

COLLEGE READING AND LEARNING ASSOCIATION

BOARD CONFERENCE CALL Thursday, April 24, 1997 SUMMARY OF MINUTES

Members on-line: Vincent Orlando, *President*; Kathy Carpenter, *President-Elect*; Patricia Mulcahy-Ernt, *Past-President*; Sylvia Mioduski, *Treasurer (late)*; Rosalind Lee, *Secretary*.

The meeting was called to order at 11:40 a.m. PDT.

(Sylvia came on-line after 10 minutes. Vince left the conference call 12 minutes before it concluded.)

1. Agenda Approved

The agenda was approved with the following additions: Kansas/Nebraska funding request; Midwest College Learning Centers Association conference representation.

2. Minutes Approved

The minutes of the board meetings held February 28 and March 1, 1997 in Sacramento were approved.

3. Mailing Service

From letters requesting a bid to provide a mailing and database service for CRLA sent to firms in Seattle and Blaine, WA, Denver, CO and Tucson, AZ only one bid has been received. A cost estimate from this bid will be prepared for the next board meeting. The goal is to begin using a mailing service by summer 1997.

4. Evaluation Chair for the Sacramento Conference

Mike O'Hear was approved as the Evaluation Chair for the Sacramento conference. This position will be re-advertised in the *Newsletter* for a three-year term to begin immediately after the conference.

5. Goals for CRLA

The board planned the next steps in formulating long-range goals for CRLA. Pat Mulcahy-Ernt, Karen Smith and Becky Johnen were approved to begin the work of drafting long-range goals for the organization and to present those in a document to the Board in October. After Board approval, these draft goals will then be presented to the membership during the conference. \$500 was appropriated for their work this summer and a further \$500 was approved for an ad-hoc task force to continue the work after the conference. The membership will be asked for input on the draft goals and for suggestions on implementation during the Sacramento conference.

6. Operating Budget

The board members reviewed the operating budget once again. Some line items will be moved to different categories to provide a clearer picture. Board members will work with individuals to clarify some budgets before the next meeting.

7. Conference Planning

We are using 450 full conference attendees to project income for the conference budget. It is difficult to project audiovisual cost because this is determined by what the hotel can supply. Similarly, draping costs are determined by local companies and are difficult to predict.

There are 19 institutes planned for the hotel and 6 computer institutes for the American River College campus. ¹³ u

United Airlines will give a 5% discount on airfare and Avis and Alamo will give a 10% discount on car rental. Details will be in the Call to Conference.

8. CRLA Board Representation

It was undecided who would represent CRLA at the next conference of the Midwest College Learning Centers Association (MCLCA). Vince may attend the Texas chapter conference.

9. State/Region Activities

Nebraska/Kansas was granted \$500 for a keynote speaker at their regional conference.

New Mexico, Oregon, and Washington held state meetings in April.

Alaska will hold one in November, 1997. Suzanne Forster is the state director for Alaska.

Joan Stottlemeyer is concluding her term as state director for Montana.

June Fiorito will replace Karl Olsen as director for the Canadian region.

10. Tutor Training Handbook

Sylvia Mioduski, Treasurer, is now in charge of reprinting and filling orders for this CRLA publication.

11. Membership Coordinator's Report

Labels have been sold to Diablo College, CA, for advertising a reading instructor position, to the University of New Mexico - Gallup, for advertising a reading diagnostician position and to the Winter Institute for Learning Assistance Professionals, AZ, for advertising. The sets of labels included only those members who indicated "Yes, I agree..." on their membership form.

The new CRLA letterhead which includes reference to membership in CAS (the Council for Advancement of Standards in higher education) is ready.

A second renewal reminder is being mailed to those who have not yet renewed.

12. Kudos

Pat commended Kathy for her work in preparing the Sacramento conference. Pat also commended Roz Bethke for another excellent issue of the *Newsletter*. Kathy praised the program committee of Pat Jonason, Roz Bethke, and Nancy Krause for their work in processing the presentation proposals and helping her arrange them for the conference program.

