

**AGENDA**  
**CRLA BOARD MEETING**  
**Saturday, November 5, 2005**  
**1:30 p.m.**  
**Executive Conference Room**

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|--------------------|---|
| <b>1:30</b>        | <b>1. Approval of Agenda: All</b>   |
| <b>1:30 – 2:00</b> | <b>2. Conference Week in Review/Registrar's Remarks: Rick and Lonna to Pass the Torch/Pat/All</b>               |
| <b>2:00 – 2:10</b> | <b>3. Elections Committee Report: Kate</b>  |
| <b>2:10 – 2:20</b> | <b>4. Awards and Scholarships Report: Jane</b>  |
| <b>2:20 – 2:30</b> | <b>5. Website Report: Corrine</b>   |
| <b>2:20 – 2:40</b> | <b>6. Break</b>   |
| <b>2:40 – 2:50</b> | <b>7. Exhibits Report: Bill</b>   |
| <b>2:50 – 3:20</b> | <b>8. Policy on Exhibits: All (If an Exhibitor presents should he also pay for registration?)</b>               |
| <b>3:20 – 3:40</b> | <b>9. Policy on Student Registration Fees: All (Who qualifies as a student?)</b>                                |
| <b>3:40 – 3:50</b> | <b>10. CAS Report: Becky</b>  |
| <b>3:50 – 4:10</b> | <b>11. Spring Board Meeting and Representation at Sister Organizations—ex: Winter Institute, NADE etc.: All</b> |
| <b>4:10 – 4:20</b> | <b>12. Site Selection Report: Rosalind</b>  |
| <b>4:20 – 4:30</b> | <b>13. Setting Up "Future Conference Calls and Final Remarks: All</b>   |
|                    | <b>14. ADJOURNMENT</b>  |

COLLEGE READING AND LEARNING ASSOCIATION

BOARD MEETING

DATE: Saturday, November 5, 2005

LOCATION: Long Beach Hilton, Long Beach, CA  
MINUTES

**MEMBERS PRESENT:** Valerie Smith Stephens, President; Sharon Taylor, President-Elect; Russ Hodges, Past-President; Ann Wolf, Treasurer; Dorothy Bonser, Secretary; Karen Agee, Executive Assistant; Vicki Papineau, Membership Coordinator; Anne-Marie Schlender, NewsNotes Editor

**GUESTS:** Kate Sandberg, Election Committee Chair; Pat Jonason, Conference Registrar; Lonna Smith Conference Site Evaluator and 2005 Conference On-Site Co-Chair; Rick Stepp-Bolling, 2005 Conference On-Site Co-Chair; Jane McGrath, Awards and Scholarships Chair; Corrine Johnson, Web Site Manager; Bill Horstman, Conference Exhibits Coordinator

The meeting was called to order by President Valerie Smith Stephens at 1:30 PM.

1. **AGENDA:** Additions were made to the Agenda. The order of business was adjusted to accommodate the schedule of guests in attendance.

**MOTION: That the agenda be approved as revised. Ann/Dorothy. MOTION PASSED.**

2. **CONFERENCE REPORTS:**

- a. **Registrar:**

Pat Jonason reported a total conference income of \$124,823.20, which is \$20,000 more than in 2004.

She made the following suggestions:

- i. That the definition of "student" be clarified for registration purposes.
- ii. That publishers make a commitment before the conference about complimentary meals.
- iii. That the online registration form be refined to make it easier to send payment with registration and thus prevent the excessive number of emails, telephone calls, and forms snail mailed back and forth.

Pat confirmed the importance of a multi-year appointment of conference registrar as the experience makes the job run more smoothly each successive year.

- b. **On-Site Co-Chairs:**

Rick Stepp-Bolling reported expenditures of over \$12,000 for AV equipment. This was over the estimated budget because of the purchase of the four LCDs, which, of course, will save us money in subsequent years. Rick strongly recommended that there be an on-site CRLA technology troubleshooter to handle AV equipment as was done this year.

Lonna Smith reported going over the budget for flowers approximately \$200 and coming in below budget approximately \$950 on entertainment. Lonna noted that using complimentary meal tickets does not provide an accurate

record of meals served. She recommended estimating crowd size at free events, counting meals served and using registration check boxes of intention to attend. For Hospitality, it is more useful to know how many bottles were used than how many people attended. Next year's planners can get this year's data from Lonna. In addition, Lonna recommended using event tickets for door prize drawings as that was a good way to encourage people to hand in their tickets.

