

AGENDA FOR BOARD MEETING
November 10, 2006

1. **Call to Order: Rick**
2. **Approval of Agenda: Rick**
3. **Approval of Minutes: Dorothy**
4. **Media Advisory Board's Report: Jeanne Higbee**
5. **Treasurer's Report: Ann**
6. **SIG and State/Region/Chapter Report: Valerie**
7. **Membership Coordinator's Report: Vicki**
8. **Executive Assistant's Report: Gretchen**
9. *NewsNotes* **Editor's Report: Anne-Marie**
10. **Election Committee's Report: Russ**

OLD BUSINESS

11. **2006 Conference Report: Sharon**
 - a. **Conference Treasurer's report sent with agenda.**
 - b. **Conference online evaluation prepared by Anna Crocket.**
 - c. **Exhibitor's evaluation form prepared by Linda Russell to be sent Nov. 10, 2006.**
12. **NADE 2007:**
13. **2007 Conference Report: Rick**
 - a. **Discuss which items are to be approved by the CRLA board.**
 - b. **Feb. Meeting—Feb. 1-4, 2007; in on Thurs., meet Fri. Sat, fly out Sun.**
 - c. **Program Committee**
14. **David Caverly's Survey:**
15. **Memo of Understanding from NTA:**
16. **NCLCA Conference: Oct. 3-6, 2007:**
17. **ACDEA Fellows:**
18. **Mike O'Hear's Book:**

NEW BUSINESS

19. **McGraw-Hill Professional Development Scholarship:**
20. **Exhibitor's Award:**
21. **New SIG: Graduate Student Learning Assistance:**

22. ATP request of Membership List:

23. Other:

24. Adjournment:

COLLEGE READING AND LEARNING ASSOCIATION

BOARD MEETING

Friday, November 10, 2006, 3:00 pm E.D.T.

LOCATION: Conference Call

MINUTES

MEMBERS PRESENT: Rick Sheets, President-Elect; Valerie Smith Stephens, Past President; Ann Wolf, Treasurer; Dorothy Bonser, Secretary; Gretchen Starks-Martin, Executive Assistant; Vicki Papineau, Membership Coordinator; Anne-Marie Schlender, *NewsNotes* Editor.

1. CALL TO ORDER: The meeting was called to order by President-Elect Rick Sheets at 3:00 p.m. E.D.T.

2. APPROVAL OF AGENDA: It was suggested that the name change subcommittee report be added to the December agenda (rather than the agenda of this meeting) after Sharon has followed up with Russ Hodges about that committee's progress. Gretchen also suggested adding to the December agenda that an addition be made on page 4 in the October 17 Minutes that the Mentor Coordinator is appointed by the President.

MOTION: that the Agenda for the November 10 Board Meeting be approved as written. Ann/Dorothy. MOTION PASSED.

3. APPROVAL OF MINUTES: Dorothy had emailed Board Members copies of the October 15, 16, 17, 19, and 21 Minutes with changes in each set of minutes. After discussion on each of the sets of minutes, the following motions were made.

MOTION: that the October 15, 2006, Minutes be approved as amended. Dorothy/Valerie. MOTION PASSED.

MOTION: that the October 16, 2006, Minutes be approved as amended. Valerie/Ann. MOTION PASSED.

MOTION: that the October 17, 2006, Minutes be approved as amended. Dorothy/Ann. MOTION PASSED.

MOTION: that the October 19, 2006, Minutes be approved as amended. Dorothy/Ann. MOTION PASSED.

MOTION: that the October 21, 2006, Minutes be approved as amended. Dorothy/Valerie. MOTION PASSED.

After discussion, it was decided that the plaque honoring David Arendale as recipient of the 2006 Karen G. Smith Award be presented to him at the 2007 conference and that he be notified that he was named to receive the award. [This item was discussed in reference to a possible change in wording in the 10/21 Minutes.]

MOTION: that David Arendale be notified that he had been selected to receive the Karen G. Smith Award at the 2006 conference and that the award will be presented to him at the 2007 conference. Dorothy/Valerie. MOTION PASSED.

