

**College Reading and Learning Association
Conference Call Agenda
July 26, 2000
1:00 CDT**

1. Acceptance of agenda
2. Approval of minutes
3. Treasurer's report
4. Final Symposium Report
5. 2000 Conference Report
6. 2001 Conference Report
7. States and Regions
8. Newsletter
9. Membership
10. Web site chair/management
11. Next conference call
12. Executive session/Awards

COLLEGE READING AND LEARNING ASSOCIATION

CONFERENCE CALL

DATE: July 26, 2000

~~SUMMARY OF MINUTES~~

MEMBERS ON LINE: Pat Jonason, President, Valerie Smith Stephens, Secretary, Tom Dayton, President-Elect, Gretchen Starks-Martin, Treasurer, Vicki Papineau, Membership Coordinator, Michael O'Hear, Past President Guests: Karen Agee, Incoming President-Elect and Russ Hodges, Incoming Treasurer

Pat called the meeting to order 2:01 p.m. EDT.

1. AGENDA

An additional item was added to the agenda: Open Positions. The Board expressed congratulations to Molly regarding her pregnancy.

MOTION: Mike moved that the agenda be accepted. Tom seconded. PASSED.

2. MINUTES

Valerie requested that the Board approve the minutes of the June 28, 2000 meeting with corrections.

MOTION: Tom moved the minutes be accepted with corrections. Mike seconded. PASSED.

3. TREASURER'S REPORT

Valerie reported for Gretchen the following amounts for each account the month of June:

Credits: \$ 5,177.83

Debits: \$ 36,990.78

Operating: \$ 28,760.43

Conference: \$ 42,077.54

The financial report from the Symposium will be reported at the next conference call.

4. 2000 CONFERENCE REPORT

Tom reported that he proofed the final copy of the call to conference. It is completed ahead of schedule and it should be in the mail by July 31, 2000. The task of preparing the call to conference was easier to complete since Tom followed the format that Pat used from last year's call to conference. The call to conference will be sent first class mail to CRLA members and bulk mail to all others. Tom requested that Valerie contact him when she receives her copy since she is the Board member who is the farthest from Tom. That will give Tom an idea how long the call to conference took to arrive from California to New Jersey. Tom asked that the Board review the call to conference carefully. He also reported that ads are coming in for the conference program. Letters of confirmation are being prepared to the presenters. Tom will be going to the hotel to check room assignments and menus for the food functions. The registration form is complete. Tom thanked everyone for their assistance in proofing the form. He also gave special recognition to his wife, Sherry, for catching an error that everyone overlooked. All of the tours have arranged. Pat asked Tom about labels. Tom responded that Debbie provided the labels without duplication. Pat requested that Tom keep track of the cost of using ESG and compare them to the expenses that Pat incurred to prepare materials for last year's conference.

5. 2001 CONFERENCE REPORT

Karen, Molly and Jan (the onsite chairs) had a conference call to discuss the 2001 conference. They are still looking for a keynote speaker. Alexander Austin is the first choice for the keynote. Molly reported about the e-mail she received regarding the hotel accommodations. The main concern is that there may not be enough hotel staff to service all of the conference participants. Molly responded to the e-mail by saying that the Board will quickly respond to any concerns during the conference.

6. STATES AND REGIONS

Mike announced that he would attend a regional conference in Texas. He also shared that there is a candidate for the Exhibits Chair position. The Evaluations Chair is also filled. Tom suggested that Karen serve as a mentor during Lunch with a Mentor. Karen agreed to be a mentor. Her topic will be: "Opportunities to Serve CRLA". Tom remarked that this will be an excellent way to recruit to serve members nationally.

7. NEWSLETTER

Molly informed the Board that the newsletter is on schedule. She does not plan to make any changes in the format. The number of newsletters distributed will stay the same. Molly expressed that sometimes it is difficult to reproduce quality photographs. Molly suggested that

CRLA purchase a digital camera. Tom agreed that it might be time to investigate the cost of a digital camera. Pat stated her concern over the compatibility of the camera between computers. Molly will investigate the cost of a digital camera and give a report at the next conference call. Molly also informed the Board when the next deadline is for the newsletter. It is August 6, 2000. This issue will focus on the Reno conference.

