

AGENDA FOR CRLA BOARD MEETING
Friday, Sept. 14, 2007
3:00 EDT

Conference Call

1. Call to Order – Sharon 3:00 p.m.
2. Approval of the Agenda – Sharon 3:05 p.m.
3. Approval of the Minutes – Dorothy 3:10 p.m.
4. Treasurer – Ann 3:20 p.m.
5. NewsNotes – Anne-Marie 3:30 p.m.
6. Membership – Vicki 3:40 p.m.
 - Monograph for Cindy Peterson—storage & mailing
7. SIGs—Valerie—3:55 p.m.
8. Executive Assistant Report – Gretchen –4:10 p.m.
 - ACDEA bylaws revision—vote
 - Reprint of an article from journal for training manual-permission
 - NCDE (and CRLA's) Celebrations
 - Acceptance of Tutor Program Award recipient
 - Website Manager Job Description Approval
 - Archivist Proposal for reports (from Gladys Shaw)

OLD BUSINESS

9. 2007 Conference Report – Rick—4:20 p.m.
10. 2008 Conference Report—Jan—4:35 p.m.

NEW BUSINESS

11. PDC report—(writing & math) -- Rick-4:45 p.m.
12. Executive Session for awards—Gretchen-4:45 p.m.

OTHER

Next meeting: _____

ADJOURNMENT

MINUTES
BOARD MEETING
September 14, 2007 3:00 p.m. E.D.T.
Conference Call

MEMBERS PRESENT: Sharon Taylor, President; Rick Sheets, President-Elect; Valerie Smith Stephens, Past President; Ann Wolf, Treasurer; Dorothy Bonser, Secretary; Gretchen Starks-Martin, Executive Assistant; Vicki Papineau, Membership Coordinator. **GUEST:** Jan Norton, recently elected President-Elect.

1. Call to Order President Sharon Taylor called the meeting to order at 3:12 p.m. E.D.T.

2. Approval of the Agenda The following requests were made and approved for addition to the September 14 Agenda: to add a request from the CAS representatives, the CRLA/NADE report, the Professional Development Committee conference session report, formal Board approval of the Media Advisory Board committee members, and a discussion of the common data base. An Executive Session will follow the Board Meeting to select candidates for awards to be given at the conference in October.

MOTION: That the amended September 14 Agenda be accepted. Ann/Rick. MOTION PASSED.

3. Approval of the Minutes Dorothy reviewed the final draft of the August 10, 2007, Minutes sent to Board Members. A clarification of BEO, Banquet Event Order, (Page 6, ninth bullet) was added, and the following motion was made.

MOTION: That the August 10, 2007, Minutes be approved as submitted. Dorothy/ Valerie. MOTION PASSED.

Gretchen requested that the September 14 Minutes reflect that the action taken (Item 8, Page 5) in the August 10 Minutes is no longer pending.

4. Treasurer's Report Ann reported the following.

In July the organization had a monthly income of \$8,030.48 and expenses of \$17,729.83. For the month, CRLA had a loss of \$9,099.35. The assets at the end of the month were \$361,228.06, and Certificates of Deposit balance was \$192,322.86. During July, there were many expenses incurred in the preparation of the conference program that contributed to the loss for the month. Ann noted that a loss at this time is usual because the Treasurer is not receiving any of the income for the conference. All of that income is going to the *registrar, but the Treasurer is paying the bills for the conference. Rick and Ann also pointed out that an expenditure of nearly \$7000 was made during this period for the data projectors.

*Ann pointed out that she, not the conference registrar, had received two conference registrations as they were sent in before credit card registration was set up for the year. Rick added that the registrations were sent in early (after registration fees had been established in February, but before the cost of optional activities such as tours had been established) as the conference registrants needed to meet the July end-of-year budget deadlines of their institutions. Both Ann and Rick thought the information would be helpful for future conference chairs.

MOTION: That the July 2007 monthly statement be accepted. Ann/Dorothy. MOTION PASSED.