Valerie will notify David that he had been selected and that his award will be given to him at the 2007 conference.

4. MEDIA ADVISORY BOARD REPORT: Jeanne Higbee, Media Advisory Board Chair, submitted the following proposals to the Board:

a. Jeanne asked for approval of three forms—the Publication Proposal Form, the Subgroup Publication Agreement Form, and the Publication Co-Sponsorship Form—that would be used for publication proposals sent to the Media Advisory Board. Proposal wording was taken verbatim from the policy approved by the CRLA Board earlier in 2006, and current contact information was added. The MAB would like to have the Board's approval so that the forms can be posted on the CRLA website as soon as possible.

MOTION: to approve the three forms—the Publication Proposal Form, the Subgroup Publication Agreement Form, and the Publication Co-Sponsorship Form—submitted by the Media Advisory Board. Dorothy/Valerie. MOTION PASSED.

b. Jeanne reported that the Media Advisory Board would also like to move forward on the monograph in memory of Cindy Peterson that had been previously proposed by the MAB to the Executive Board last spring. The monograph, which will possibly have the same page size as the *JCRL* and will be approximately two hundred pages in length, will include reprints from articles published in the last ten years in the *Journal* and selected by those who worked closely with Cindy and articles written by Cindy and published elsewhere. The working title of the monograph is "Best Practices in College Reading and Learning: In Memory of Cynthia L Peterson."

Jeanne asked the Board to consider how the monograph would be funded and disseminated. She noted that it could be (1) mailed to all CRLA members, (2) distributed at a conference as a requisite of being a conference registrant, or (3) sold. She noted that additional copies could be sold even if either option 1 or 2 were selected. Jeanne noted that cost of printing would depend, in part, on which method of dissemination the Board approves.

After discussion, Jeanne agreed to prepare a publication timeline if the monograph were to be handed out at the 2007 conference, and she will get information to the Board about the cost of printing and disseminating the monograph before the December Board Meeting.

MOTION: that the Media Advisory Board be given permission to move forward on the monograph dedicated to Cynthia Peterson with final approval depending on the financial data that will be presented by Jeanne Higbee by the December Board Meeting. Valerie/Ann. MOTION PASSED.

5. TREASURER'S REPORT: Ann reported that she had removed the conference treasurer's report from her report for October; thus it appears as if there was only \$2,511,70 revenue. Also, conference revenue has not yet been reported by the Conference Registrar. The total expenses for the month, therefore, were \$15,709.89, making the net monthly loss \$13,198.19. Assets at the end of October were \$296,771.77, and Certificates of Deposit, which we have not had to touch in the past two years, total \$187,381.12. Ann noted that there will be a more positive monthly balance by the end of December when the 2006 conference monies are recorded. The Balance Sheet for October 2006 is an addendum to this report.

MOTION: that the Treasurer's Report be accepted. Ann/Dorothy. MOTION PASSED.

Ann also reported that the 2007 Budget will be sent to Board Members December 1 and that she and Rick will be building the 2007 conference budget. She has sent the budget plus actual amounts spent for the 2005 conference to Rick so that he might examine them in preparation for the 2007 conference.

Ann also forwarded a request from Jane McGrath that the Board approve an additional amount of \$40.12 to the previously Board-approved \$900 to cover Jane's travel expenses as Awards and Scholarships Chair to the 2006 conference in Austin.

MOTION: that the Board approve \$40.12 to be added to the previously approved \$900 for conference travel expenses for Jane McGrath. Ann/Dorothy. MOTION PASSED.

Ann is changing the signature cards for the certificates of deposit to include Rick Sheets, Sharon Taylor, and Ann Wolf as signatories. They are held at County Wide Bank and Resource Bank, which are located in Virginia.

6. SIG AND STATE/ REGION/CHAPTER REPORT: Valerie reported to the Board that the Alaska is holding their state conference today (November 10). She also reported a request for funding from Mike Kelleher of the Southeast Region for \$1000 (\$600 food, \$300 tote bags, \$21 postage, and \$79 incidentals) for their conference, February 24, 2007.

