to WGI
Japan Association for CT Psychology (JACTP)	Ordinary \$60 Certified \$70	\$10 for certified persons				
WGI Japan	\$10 Voluntary = \$30 Total = \$40	0	\$75	\$40	\$30	\$20 per participant

MEMBERSHIP FEES TO MEMBER ORGANIZATIONS & CONTRIBUTION TO WGI						
	MEMBERSHIP	TO WGI	Faculty Instructor to WGI	Practicum Supervisor to WGI	Facilitator Take Charge WGI	Training Fees to WGI
EUROPE Croatia						
Association for Reality Therapy Croatia	\$20		\$75	\$40		\$12 per participant
European Association for Reality Therapy EART	\$35 only Faculty	0				
European Association for Psychotherapy EAP	EART pays as a organization					

MEMBERSHIP FEES TO MEMBER ORGANIZATIONS & CONTRIBUTION TO WGI

KOREA	MEMBERSHIP TO WGI	Faculty to WGI	Practicum Supervisor to WGI	Facilitator Take Charge WGI	Training Fees to WGI
Korea Association for Reality Therapy KART	\$50				
WGI Korea	\$0	\$75	\$40	\$30	\$20 per participant

MEMBERSHIP FEES TO MEMBER ORGANIZATIONS & CONTRIBUTION TO WGI

AUSTRALIA	MEMBERSHIP	TO WGI	Faculty to WGI	Practicum Supervisor to WGI	Facilitator Take Charge WGI	Training Fees to WGI
WGIA	AU\$55					
WGINZ	NZ\$50	\$20				
			\$75	\$40	\$30	\$20 per participant

MEMBERSHIP FEES TO MEMBER ORGANIZATIONS & CONTRIBUTION TO WGI

COLOMBIA	MEMBERSHIP TO ELEGIR	TO WGI	Faculty Instructor to WGI	Practicum Supervisor to WGI	Facilitator Take Charge WGI	Training Fees to WGI
ELEGIR	Student = \$17 Bronze = \$37 Silver = \$64 Gold = \$87 Organization = \$400 Faculty = \$82	\$10 other members to WGI	\$75			\$20 per participant?

MEMBERSHIP FEES TO MEMBER ORGANIZATIONS & CONTRIBUTION TO WGI

SOUTH AFRICA	MEMBERSHIP TO WGI	Faculty Instructor to WGI	Practicum Supervisor to WGI	Facilitator Take Charge WGI	Training Fees to WGI
Association for Choice Theory ACTSA	\$20	\$75	\$40	\$30	\$20 per participant

MEMBERSHIP FEES TO MEMBERSHIP ORGANIZATIONS & CONTRIBUTION TO WGI					
EUROPE Ireland	MEMBERSHIP TO WGI	Faculty Instructor to WGI	Practicum Supervisor to WGI	Facilitator Take Charge WGI	Training Fees to WGI
WGII					
European Association for Reality Therapy EART					
European Association for Psychotherapy EAP					

APPENDIX E



William Glasser International

Marketing Plan: 2015 - 2016

Venue: Wingate at Wyndham Hotel (Schaumburg)

Dates: 20th - 22nd October 2015

Objectives of the Marketing Committee:

- To propose a successful marketing strategy that will create awareness of WGI and its purpose and progress
- To propose a successful marketing strategy for existing programs through WGI
- To propose a library of resources and possibilities of publicity
- To connect with other relevant action committees

Action:

- Getting WGI database in place (current members)
- Improve communication with members re. services and products
- Develop shorter programs / courses
- Inform members of current developments regarding the WGI branding (social media)

Our Target Market

Who are our customer / clients?

Public - arising from our vision we would like to share our ideas about CT psychology with as many people as possible since we believe these ideas will enrich their lives and improve society. We might appeal to the general public through personal wellbeing, ideas on relationships, parenting, coaching. We might also sub-divide them according to how we reach them: website, word of mouth, advertising, publications ...

Professionals - we have a special interest in those who require counseling skills, educators, managers.