For August, Ann reported that the organization had a monthly income of \$9,398.48 and expenses of \$4,734.28. The total monthly income was \$4,664.20. The assets at the end of the month were \$365,750.12, and the balance for Certificates of Deposit was \$192,780.71. Ann noted that she will add funds to the Certificates of Deposit now that the LCD projectors have been purchased.

MOTION: That the August 2007 monthly statement be accepted. Ann/Dorothy. MOTION PASSED.

Ann recommended that the financial holdings of CRLA be reviewed by Board members for their consistency with the philosophy of the organization's non-profit status. Though it is prudent to have some backup for a conference that does not meet budgetary expectations, Ann pointed out that the organization has succeeded in covering that several-fold in the amount held in Certificates of Deposit. She noted that it is important to balance fiscal responsibility with concern about using monies of CRLA members for the benefit of the membership.

Ann further reported that she had forwarded one-half of the total printing cost of \$5,900 to initiate the printing of the monograph for Cindy Peterson.

5. NewsNotes Editor's Report In a Thursday, September 13 email to the Board, Anne-Marie noted that she would not be able to attend the conference-call meeting and thus submitted the following report.

The following are my plans in progress for the post-conference issue of the newsletter. If you feel that I may have overlooked an important story or news item, please remind me of it as soon as possible so that I can assign it to someone to write.

- a. Photos will be taken by me throughout the conference to be used with stories for *NewsNotes*.
- b. The post conference issue will contain both pictures of the award winners and information about the award that each person won. The outstanding tutor's essay will also be published.
- c. I will request transcripts of the speeches given by both Skip Downing and Sharon for publication.
- d. The featured column, "Money Matters," will be completed by Ann Wolf.
- e. An interview with Hunter Boylan by Maggi Miller to recognize NCDE's 30th Anniversary will be published.
- f. Cheryl Engle will interview Karen Agee for an article introducing Karen as CRLA's new CAS representative.
- g. A summary article will be written based on the two sessions on name change.
- h. A SIG/SRC column will be written by Valerie Smith-Stephens.
- i. A post conference wrap-up article will be written by Rick and Frieda.
- j. An editorial to be written by Anne-Marie is pending.
- k. Then President Rick Sheets will contribute a column, "The President's Corner."
- l. A call-to-conference ad for 2008 conference will be included in the issue.

At this point the only article not assigned is #7. Ann-Marie asked for a volunteer to write the summary. In addition, she will be seeking out and getting commitments from

CRLA members to be a feature writer. She asked Board Members to submit names of people who may be willing to write an article of interest to members.

6. Past President's Report Valerie reported that she had sent invitations to all State/Region/Chapter and SIG Leaders to attend the Leadership Dinner. She has also completed updating and making copies the Leadership CD for the S/R/C and SIG leaders and has notified the S/R/C leaders who are hosting conferences in October to contact Vicki to arrange for brochures and table drapes. In her role as Election Committee Chair, Valerie has one potential candidate to run for Treasurer, and she is in the process of revising the email that will advertise the search for qualified candidates for CRLA national offices.

7. Executive Assistant's Report

- Gretchen had previously emailed the Board a revised job description for Website Manager that she and Corrine Johnson had worked on for possible approval at the September meeting. One notable change in the revised job description was a three-year renewable term. A correction was made in the job description to change Creative Computer Services to HostMonster. After discussion, the following motion was made.

**MOTION: That the job description for Website Manager be approved. Ann/Rick.
MOTION PASSED.**

- Gretchen reported that Olga Thurman, ITPC Assistant Coordinator, had selected Roger Taylor, from Southwest Missouri University, to be the recipient of the Tutor Award. Ann noted that to receive a check, Olga needs to send the Treasurer a reimbursement form for the \$250 award. Gretchen will make sure that Olga contacts Rick to arrange for a video clip of the recipient, who is unable to attend the conference, which can be shown when the award is announced.
- Gretchen submitted an Archivist Policy for the Board's consideration. Discussion of the policy included
 - The recommendation to archive materials—with controlled links to preserve sensitive data—on the CRLA website instead of the disks which were recommended in the policy because some computers do not, even at present, accept disks. The space is readily available on HostMonster, and accessing information stored in the archival space there could be easily accomplished.
 - A recommendation to have *one* person (the Archivist) collect and file all of the data instead of having several officers make hard copies and CD copies of documents to send to the Archivist.
 - A recommendation to increase the budget for the Archivist, if necessary, to provide technical or clerical support and/or monies for duplication costs.