**ACTION:** Rick and Lonna will give their conference report to the Board by December 1, 2005.

### **3. ELECTIONS CHAIR:**

Kate Sandberg reported that the committee has approved candidates for three individuals for four of the open positions, pending letters from these potential candidates and their institutions. She intends to have the slate completed by Christmas and a report to the Board by January.

Hawaii and Canada still need directors. Also, Kate urged that the older, unsigned copy of the Austin hotel contract not be used or referenced as it has been superseded by the signed copy. Finally, Kate's husband has agreed to continue serving pro bono as CRLA's attorney.

### **4. AWARDS AND SCHOLARSHIPS CHAIR:**

Jane McGrath reported that the scholarship raffle netted \$2,080. Income was \$1084 in pre-conference sale of tickets plus \$996 in sales at the conference. The committee received 15 scholarship applications by the August 15 deadline and had difficulty selecting just five scholarship recipients. Jane recommended making two changes in the area of awards and scholarships:

- i. The professional development scholarships be divided into two categories  
(a) graduate study and research and (b) institute or workshop attendance
- ii. The current research award be eliminated and replaced with an award for the best recent article in *JCRL*.

**MOTION: That the current research award be replaced with an award for the outstanding *JCRL* article. Russ/Ann. MOTION PASSED.**

**MOTION: That the five scholarship awards be subdivided into two categories: Institute, with a maximum of three \$1000 awards, and Graduate Study and Research, with a maximum of two \$1000 awards. Ann/Sharon. MOTION PASSED.**

Jane noted that her term as scholarship chair ends October 2006 and recommended that the Board name the new chair as soon as possible in order to work with her at the Austin conference. Jane will redesign the scholarship chair application form, send it to Karen Agee, who will send it to the Board. Jane will send the approved form to Anne-Marie Schlender, who was requested to advertise the position in *NewsNotes*, and Corrine Johnson, who was asked to place information about the position on the CRLA web page.

### **5. WEB-SITE MANAGER'S REPORT:**

Corrine Johnson reported the budget for CSS services has been fluctuating between \$72 - \$96 monthly because of the conversion to the new site. For a while, both sites were up, awaiting Board approval of the new format. She noted that the bill will be lower after reconstruction of the site is complete, but she will adjust her budget request for 2006 to accommodate the size of the new site as well as the conference pages.

She reported that she needs a *Welcome* statement from President Valerie Smith Stephens to update the site. A new photograph from Valerie will be forthcoming for Corrine to replace the present one. She has already updated the officer pages on the site.

Corrine reported that Rosalind Lee suggested adding a "conference at a glance" page for the past few conferences as information for prospective hotels. The Board concurred with the request. The previous conference web sites, according to Russ Hodges, are saved to use as protocols for the next year's conference. He will give the direct link for his 2001 conference site to Sharon Taylor since those pages are located on his campus website rather than on *crla.net*.

For future conferences, Corrine also suggests that a general conference fee schedule be made available on the website well ahead of time, an "anticipated cost on site," so that potential registrants can submit funding requests to their schools to meet spring deadlines. She requested that anticipated conference fees and hotel fees including taxes be posted as soon as they are available.

Corrine noted that since her employment has changed she would like a job description for her CRLA position so that she can coordinate the responsibilities of both positions and continue her CRLA work with employer support. It was requested that Corrine design a document that meets her needs to present to the Board. Karen will send her the current job description.

#### **6. EXHIBITS CHAIR:**

Bill Horstman reported that there were 28 booths, 7 of which were from sister organizations and therefore comped. The H&H booth was also comped. More than \$15,000 was received in booth fees, program ads, and flyers. He noted that the decorator for the booths has not yet been paid. Sharon Taylor will contact the site chair to determine what the cost will be in Texas.

Bill recommended that a limit be placed on the size of the ad materials to be placed in conference tote bags. He also noted that one publisher's payment by credit card cost CRLA some processing fees and questioned whether publishers should be allowed to use credit cards. It was suggested that a fee to cover handling costs be added if payment is made after the May deadline.

Bill also noted that the size and layout of the exhibit hall this year did not permit the usual and contracted 10-foot by 10-foot booths. More space should be provided in the future. He also questioned the advisability of having a publisher-sponsored wine and cheese event in an exhibition hall because of possible liability issues, and indicated the event this year was unanticipated; the publisher had not contacted him to seek permission. In another *space* issue Russ noted that McGraw-Hill had contacted the Hilton several times over a two-month period to request a suite for their representatives, but the hotel never returned their call. The hotel has apologized. Also, because of inadequate space in the exhibit hall,

CRLA author book signings had to be held at tables in the hall adjacent to the exhibition hall, not an optimum environment for drawing patrons to the exhibits, though the event went well. Bill recommended making sure the book signing coincides with the grand opening and takes place in the exhibit hall.