Clients of Professionals- these are the people who receive counseling from RT professionals, the students who populate our GQS schools, the workers in LM environments.

Trainees - people who have already engaged in our training and are in the process of learning about CT. These may be sub-divided according to areas of interest and to levels of training.

Member Organizations and Members - these are the people belonging to our regions who form our global network, those who actively share our vision, who contribute to the work of WGI, who are WGI.

Interested people - those who have expressed some interest in CT, maybe a half-way house between PUBLIC and TRAINEES.

Faculty - a special group of members who have taken on the teaching role of WGI

Board members - people selected by the members to help run the organization according to our shared vision.

Employees - people we employ to help us in our goals. This would also include service personnel we hire such as lawyers, accountants.

What services / products do we offer:

Currently we offer training in Choice Theory psychology and its applications in counselling, teaching, managing, and parenting. The different training programs are:

- Choice Theory / Reality Therapy Certification
- Faculty Training
- Psychotherapy
- Take Charge of your Life
- Personal Wellbeing
- Coaching

Choice Theory psychology forms the foundation of what we teach and is based on the belief that we choose every aspect of our lives.

Suggested Course Titles: Choice Theory Psychology (pre-requisite for all training)

Addiction Counseling	Business Development	Coaching
Community Systems	Corrections	Counseling Therapy
Cultural Diversity / World Peace	Education: Alternative & Spec Ed	Ed: Administration
Education: Counseling Care	Ed.: Teaching / Classroom Management	Foster /Custodial
Leadership / Lead Management	Health Care Professionals	Mental Health and Wellness
Marriage and Family Systems	1 Day: Take Charge of your Life	Psychotherapy

POSSIBLE WGI MARKETING STRATEGY: 2015 - 2016

Activity	Responsible Person(s)	Date of completion
1. Having an attractive and dynamic website so that it entices visitors		
2. Consider hiring a part-time marketer working on a percentage base		
3. Identify board member or executive director to do a TEDxTalk		
4. Video interviews with Ken Larsen: Sharing personal stories		
5. Utilise social media e.g. Facebook, Twitter, LinkedIn, etc.		
6. E-learning options		
7. Develop YouTube clips and put it on WGI website		
8. Selling products compatible with CT of WGI members on website		
9. Monthly freebies		
10. E-Newsletters / CT/RT Journal		
11. Improve email subscriber list with an email signup form that stands out		
12. Develop a sales letter (Kim) and put it on the website - Board approval		
13. Letter to members asking them what they want from WGI		
14.		
15.		

Marketing Plan: 2016 - 2018

2018 WGI Conference
in Cape Town

29 Sept.- 3 Oct 2017: EART Faculty Retreat: Malta

2017: WGI-US - South East Region

25 - 28 May 2017: EART Conference: Finland

2016 WGI Conference
in Seoul

2016: Board members present at conferences

2016: Increase number of GQS / Choice Theory Schools

2016 Increase Membership / New shorter program

2015: Newsletter: Information from face-to-face meeting: Chicago

Immediate: Ask all Member Organizations to consider basic WGI membership

Immediate: Needs Survey: Ask members what they want from WGI

Immediate: Data-base in place (Kim, Denise, Brian)

Marketing budget [2015 - 2016]

Item	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Marketing/promotion												
Marketing agency												
Radio advertising												
Television advertising												
Print advertising												
Online advertising												
Social media												
Web search optimisation												
Mailouts												
Giveaways												
Events												
Branding & artwork												
Merchandising												
Publications												
Catalogues												
More...												
Marketing/ promotion total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other												
Research												
Travel												
Postage												
Administration												
Incidentals												
More...												
Other total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

APPENDIX F

Glasser Quality Schools Committee

School Membership and Endorsement Proposal

October 23, 2015

Background

The Glasser Quality School Committee appointed by the board of William Glasser International has been looking for modern and better ways to foster the systemic application of Choice Theory in schools throughout the world.

The process until now has been mostly including training of teachers and staff in Choice Theory through the traditional steps of basic, advanced, and certification intensive training and practica with different instructors and supervisors during the process. This process has become difficult to sustain over the years due to the high costs involved for schools and the emphasis on certification procedures, instead of focusing on system improvement in schools.