At the Board's request, Gretchen, with input from Corrine, Rick and Dorothy, will revise the proposed Archivist Policy and will report at one of the Board meetings in Portland.

It was noted that the President is charged with collecting and summarizing the annual reports of the officers at a General Session of the CRLA membership at the conference.

- Gretchen reported that she had sent an e-blast advertising the position of IMPC Assistant Coordinator. Shortly after the e-blast was sent, the Board was notified of the resignation of Doirin Eddy, IMPC Coordinator. Doirin has contacted Gretchen with two recommendations for the position, and Gretchen noted that she may have to recruit for a

replacement at the conference. It was noted that both Gretchen and Sharon have tried to contact Doirin, Sharon on behalf of a member about his mentoring program. Gretchen will contact potential candidates for the two IMPC positions using a list of evaluators that Doirin sent to Vicki after Gretchen obtains a copy of the list from Vicki.

8. Membership Coordinator's Report Vicki reported the following.

- The membership brochure has been updated with the new 2008 Cleveland conference logo and other editing changes. It has yet to be printed, but Johnson County Community College printing is being contacted. The JCCC printing bid for the tri-fold brochures is \$.099 ea for 5000 and \$.1127 ea for 4000. Totals are \$496.10 for 5000 brochures and \$450.62 for 4000. Vicki would like to order 5000 and have ITPC and IMPC also use them with their mailings. Vicki noted that this price is much less than the previously paid \$700 for 2500 brochures.

**MOTION: To approve up to \$496.10 for printing 5000 membership brochures.
Dorothy/Rick. MOTION PASSED.**

- S/R/C and other organization conference material mailings to Minnesota/South Dakota/North Dakota (September 27-28), NCLCA (September 26-29), Texas CRLA CASP (October 17-20), and Ohio River Valley/OADE (October 17-19) will be made during the next two months. Alaska's regional conference was cancelled. A contact person/CRLA representative for the Ohio River Valley/OADE Conference still needs to be established according to Vicki's chart. There will be a very short turnaround time for the display and drape from the Texas and Ohio functions. Vicki emphasized that the timing of these events continues to remain in conflict with our conference.
- The membership survey e-blast was sent out September 10. A space after the link—which did not show up in the link—caused a glitch in accessing the survey. Another blast was sent out Tuesday morning, September 11, asking participants to cut and paste the address into their web browser rather than use the hot link. One member reported being unable to submit results and was instructed to answer the survey and send the responses to Corrine in a *Word* document.
- As of September 8, 2007, CRLA had 1184 members with 2007+ expiry. This compares with 1062 members with 2006+ expiry on September 1, 2006.
- Vicki asked for clarification on storage and mailing of the copies of the monograph dedicated to Cindy Peterson that are not distributed at the conference. Dorothy will send copies of the emailed discussion and consensus reached by Board members and Jeanne Higbee to Sharon so that she can confirm with Vicki what was previously decided.

OLD BUSINESS

9. 2007 Conference Report Rick reported that a total of 1225 hotel rooms have been contracted by conference attendees, a number well above the 945 guaranteed by CRLA. He noted that we might get to an overflow status. He noted heavy registration activity before the early registration date and expects the same before the conference cut-off date, October 8. [The breakdown below appeared in Rick's September 11 emailed report to the Board.]

Hotel Room pick-ups & contracted totals

College Reading and Learning

Cut-Off: 10/8

	12-Sep	19-Sep	26-Sep	3-Oct	10-Oct	17-Oct	24-Oct	Total Contracted
Sun 10/28	13							10
Mon 10/29	17							15
Tue 10/30	156							120
Wed 10/31	313							230
Thur 11/1	332							250
Fri 11/2	296							230
Sat 11/3	98							90
	1225							945

He noted that the DoubleTree has added an additional 50 rooms for Thursday and Friday at the conference rate and will continue to add others until they are at capacity. He will be receiving weekly reservation updates from this date until the conference.