In response to Bill's recommendation that the exhibits chair should visit the conference site to get an accurate picture of its size and meet with the drayage contractor, it was suggested that this occur in the summer preceding the conference. Russ noted that covering the expense of the visit is a budget item and, therefore, Alan Constant, 2006 Onsite Chair, should be apprised of the recommendation.

**ACTION:** the Board will let Bill know by the February meeting about whether the expense of a summer visit will be covered.

It was suggested that signs locating publishers' exhibits in the hall be set up earlier than they were at the Long Beach conference and that they be installed by the drayage company rather than the hotel. Bill reported that exhibitors agree that the "grand opening" close earlier than 8:00 pm (perhaps setting the hours from 3:00 to 6:30 or 7:00 pm).

It was also suggested it be CRLA authors'—not the publishers'—responsibility to identify themselves in the "Call to Conference" and to bring copies of their books to the conference themselves rather than depending on the publishers to do so.

The suggestion was made that as participating publishers register for an exhibit at the conference, to list their company names and to allow up to 50 words of advertising and a link to their home web page on our conference page rather than on the Exhibits page, which few people access.

**ACTION:** Bill and Corrine will assemble and design information to make the above publisher information accessible on the conference web page.

Bill reminded the Board that his three-year position was extended one year to include the 2005 Conference and that a new Chair is needed. He recommends that the position of Exhibits Chair not be filled by a candidate with limited CRLA and conference experience. He will work with the new chair during the next conference. It was suggested that since we reportedly have several strong candidates for current officer openings, that a candidate who is not elected should be tapped for the Exhibits Chair position. The position will also be openly advertised.

**ACTION:** Valerie asked that since this the Exhibits Chair post is pivotal, the Board give thought to recommending strong candidates for the position.

Addressing several questions concerning registration of publishers, Board members agreed that exhibitors should not have to pay for registration fees if they present at the conference because they have already paid booth fees, and complimentary single registration for publishers should be increased to two. A new registration form will be designed accordingly.

**ACTION:** Bill Horstman will draft a document to reflect recommended changes to deliver to the Board by December 15, 2005.

## 7. CAS REPORT:

Becky Johnen reported that the standards will be reviewed by the committee in the spring. She will send copies the current standards to Karen Agee, Frank Christ, and Carol Dochen. Since the *Blue Book* will be reprinted during the summer of 2006, revisions will not appear until the next edition in "a couple of years," according to Becky. Karen Agee will notify Frank Christ about the process; and Karen, Frank, and Carol will make recommendations which the Board will vote on at the December meeting.

The Board congratulated Becky on her recent appointment to the presidency of her Institution. The position of CAS Representative, as any other CRLA candidacy, will be advertised so that any interested party may apply or reapply.

ACTION: The position of CAS Representative will be advertised in *NewsNotes*.

Russ noted the importance of attendance by pivotal members of all four member boards at the National Symposium next November in Washington. He recommended, therefore, that the cost (\$1200) for an officer to attend be inserted in the 2006 operating budget.

## 8. CONFERENCE SITE EVALUATOR REPORT:

Outgoing Conference Site Evaluator, Rosalind Lee, made several recommendations to the Board. She suggested that all official documents be housed with the Secretary. She suggested for future conferences that the site evaluator go through *convention bureaus*, because they represent entire municipal areas and that a Sunday-Tuesday conference be considered as well as the traditional Wednesday-Friday timeframe. Future venues might include Florida, St. Louis, and Vancouver.

Before deciding on Portland for 2008, Rosalind noted that we need a letter of institutional support to accept Frieda Campbell-Peltier as the on-site conference chair. Dorothy Bonser will send Rosalind a sample of an "institutional support" letter to use as reference for future on-site chairs. Rosalind reminded the Board that three Portland hotel bids are pending for 2008.

By the end of the month, Rosalind will send an rfp for the Board's review. Russ noted that there needs to be a systematic way of getting conference figures to succeeding on-site chairs. To this end, Valerie will ask Lonna Smith to obtain Marriott overflow numbers from Chris Clark, the Hilton manager, so that accurate figures may be relayed to the new on-site chairs.

Russ also noted that the Board needs to review hotel information for the 2006 conference. Accordingly, Rosalind will send a soft copy of 2006 conference information by the end of November.

## 9. POLICY ON STUDENT REGISTRATION:

At this time, the policy on student registration for conferences was addressed by the Board, and a definition of *student* was determined.