MOTION: to approve funding of up to \$1000 to the Southeast Region to host their regional conference, February 24, 2007. Valerie/Ann. MOTION PASSED.

Valerie will send copies of the original request to Dorothy and Ann.

Valerie also informed the Board of an anticipated request for representation of Lucy MacDonald at the Southeast conference. Discussion ensued about the funding source for a request for a particular CRLA leader rather than a member of the Executive Board to be a keynote speaker at a conference. Valerie recommended that the Board postpone discussion until a formal request is submitted by the Southeast Region. Anne-Marie suggested that Michael contact local book reps to underwrite the cost of the tote bags. This would release \$300, which could be spent on funding Lucy's travel expenses. Anne-Marie agreed to help with the process of contacting the book reps.

Valerie also reported a request from Melissa Thomas, Graduate Student Learning Assistance Coordinator at the Tomás Rivera Center for Student Success, who wants to put a survey on the CRLA website to determine interest in a new SIG for graduate and professional learning assistance. It was suggested by the Board that she first use LRNASST and then submit an article to the January issue of *NewsNotes* rather than the more costly process of posting on the website.

7. MEMBERSHIP COORDINATOR REPORT: Vicki reported that 500 copies of *The Tutor Training Handbook* are being reprinted this month. The printer was willing to defer payment until January or February of 2007 and was eager to print now rather than wait until the holiday season.

The conference database is not finalized to date. The reference list and the website will be updated once the October entries have been made. Rick asked that the website be updated—with name of President, President-Elect—as soon as possible with the information that is available. Vicki will contact Corrine about doing so.

Vicki has been working with Tina Barnes and Ann on gathering ITPC procedures and how many hours are being put in. This data will be used to determine how Amy can support the ITPC process and will part of Amy's bid in February. Vicki asked for input from anyone who is knowledgeable about bidding out for this type of service.

She also noted that window envelopes are being used to send out renewals and thank you letters thus eliminating the need for mailing labels. These letters have been redesigned to accommodate the window envelopes.

It was suggested that the issue of NTA requests for mailing lists be discussed when Sharon is present and after Valerie, Russ, and Sharon have had a chance to discuss the November 9 response from NTA.

As a follow-up to Item 14 in the October 21 Minutes, Vicki reported that the lifetime membership cards will be taken care of. They have been printed, and they will be mailed. Referencing the same October agenda item, Valerie has mailed the certificates to SIG and SRC leaders who were not at the conference.

Vicki reported that we have 1207 members, which does not include any memberships paid between October 9 through the conference.

8. EXECUTIVE ASSISTANT REPORT: Gretchen reported that she has contacted Dr. Vincent Tinto to inform him that he had been nominated for ACDEA Fellow by CRLA. He is assembling the nomination materials to give to Gretchen, who is preparing the nomination packet. Tinto gave Gretchen the names of two people who will write recommendations for him.

CRLA positions: Gretchen noted that we need to be mentoring a website manager as Corrine reported to the Board in October that she will not seek a renewal of her three-year appointment, that the Political Action Committee chair position needs to be filled, and that there is a ITPC Assistant Coordinator vacancy. This appointment will be made by Coordinator, Doirin Eddy.

Gretchen reported that she and Karen wrote an article for the next issue of *NewsNotes* on the procedure that will be followed for the CRLA name change process.

9. NewsNotes REPORT: Anne-Marie reported that JoAnn Wells, Professional Development Committee Chair, has sent her an article for the next issue of *NewsNotes* and has requested that an article from the committee be published in each issue of the newsletter.

Frieda Campbell-Peltier has sent a teaser for the 2007 Conference.

Anne-Marie will send a copy of the *NewsNotes* calendar to Board members for their approval. She has consulted with Amy about the workability of the calendar, and Anne-Marie will send the calendar to Corrine to put on the CRLA website as soon as the Board has examined the calendar.