Registration:

Rick reported that Pat Jonason, Vicki Papineau, and he have been kept quite busy with the registrations and questions as the early registration cut-off date was September 8, 2007. As of September 10, 450 people have registered for the conference.

Lunch with a Mentor:

Rick reported that all is going well with reservations for the thirteen wonderful mentors, that one mentor's table is full and two others have only one opening left. He added that Frieda is working with Jane on signs for the event and tables.

Institutes and Sessions:

There are only four open rooms throughout the conference from Wednesday to Saturday, and these openings have occurred because of cancellations (one pre-conference institute, three concurrent sessions on Saturday). At present, 22 pre-conference institutes have been scheduled and 132 concurrent sessions (presentations, SIG meetings, vendor sessions, ACDEA sessions), not counting State/Region/Chapter meetings.

Strands:

Rick reported that there were originally only three LD sessions scheduled, and all have cancelled. Rick will contact Alda Noronha-Nimmo, leader of the LD SIG, to encourage her to do a presentation. Though the program is almost ready to go to the printer, he will try to add the session if Alda agrees, or he may include an insert in the program, which may provide more visibility for the added session.

Hospitality Suite:

All is well and on track. The hospitality Suite will be held in the Presidential Suite on Tuesday (which was added to the original schedule), Wednesday, Thursday, and Friday nights. The Poetry Corner will be held on Thursday night in the Hospitality Suite.

CyberCafe:

CRLA will have eight computers with Internet access in the CyberCafe on Thursday and Friday. TutorTrac has agreed to co-sponsor the Cyber Cafe and will pick up the hotel costs—\$1312—of

the Internet lines. Anthony Hilliard, a TIDE attendee, has agreed to be a volunteer onsite technology resource for those using the CyberCafe.

Grand Opening:

Thanks to Edwin Hill of Houghton-Mifflin, the Grand Opening of Exhibitors will be even grander this year. They are co-sponsoring the Grand Opening at a cost of \$1175, inviting everyone to "Meet Your Keynote Speaker, Skip Downing" at the Grand Opening event. They are providing free local wine for the event, picking up the cost of one cash bar set-up, and are also picking up the cheese trays and the chicken trays that were ordered for the event. CRLA is still picking up the rest of the food trays and cost. It is as we had planned with the addition of the wine, but at a much lower cost to CRLA.

Protocols:

Gretchen, Sharon, and Rick are finalizing the protocols for the three General Sessions and the Awards Banquet.

Awards Banquet: Fabulous at 40:

Frieda has everything lined up and in good order for the entertainment and is working with Gretchen on the flow and timing in the protocols.

Name Change Discussions:

The Board agreed to proceed with the two sessions, which have been scheduled for all members to discuss the CRLA name change issue. It was recommended that an agenda item be added to the Saturday Board Meeting for discussion on the direction the Board wants to take with the issue. It was also recommended that if there is a reasonable amount of dialogue representing both sides of the issue, that a vote be presented to the entire membership; however, if the preponderance of dialogue among CRLA members is against a name change, that the Board may consider dropping the issue.

Meet with CRLA Board Members:

All are invited to attend a session facilitated by Sharon inviting conference attendees to meet informally with CRLA Board members.

2007 Conference Program:

Amy has been working tirelessly to collect the many, many little pieces needed for the program. It has been formatted, created, and a draft has been sent out for proofing. The few pieces have now all been sent in (as of today). All ACDEA organizations are represented at this year's conference. The program is due to be sent to the printer within a week or so. The order of information has been changed to make it easier to read and find information, using suggestions from several readers and examining programs of other organizations. Rick reported that the program looks good.

Chairpersons:

Michal has done a great job of getting many presentations covered, but there still may be sessions needing chairs. Rick recommended that Board members contact him or Michal if they want to chair another session or if they know someone who may be interested in doing so.