This committee is striving to design a process with greater cost-effectiveness and more autonomy for schools that want to declare as a Glasser Quality School (GQS) or a Choice Theory School (CTS). The school would choose the name. Autonomy is here understood as the capacity of the school to govern itself taking into account relevant factors, such as William Glasser International's guidelines for schools, international rights of students, and innovative methods. **(In this document, the name Glasser Quality School and/or Choice Theory School are considered to be the same model. The name adopted by the school will be their choice.)*

Proposal

Any school interested in the GQS/CTS ideas could apply for **membership** and remain a member to access resources and the community of Choice Theory educators around the world. They can also pursue **endorsement** by William Glasser International as a Choice Theory School. Membership and endorsement are two different but related forms of relationship between William Glasser International and schools around the world. Through both relationships, the schools would be able to network and learn from each other through a community of schools and teachers using the Internet and other means.

School membership can be offered for a one-year, two-year, or three-year term with specific benefits to the school in researching, networking, and community learning. The school would fill out an online application form and someone on behalf of William Glasser International's GQS committee would contact them and finalize the membership application.

The Glasser Quality School/ Choice Theory School endorsement would include three important pillars that need to be in place for the school to be considered a GQS/CTS. These three pillar encapsulate the six criteria explained by Dr. William Glasser in Every Student Can Succeed. These are:

1. **School environment is perceived as a joyful place based on trust, cooperation, and respect.** This pillar is based on William Glasser's (1998) description of a friendly school environment in his book Quality School: Managing Students

without Coercion, Chapters 8, 9, and 10. Every Student Can Succeed (2000) is also used as reference in Chapters 1, 3, 4, 5, and 11, as well as The Quality School Teacher (1998), Chapters 1, 2, 3, & 4.

(Criteria 1: Relationships are based on trust and respect. All discipline problems, not incidents, have been eliminated.

Criteria 6: Staff, students and administrators all view the school as a joyful place.)

2. **Personal responsibility towards happiness and success with Choice Theory understanding.** This pillar refers to the study and application of Choice Theory psychology, the systemic application of self-evaluation and feedback methodologies, grading, and the advancement towards internal control language and intrinsic thinking throughout the school. There are specific sources of information for this pillar found in The Quality School Teacher (1998), Chapters 3, 7, 9, 10, 11, & 12, as well as Chapter 6 of Quality School: Managing Students without Coercion.

(Criteria 4: Students and staff are taught to use Choice Theory in their lives and in school. Parents are encouraged to participate in study groups to become familiar with the ideas of William Glasser.)

3. **Useful and competent learning.** This pillar refers to focusing the school curriculum in the development of useful competencies for life, such as reading, writing, speaking, listening, using technology, solving problems or issues, cooperating, and leading. Rather than focusing on developing or acquiring knowledge, the school focuses on using and improving knowledge. It also refers to accepting competent work and learning only as the minimum or the floor and creating a school culture towards high quality that goes beyond competence, fostering innovation and creativity. Dr. Glasser's references includes Chapters 5, 6, and 12 of The Quality School Teacher (1998), Chapter 10 of Choice Theory: A new psychology of personal freedom (1998) and Chapters 2, 6, 7, 8, 9, & 10 of Every Student Can Succeed (2000).

(Criteria 2: Total learning competency is stressed and an evaluation that is below competence or what is now a "B" is now eliminated. All schooling as defined by Dr. William Glasser has been replaced by useful education.

Criteria 3: All students do some quality work each year that is significantly beyond competence. ("A+")

Criteria 5: Students do better on state proficiency tests and college entrance examinations. The importance of these tests is emphasized in the school.)

The endorsement process would require school membership and would entail the following general phases to foster and facilitate the development of the GQS/CTS pillars:

1. **Familiarization:** This phase entails several actions on behalf of the school to get familiarized on the foundational ideas and the endorsement process about a Choice Theory School. Actions like reading Dr. Glasser books on education, presentations and workshops about the quality school, and conversations with

approved GQS/CTS representatives (liaison/consultant) from William Glasser International. A core group of interested school leaders form to move forward with committed efforts.