8. MEMBERSHIP

Vicki reported the draft for the brochure is finished. She thanked the Board for all the corrections and suggestions. The final copy should be completed by next week. The Board reviewed the brochure line by line. Lifetime membership cards have been printed and the cost will be \$20.00 CRLA banners are being made. Vicki will need additional fabric. Vicki asked the question regarding who should receive a banner. It was decided by the Board that only chapters will receive a banner. Vicki wanted to know who should keep the banner--- EGS or the Past President. Pat will send out the banner and the display board since she will be Past President in November. Vicki prepared a new list of states and regions, SIG and the new Board members will be included on the new membership application. The application for the membership is September 1, 2000. Vicki asked if the deadline should remain the same for membership renewal. Pat requested that the date remain the

same. Pat expressed appreciation to Vicki for making the banners. Vicki announced that the last banner that she made will be sent to the NJ/PA chapter.

9. OPEN CRLA POSITIONS

Gertrude Koenig from Texas is interested in the Exhibits Chair position. Donna (the current chair) will train her for the position.

<p>MOTION: Tom made the motion to accept Gertrude as the new Exhibits Chair. Mike seconded. PASSED.</p>
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Susanne Franklin and Bill Horstman have expressed interest in the Evaluations Chair. Pat will contact Susanne to see if she is still interested and Mike will contact Bill. The Web Site Manager position is still open. The person filling the position should be knowledgeable about CRLA. Molly will re-advertise the position in the next newsletter with more details. Applicants who are interested should connect Pat. (Pat's address is listed in the Officers' Guide.) Vicki asked if Jan Swinton or Roz Bethke are interested in this position. The Research & Evaluation SIG position is still open and also the Professional Development Chair since Karen Agee is now President-Elect. Karen advised that more members be recruited for this position. Karen also recommends that there be more diversity on this committee. The committee at this time is all women.

A discussion was held about how to recruit more members to this committee. This topic will be continued at the next conference call.

WEB SITE CHAIR MANAGEMENT

Tom went over the cost maintaining the web site from ESG. The fee is \$24.00 a month to store it on the server. This is less than the current rate. The monthly web design updates will cost \$70.50 for one hour. The total cost is \$94.50 a month. The set up fee is \$75.00 Tom announced that everything is ready to go. Vince has to give the password to make the transition. The change over will take only a few seconds to complete. Tom also shared that he was very impressed with Creative Computer Services. They have the experience in maintaining web sites for other professional associations. Tom shared with the Board with all the skills that this company can provide. Pat replied that the cost is very reasonable.

<p>MOTION: Tom moved that we accept the Creative Computer Services, Inc. agreement and transfer the web site management from Vince Orlando to this company. Mike seconded. PASSED</p>

Pat asked Tom to inform Creative Computer Services that they have the contract. Debbie Sipe will be the contact person. Vicki will send all of the necessary changes to Debbie. She is also eager to make all the corrections. Tom requested that the

Board look at the web page and report all changes relating to their area and corrections to Debbie. Pat thanked Tom for his efforts.

OTHER

Tom requested that we set the dates for the Board meetings in Spokane Washington. The tentative dates for Spokane are Monday, February 7, 2001 to Wednesday, February 9, 2001. Tom requested the Board arrive in Reno on Sunday to ready to begin Board meetings on Monday, November 5, 2000. Tom will send the web page address for the Reno airport to assist Board members in making their travel plans. Pat will send this information to Gretchen and Susan.

The next conference call is tentatively set for Wednesday, September 13, 2000 at 1:00 p.m. EDT.

The Board went into Executive session to discuss the Robert Griffin Long and Outstanding Award and other awards.

Pat adjourned the meeting at 5:01 p.m. EDT.