Exhibits:

Linda is working to finalize the arrangements of the booths and has done a great job with the vendors. She is also arranging the author signing, which has been scheduled so that it does not conflict with concurrent sessions or other events. Rick reported that Linda has scheduled 27 tables and two large areas for food in the Exhibit Hall.

Awards and Scholarships:

Jane McGrath has done another fine job this year with her team to organize and offer the raffle to raise money for our awards and scholarships. We hope to bring in more than the \$2006 raised last year. He suggested that Board members buy tickets if they have not already done so.

Things That Did Not Happen for CRLA 2007:

- Rick reported that he had hoped to pursue having a Job Fair at the 2007 Conference, but that it just didn't happen. He would like to see that event pursued for a future conference.
- He also had hoped to promote IMPC at the conference and hopes that will take place next year.
- In addition, he that conference presenters requested both shorter and longer session times and suggested that both might be pursued next year. Jan Norton, who will chair the conference, stated that she wants to include poster sessions in the 2008 conference schedule.

Lastly, Rick expressed a heartfelt thank you for all the support, time, effort, thought, suggestions, concerns, and help given towards this 2007 CRLA Conference in Portland. He reported that everything is coming together well and everyone helped us get here.

Common Data Base: Rick noted, and other Board Members agreed, that there are so many advantages to having a common database. Not having one has made several processes (making changes in the program, for example) cumbersome as multiple people have to be involved in making those changes. He reported we are moving closer to deciding what is needed in a common data base, and that Amy Dugan (DuganData), Corrine, and he need to work together to determine what processes might be streamlined. Since the Saturday post-conference Board meeting agenda is so full, it was the consensus of the Board that Amy Dugan and Terry Jonason be invited to give a fifteen-minute preview of data base potential at that meeting and then be invited to give a full demonstration of what a common data base could do for CRLA at one of the Board meetings in February.

10. 2008 Conference Report Jan Norton reported that she and Sandie Crawford, On-Site Chair, are continuing to work on finding handouts to advertise the 2008 Conference at the "On To Cleveland Brunch." Jan will contact Ann to obtain a copy of the budget for the conference. Ann noted that Conference Budget Item 7248 (Promotional Items) has been allotted to advertise the conference and that the amount Rick and Frieda had spent on promotional items, \$310, is recorded in that line item. Jan has a copy of the hotel contract for 2008, and Rick will send a conference insurance contract to Jan so that Jan can sign it. Jan reiterated that she is going to reinstitute poster sessions and that she hopes to schedule several ninety-minute sessions at the 2008 conference.

NEW BUSINESS

11. PDC Report Rick reported that the reading standards have been received in draft form from the Professional Development Committee conference session presenters; those working on the writing draft are adding someone with a developmental education writing background before presenting their draft; those working on the math draft are going to ask Selina Vasquez-Mireles to help draft their report. In Portland, the three presenters (David Caverly, JoAnn Carter-Wells, and Emily Miller Payne) will present the reading draft, get a reaction to it, and invite participants to collaborate in the writing of the math and writing drafts.

12. Membership for Retirees The request for a separate category of membership fee for retirees submitted to the Board will be placed on an October Board meeting agenda. Valerie

suggested that the Board reply to those who made the request to let them know that it will be discussed at a future Board meeting. Rick recommended that the proposed retirement rate should not be less than the student rate.

13. Grambling State University Request for Letter of Support for Their Certificate of Advanced Graduate Study (CAGS) in Developmental Education The request will be placed on an October Board meeting agenda.

14. CAS Request Ann forwarded a request from Karen for CAS Representatives Karen Agee and Becky Johnen for funding to attend the CAS Outcomes Retreat on January 8, 2008, to which the Board had previously approved sending both as CRLA representatives. Karen will request funding from the University of Northern Iowa; Becky Johnen's airfare and meals will need to be covered. The request is for \$650 for Karen and \$350 for Becky. Ann noted that the expense will need to be added to the 2008 Budget. The Board discussed the request, and the following motion was made.