**MOTION: That "student" conference registration be extended to those who are taking a minimum of six graduate or undergraduate hours a semester and that a copy of a current course schedule be attached to the registration form. Russ/Ann. MOTION PASSED.**

Current *student* rates (Early Registration for the conference \$100; Late Registration \$115;

Early Registration for One Day \$75; Late Registration for One Day \$100) will appear on the *Call to Conference* form.

**10. ACDEA REPORT:**

Russ Hodges reported that the ACDEA meeting had been well led by Hunter Boylan. He had moved that protocols be waived so that NTA and ATP do not have to share mailing lists with each other for three years, and the action passed pending approval by the organizations' boards. Russ talked with Laura Symons, who has assured him that NTA will not pursue tutor program certification. A final report from the Blue Ribbon Commission will be given at the spring NADE conference. Sandy Drewes is designing a calendar so that all members can meet the various organizational deadlines.

As Executive Assistant, Karen was asked to send Sandy CRLA's data so she can coordinate activities of the member organizations.

Hunter Boylan's term as Chair of ACDEA will expire at the NADE conference meeting. His term has been renewed to the limits of the ACDEA constitution.

Changing ACDEA's name will be on the agenda for the spring meeting of the Council.

It was suggested that we look at marketing strategies to encourage new membership, for example by targeting graduate students at the four institutions where graduate programs in developmental education programs exist. This will be made an Agenda item for our next meeting.

**11. DECEMBER BOARD MEETING:**

The next Board meeting via conference call will be held Friday, December 9 from 3:00-5:00 EST.

**12. DUGANDATA:**

After discussion about the excellent services Dugandata has provided in its first year, the following motion was made.

**MOTION: That the Board accept the Dugandata service contract effective through November 30, 2006. Russ/Ann. MOTION PASSED.**

Fees listed in this contract are unchanged from 2005. Copies of the contract (the original signed by Valerie) will be sent to Valerie, Ann, Sharon, and Dorothy.

**13. SPRING BOARD MEETING AND REPRESENTATION AT SISTER ORGANIZATIONS:**

Several Board members showed interest in attending spring 2006 meetings of sister organizations. Karen hopes to attend Winter Institute in Austin, January 3-6, and Valerie may be able to attend the NTA conference April 8-12 in Costa Mesa.

**MOTION: To send Ann Wolf and Russ Hodges to the 2006 NADE conference in Philadelphia, February 15-18 and to support their cost of attendance to a maximum of \$1000 each. Dorothy/Sharon. MOTION PASSED.**

**MOTION: To send Russ Hodges to attend the 2006 ATP conference in San Antonio, March 26-28 with monetary support of \$500. Dorothy/Ann. MOTION PASSED.**

**14. OTHER:**

**REPORT OF MEMBERSHIP COORDINATOR:**

Vicki Papineau gave the hotel staff tips list to Valerie, as requested. She reported that session evaluation forms had not been revised nor sufficient copies printed for the 2005 Conference. She recommended redesigning Scantron forms and printing sufficient quantities of both session and conference evaluation forms for the 2006 Conference. Karen Agee will send Sharon a copy of this year's conference evaluation forms. Vicki will notify Anna that new forms will be sent. It was suggested that because of the overwhelming duties of the Coordinator of Chairs that there be an assistant for this position. Anna Crockett and Michal Zivan Coffey had intended to work together in the role this year, but Anna was instructed not to attend the conference and the entire burden fell on Michal. In addition, Michal had to stay at the Marriott, without a reliable shuttle service between hotels.

Anna Crockett and Michal Zivan-Coffey have agreed to work as Conference Co- Coordinators of Chairs at the 2006 Conference in Austin.

Vicki also recommended that directions to session chairs be revised to include cell phone policy, for example, and the directions will be designed to fit on one page.

Vicki noted that Rick Nguyen, who assisted in the Cyber Café, for a fee of \$80 to \$100 has indicated that he can help her design the new membership brochure. Corrine Johnson will also work on the brochure.

The old larger CRLA display board has been eliminated. Karen and Vicki will work on obtaining new ones.

Ann and Vicki will work together on a timeline for revising the website

It was also suggested that the Board rethink having multiple conference banquets. They are costly and perhaps having a reduced number of them would offer conferees more free time and less expensive food options.

In addition, it was suggested that CRLA have an established Federal Express account. Vicki has been covering expenses with her personal account. Vicki will work with Ann to establish one.

Karen Agee recommended that to show our appreciation for the good service at the Hilton Long Beach that CRLA Board members write thank you letters to staff members.

**MOTION: That the meeting be adjourned.**

President Smith Stephens adjourned the meeting at 5:30 PM.