10. ELECTIONS REPORT: Ann reported for Russ that he does not have an elections report at this time.

OLD BUSINESS

11. 2006 CONFERENCE REPORT: Rick gave a report for Sharon. He noted that

- a. the Conference Treasurer's report of activity had been sent to the Board.
- b. the conference evaluation, prepared by Anna Crocket, is online at the present time. Since the 2006 conference was unique from other conference, Rick would like to evaluate positive and negative comments about the unique features of the conference to make

decisions for the 2007 conference. Vicki noted that as soon as Pat Jonason's database is finalized, Amy will send an email blast to all of the conference attendees pointing them to the website to complete a conference evaluation. It was noted that only very few evaluations have been completed at this time. Rick also noted that he has received the evaluations from 2004 and 2005 to review for possible changes in the 2007 conference.

- c. since the exhibitor's evaluation form, prepared by Linda Russell had not yet been received, this item should be tabled for the next agenda.

A letter of apology was sent to all of the Fellows for failing to acknowledge them at the Awards Banquet. An apology was also extended to Rosemary Karr, Conference Treasurer, for not publicly acknowledging her hard work. It was further noted that the protocol was not always followed as written as there were last minute emergencies that had to be accommodated.

12. NADE 2007: Ann reported that Jane McGrath had sent a request for CRLA funding to attend the NADE 2007 Conference as a Blue Ribbon Commission Member. She is asking for funding for hotel (\$200 for four nights), airfare and transfers from Phoenix to Nashville, and meals (\$20 per day) for a total of \$1210. It was suggested that the amount for meals be raised to \$35 per day. It was pointed out that Sharon has recommended sending Jane to the conference rather than funding Sharon's attendance. Jan Norton will also be attending the NADE conference and can help Russ Hodges staff the CRLA booth. Russ will also attend the ACDEA meeting at the conference.

MOTION: that the Board fund Jane McGrath's request for travel expenses to attend the NADE 2007 conference for up to \$1270. Ann/Dorothy. MOTION PASSED.

13. 2007 CONFERENCE REPORT: Rick reported the following:

- a. He will check with Frieda on offering CEU's.
- b. The Board meetings in Portland February 1-4, 2007, have already been set up with the hotel.
- c. He reported that he needs proposal readers for the five SIGs: Learning and Study Strategies, ESL, Learning Disabilities, Research and Evaluation, and Peer Tutoring. He will get names and email addresses from Vicki.
- d. He is working to update the Conference Planning Manual and may post it on a CRLA intranet, perhaps in a matrix form. Valerie noted that Lonna Smith and Rick Step-Bolling had developed a very useful matrix of the Conference Planning Guide, and she suggested that Rick (Sheets) contact one of them. Gretchen stated that she and Karen will table their plans to develop a matrix version if that has already been created by Lonna and Rick Step-Bolling.
- e. He will need to find a chair for Lunch with a Mentor, a feature he would like to offer once again at the 2007 conference. After looking at previous evaluations, he will come back to the Board with plans for them to consider.
- f. He will send the Board written reports with updates.

14. DAVE CAVERLY'S SURVEY: Vicki noted that, at the Board's request, Dave had emailed Board members a cover letter for the needs assessment survey with a name change (removal of the word "National") to accompany the ten-question survey for the Board's approval. Two issues that were discussed were the precedent this request is setting and the cost of sending the eblast.

Gretchen will check to see if there is a precedent for the action. Rick will suggest to Sharon that at the next Board meeting one of the Agenda items be a discussion of this so that we may have a draft of the policy to discuss at the 2007 December meeting. Rick will consult with Vicki about

exact wording of his communication with Dave, and will then ask Dave to send the cover letter and survey to Vicki.

MOTION: to approve David Caverly's request to send CRLA members an email blast, including a cover letter and needs assessment survey, at a cost of \$50 for the eblast. He will be given the option to do this immediately with the current database or to wait until the 2007 database is finalized. Rick Sheets will notify David of the Board's decision. Ann/Valerie. MOTION PASSED.

15. MEMO OF UNDERSTANDING FROM NTA: Gretchen suggested that the Board discuss this at the December Board meeting.

16. NCLCA CONFERENCE Oct. 3-6, 2007: This item was tabled until the December Board meeting when President Sharon Taylor will be in attendance.