MOTION: To approve the request submitted by Karen Agee for the CAS Representatives, Karen Agee and Becky Johnen for travel expenses up to \$1300 for both representatives to attend the CAS Outcomes Retreat January 8, 2008. Ann/Rick. MOTION PASSED.

15. Formal Approval of Media Advisory Board Appointments Gretchen requested that the Board formalize the approval of the Media Advisory Board appointments that had been previously made.

MOTION: To approve the appointments and terms of office of the Media Advisory Board Members. Rick/Ann. MOTION PASSED.

[For clarification, the committee members are Jeanne Higbee, Chair, through fall 2009; Emily Miller Payne, continuing until no longer *JCRL* Editor; Lucy MacDonald, through fall 2009; Dianna Van Blerkom, through fall 2010, and Rita Smilkstein, through fall 2007. DSB as reported by GSM]

16. NADE/CRLA Working Group Report This item was not addressed.

OTHER

Next meetings: **October 12, 2007 3:00 E.D.T.** Conference Call for Sharon, Rick, and Gretchen only.
 October 28, 29, 30, 2007 8:30 – 5:30 DoubleTree Hotel, Portland, for all Board Members.

ADJOURNMENT The Board Meeting was adjourned for the Executive Session at 4:55.

MOTION: To adjourn. Ann/Valerie. MOTION PASSED.

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

Assets:	
Certificates of Deposits	\$192,322.86
 Beginning Balances:	
Operations Account	\$157,047.46
Conference Account	\$ 15,865.15
Savings Account	\$ 5,091.94
 Income:	
Scholarships	\$ 155.00
Membership Dues	\$ 2,750.00
Interest Income	\$ 1.73
Tutor Certification	\$ 4,225.00
ITPC Pins	\$ 68.75
Misc Income	\$ 300.00 (2 conf. reg.)
SIG Income	\$ 410.00
Mentor Certification	\$ -
JCRL	\$ -
Tutor Handbook	\$ 120.00
Learning Assistance Monograph	\$ -
Royalties	\$
 Total Operating Income	 \$ 8,030.48
Total Conference Profit	\$
 TOTAL INCOME	 \$ 8,030.48
 Monthly Expenses:	
General Board	\$ 1,770.67
 General Organization	 \$ 492.42
Publications	\$ 207.38
Committees	\$ 2,260.40
Membership/States and Regions	\$ 2,783.28
 TOTAL OPERATING EXPENSES	 \$ 7,514.15
TOTAL CONFERENCE EXPENSES	\$ 10,215.68
 TOTAL EXPENSES	 \$ 17,729.83
Net Monthly Income(Loss)	\$ (9,099.35)
 Assets At End of Month	 \$361,228.06

Reported by Ann Wolf, treasurer September 9, 2007

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

Assets:	
Certificates of Deposits	\$192,780.71
Beginning Balances:	
Operations Account	\$157,562.06
Conference Account	\$ 5,649.48
Savings Account	\$ 5,093.67
Income:	
Scholarships	\$ 15.00
Membership Dues	\$ 2,050.00
Interest Income	\$ 1.73
Tutor Certification	\$ 5,425.00
ITPC Pins	\$ 21.75
Misc Income	\$ -
SIG Income	\$ 445.00
Mentor Certification	\$ 300.00
JCRL	\$ 30.00
Tutor Handbook	\$ 1,110.00
Learning Assistance Monograph	\$ -
Royalties	\$
Total Operating Income	\$ 9,398.48
Total Conference Profit	\$
TOTAL INCOME	\$ 9,398.48
Monthly Expenses:	
General Board	\$ 280.34
General Organization	\$ -
Publications	\$ 608.86
Committees	\$ 863.18
Membership/States and Regions	\$ 1,669.40
TOTAL OPERATING EXPENSES	\$ 3,421.78
TOTAL CONFERENCE EXPENSES	\$ 1,312.50
TOTAL EXPENSES	\$ 4,734.28
Net Monthly Income(Loss)	\$ 4,664.20
Assets At End of Month	\$365,750.12

Reported by Ann Wolf, treasurer September 9, 2007