2. **Commitment:** The school board and leadership of each school formally embrace the transformation process of becoming a GQS/CTS and send a commitment letter to William Glasser International. Based on sample foundational rubrics from William Glasser International, each school will integrate three general conditions or pillars of the model including a friendly and non-coercive environment, internal responsibility framework for all, and useful and competent learning. The commitment letter from the school includes a vision statement for the school that is compatible or consistent with the GQS/CTS and baseline data for development of research. Research data will be collected during the transformation process and as indicators of on-going development. (Data collection may include: staff/student absenteeism, student achievement, discipline referrals, student/parent satisfaction surveys, etc.)
3. **Development and training:** The development and training phase entails training of a core group of school leaders as facilitators. This begins with a five-day foundations course in the Choice Theory School model with emphasis on the three pillars about creating a friendly and trusting environment throughout the school community. The content will include personal responsibility towards self-evaluation leading to self-managed students based on Choice Theory understanding, and a useful curriculum for using and improving knowledge.

After the foundations course, the core group will begin to create the environment conducive to the GQS/CTS model by teaching and implementing Choice theory concepts in the classrooms and school community. Teachers can model the practices of lead management with students, parents, and staff. It is encouraged that they use class meetings, needs-satisfying lessons, connecting habits, and educational parenting workshops.

To raise awareness of current practice and provide data for self-evaluation and continuous improvement, collegial coaching can be introduced. As the learning develops, modifications to the curriculum may be developed. A rubric specific for the school and compatible with the foundational William Glasser International pillars for the GQS/CTS needs to be created. This rubric would be sent for consultation to the William Glasser International board for continuous improvement until a mutually agreed-to rubric for self-evaluation is achieved.

It is suggested that the core group would meet at least once a month for two to four hours to practice Choice Theory skills. This continuous learning process may include the activities and improvements that the staff request and/or recommended processes from the consultant. Additional pedagogy approaches have often been used by schools in the transformational process. (i.e. Covey, Deming, Johnson and Johnson, Senge, Baldrige, Excellence in Teaching, Kohn, Mamary, ODDM, OBE, Madeline Hunter, Satir, Howard Gardner, David Perkins, Carol Dwek, Eric Jensen, Bruce Lipton, etc.)

When the core group believes they have achieved success and competence as compared to their rubric, they can endorse through a five-day certification program to celebrate their success. The sharing of the research data gathered through individual certification research projects would be reviewed at this time. Certification will also provide advanced training in skills and knowledge to advance their understanding and application of Choice Theory in education, in

teaching, leading, and counseling. The foundations course may be elected at this time for additional teachers and staff to begin the second year of implementation.

4. Research

Because research will guide the school's development, each participant of the core group is encouraged to define a research project and methodology that can help the school become a CTS. The school board and management will collate and analyze the data throughout the first two years.

A specialized journal about Choice Theory in Education may be created for articles that come out of the research projects in the schools. The three educational pillars (environment, responsibility, & learning) as well as advancements in Choice Theory as an educational and mind theory would be reviewed periodically using the research findings. Extensive networking and learning through community portals on the Internet will be promoted and organized by William Glasser International.

5. **Endorsement:** The school sends an accreditation or endorsement application to William Glasser International's quality school committee with a final report on their consolidation as a GQS (CTS) using the approved school rubric, including a written and a video report as well as a fee to cover travelling, honorarium, and other expenses related to a school visit by a William Glasser International consultant. This educator appointed by William Glasser International, will accept the invitation from the school to visit, co-verify and celebrate the achievements of the school. The school may request a wall plaque or other symbol as recognition of their accomplishment.
6. **Re-endorsement:** Every two years the school sends a report on their advancement and continuation on their GQS/CTS status. Further training for new teachers and staff, advancement in their rubric, innovations, and research data may be included in this report. This may be accompanied by their request to maintain their GQS/CTS status.