17. ACDEA FELLOWS: This item was tabled until the next Board meeting.

18. MIKE O'HEAR'S BOOK: Gretchen will follow up on with Karen Agee on this item to see if there was some correspondence sent to Mike and report to the Board at the December meeting.

NEW BUSINESS

19. MCGRAW-HILL PROFESSIONAL DEVELOPMENT SCHOLARSHIP: Gretchen reported that Sharon had contacted McGraw-Hill and is discussing the scholarship with Karen Agee and Terry Cook. She will be using the Houghton Mifflin forms that had been previously approved by the Board as a template for the McGraw-Hill award. The Board will address preference for the type and number of scholarships to be awarded.

20. EXHIBITOR'S AWARD: This item was tabled for the December Board meeting.

21. NEW SIG: GRADUATE STUDENT LEARNING ASSISTANCE: This item was addressed above in the SIG, S/R/C Report.

22. ATP REQUEST OF MEMBERSHIP LIST: Vicki reported that she had sent a membership list to Jim Valkenberg, Past President of ATP, who assured her that there would be only two eblasts from ATP, as prescribed by ACDEA policy.

23. ADJOURNMENT:

MOTION: that the meeting be adjourned. Valerie/Dorothy.

**TREASURER'S REPORT FOR CRLA CONFERENCE
AUSTIN, TEXAS
OCTOBER 19, 2006**

The information provided in the graphs is for the operating budget year 2005 and the operating budget from Jan to Aug, 2006.

On the 2005 budget year the total income for the year was \$101,016.74.

The total expenses for the year were \$61,149.74. We had a profit of 39,866.96 in our operating budget. Our conference in 2005 made a profit of \$17,716.90. Thank you Valerie and your conference committees.

The other two graphs you are looking at are for the 2006 budget year in our operating budget. At this point I can give you the amounts from January to August.

One graph is the income broken into the areas of Membership, Tutor and Mentor Certification, Publications, Tutor pins and handbooks, SIGs, Scholarship, Interest and Other. You have a break down of the amount of dollars that we have deposited in each of these areas as well as the % of income expected (projected) in our current budget.

The other graph is the operating expenses for the organization. These are broken into the major areas of Board Expenses, General Operating Expenses, Publication, Committees, States, Regions and SIGs. Again you have both the dollar amount for each area during this time period as well as the % spent in relation to the budgeted amount in that area.

Our books were audited for 2005 and received an unqualified opinion from our auditor, Gladys Shaw. I would like to thank her for her help in providing her expert knowledge when I had questions about the bookkeeping needed for this organization.

If you have any questions or comments about this report, please feel free to stop me and talk to me during the conference. I am happy to answer any questions you have about this report.

Respectfully submitted,
Ann Wolf
CRLA Treasurer

College Reading and Learning Association
Balance Sheet
End of Month – September 2007

Assets:	
Certificates of Deposits	\$193,236.77
Beginning Balances:	
Operations Account	\$157,641.53
Savings Account	\$ 5,095.40
Income:	
Scholarships	\$ 1,000.00
Membership Dues	\$ 950.00
Interest Income	\$ 169.09
Tutor Certification	\$ 650.00
IIPC Pins	\$ 41.25
Misc Income	\$ -
SIG Income	\$ 160.00
Mentor Certification	\$
JCRL	\$
Tutor Handbook	\$ 990.00
Learning Assistance Monograph	\$ -
Royalties	\$ 135.71
Total Operating Income	\$ 4,096.05
TOTAL INCOME	\$ 4,096.05
Monthly Expenses:	
General Board	\$ 305.76
General Organization	\$ 212.00
Publications	\$ 2,984.50
Committees	\$ 939.26
Membership/States and Regions	<u>\$ 1,111.38</u>
TOTAL OPERATING EXPENSES	\$ 5,552.90
TOTAL EXPENSES	\$ 5,552.90
Net Monthly Income(Loss)	\$ (1,456.85)
Assets At End of Month	\$354,516.85

Reported by Ann Wolf, treasurer October 14, 2007