13. Next Conference Call

The next conference call will be Friday, June 20, 1997 at 8:00 a.m. PDT.

The meeting adjourned at 1:12 PDT.

The minutes of this meeting were approved June 3, 1997.

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Members on-line: Vincent Orlando, *President*; Kathy Carpenter, *President-Elect*; Patricia Mulcahy-Ernt, *Past-President*; Sylvia Mioduski, *Treasurer* (late); Rosalind Lee, *Secretary*.

We waited 10 minutes for Sylvia to come on-line. During this time, Kathy praised the program committee of Pat Jonason, Roz Bethke and Nancy Krause for organizing and processing the conference proposals and working with her to arrange the presentations for the conference program.

We decided to begin the meeting without Sylvia.

Vince called the meeting to order at 11:40 a.m. PDT.

1. *Agenda*

Attachment A

Pat suggested including on the agenda: Kansas/Nebraska funding request; "Task Force on Strategic Planning"; Midwest College Learning Center Association (MCLCA).

Pat moved the agenda with additions be approved. Kathy seconded. PASSED.

2. *Minutes from Sacramento Meeting*

Pat moved the final draft of the minutes from the board meetings of February 28 and March 1, 1997 in Sacramento be approved. Kathy seconded. PASSED.

3. *Old Business*

a) Mailing Service

Board members have sent letters requesting a bid to provide a mailing service for CRLA to firms in their respective locales. (Recall this letter contains a list of tasks which were revised after the last meeting.) A copy was also given to Karen Smith for canvassing firms in the East, and to Margaret Rogers for canvassing firms in Seattle.

We have received only one response. That bid comes from a company in Denver.

Sylvia joined the conference call at 11:50 a.m.

Rosalind and Vince will cost out the bid and present an estimate at the next meeting. The goal is to begin using a mailing service by summer 1997.

b) Conference Evaluation Chair

Mike O'Hear has volunteered to undertake the duties of the conference evaluation chair for one year.

Kathy moved that Mike O'Hear be approved as the Conference Evaluation Chair for the Sacramento conference, and that the position be advertised for a 3-year term to begin immediately after the conference. Sylvia seconded. PASSED.

c) Goals for CRLA

The board planned how to proceed with developing the goals, mission statement and strategic plan for CRLA. We recognized that the entire process of formulating a strategic plan for CRLA will take several years; the first step is to draft the goals.

Pat has volunteered to work on a task force to accomplish the first stage before the Sacramento conference. There was some discussion clarifying the terms "goal," "task force," and "strategic planning."

During the conference, members will have at least two formal opportunities (a concurrent session and a plenary session) to advise on the draft goals and how to achieve them.

Kathy moved that Pat and Karen Smith be authorized to work on the mission and goals of CRLA and present a draft document to the board in Sacramento before the conference. Sylvia seconded. PASSED.

We recognized that Becky Johnen has expertise in strategic planning.

Sylvia moved that \$500 be appropriated for the work that Pat and Karen Smith will do this summer and that Becky Johnen be invited to join them. Pat seconded. PASSED.

d) Operating Budget

Attachment B

Vince suggested the operating budget show a transfer of (potential) net profit from the conference to balance the budget. Sylvia will use the figure of \$25,000.

The board reviewed the revised draft of the operating budget.

General Board Expenses

The line items under "General Board Expenses" will be revised as follows:

- "Research Awards and Scholarship" will be moved to "Awards and Fund Raising"
- "Banking/Check Expenses" will be moved to "General Org. Expenses"
- Insurance will be reduced.

JCRL Budget

Jim Bell re-submitted his original budget request for the *JCRL*, detailing his plan for the expenditure on advertising. Vince will speak with him about the proposed increase.

Archives Budget

The Archives budget still shows \$500 for conversion of records to microfiche. Sylvia will ask Karen Smith if the job has been completed.

Tutor Budget Line Item

The line item for the Outstanding Tutor Award will be moved to Awards and Fund-Raising.

Goals Task Force

It was noted that \$500 was already put in place for a mission and goals ad-hoc committee (see motions above). After the conference, money to continue the work through a task force will be required.

Kathy moved that \$500 be allocated in the budget for an ad-hoc task force on strategic planning. Pat seconded. PASSED.

State and Region Request

Attachment C

Nebraska/Kansas requested \$500 for a keynote speaker at their meeting next spring and for postage.

Pat moved \$500 be granted to the Nebraska/Kansas chapter. Kathy seconded. PASSED.

The budget category for state/regional directors will be increased to \$2500.

4. CRLA Representation

We discussed CRLA representation at the next MCLCA conference which will be held in Chicago. Vince has offered to go, but this conference occurs mid-week just before our Sacramento conference. Mike O'Hear who lives in Indiana may be able to attend MCLCA as our representative.

Vince may attend the Texas state conference in the fall.

5. Next Conference Call

The next conference call will be Friday, June 20 at 8:00 a.m. PDT.

6. Sacramento Conference Budget

The projected income for the conference budget is based on 450 attendees.

There are ¹³~~19~~ institutes planned for the hotel and 6 for the American River College campus.

It was noted we have little control over some expenses which seem high. Draping costs, for example, are determined locally and are difficult to predict. Another example is audiovisual costs; these will change from conference to conference depending on what the hotel provides.

We discussed the costs for tours, transportation and meal functions.

Vince left the meeting at 1:00 PDT.

Subsidies for meal functions were discussed. We want to keep costs reasonable for our members. Sylvia will keep track of the projections for the meal functions to compare with the final tally.

7. Report on the States and Regions

Alaska will be having their state meeting November 7, 1997.

New Mexico is having their state conference in Silver City now (April 25, 26).

Oregon Chapter had a state conference April 17, 18.

Washington Chapter is having their conference in Spokane now (April 24, 25).

Kathy reminded us the revised conference schedule allows members from the same state/region to spend time together early in the conference. She asked Pat to convey this to the state leaders.

Joan Stottlemeyer will be concluding her term as state director of Montana.

Suzanne Forster is the state director for Alaska.

The new Canadian director will be June Fiorito, replacing Karl Olsen.

Kathy suggested changing the leadership workshop from Wednesday morning to Tuesday evening to allow those who would normally attend the workshop to attend some institutes. Pat said it was too late to announce the change for this year, but she will discuss it at this year's leadership workshop as a possibility for 1998.

8. Tutor Training Handbook

Karan Hancock has sent the originals of the Tutor Training Handbook to Sylvia who will now be responsible for its reprinting. Orders for the *Handbook* will be filled by Sylvia.

9. Membership Update

Rosalind reported that labels have been sent to those publishing the journal and to Kathy for her conference "Sneak Preview." In addition, labels have been sold to:

- Diablo College (California) for advertising a reading instructor position
- the Winter Institute for Learning Assistance Professionals, AZ
- the University of New Mexico - Gallup, for advertising a reading diagnostician position.

A new batch of stationery is ready. It includes the designation "CRLA is a member of CAS (the Council for Advancement of Standards in Higher Education)."

Our current membership (1997+) is about 635. This means about 400 members have not renewed. Renewal reminders will be sent out within two weeks.

10. Miscellaneous

Pat commended Kathy for the great job she is doing preparing the Sacramento conference.

Kathy announced that United Airlines will give a 5% discount for members booking their flight with them. Avis and Alamo will give a 10% discount for car rentals booked at the same time as the flight.

Pat commended Roz Bethke for another excellent issue of the Newsletter. We concurred; the misgivings Roz had expressed at a previous meeting were unfounded.

Pat adjourned the meeting at 1:12 PDT. Sylvia seconded.

These minutes were approved June 3, 1997.