

**COLLEGE READING AND LEARNING ASSOCIATION**

**Board Conference Call  
Friday, December 12, 1997  
10:00 a.m. - 12:00 Noon, CST  
MINUTES**

*DRAFT*

**Members Present at 10:00 a.m.:**

Kathy Carpenter, President; Michael O'Hear, President-Elect; Vince Orlando, Past-President; Sylvia Mioduski, Treasurer; Marilyn Broughton, Secretary; Rosalind Lee, Membership Coordinator

**Kathy called the meeting to order at 10:04 a.m.**

**I. Agenda**

Vince suggested that a discussion about the Executive Assistant to the Board as well as the LAC Monograph be added to the agenda; Kathy also added a discussion about CAS and the Scholarship Report at the end of the agenda.

Sylvia moved the Agenda be approved; Vince seconded; **Motion passed.**

**II. Minutes: Sacramento Conference Board Meeting**

It was noted that members have only rough drafts of both sets of minutes from Rosalind and Marilyn.

**Roz Becke** joined the conference call at 10:06 a.m.

Kathy said that she will talk to Rosalind and Marilyn about small changes in the minutes with later phone calls.

There was a question raised about having past conferences on the web site. Sylvia said that users can click on whatever conference they want to view; however, Kathy pointed out that there might be some confusion in the selection of upcoming conferences so she suggested adding "Past Conference 1996 or 1997" as the case might be. This is a clarification to the minutes since the Board wants to make sure that the conferences, past and future are clearly labeled. Vince stated that he would take care of it.

Vince moved that the minutes be accepted with minor changes and clarifications; Mike seconded; **Motion Passed.**

**III. Conference Reports**

**A. Conference Chair**

Kathy reported that the conference went well and was a success. She sent out pins to past officers who were not there. Kathy's staff also sent out letters of appreciation.

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Sylvia commented that everyone she talked to praised the conference. Vince agreed that many positive statements had been made to him. O'hear said that the positives outweighed the negatives as shown by the evaluations to be discussed later.

*Her*  
Kathy commended all the people who served on committees because they worked very hard. They have been sent letters and individually-written notes. The President of American River College has also been sent a letter of thanks for the support that His college lent to the conference.

**B. Treasurer - Budget**

Sylvia reported that she had faxed a copy of the budget to all Board members. The conference made money, and \$96,000+ has been deposited. The last page expenses are \$51,000 with about \$4000 more than budgeted in the food functions. There should be close to \$30,000 profit.

The conference income is \$105,000 with the \$10,000 backed out that was used to start the conference. Sylvia said that \$10,000 will be left in the fund for Mike in the next conference.

The membership and SIG fees were \$11,440. The \$12,000 includes exhibitors. More was brought in than expected by the exhibitors. Sylvia requested a master list of the people who were comped. This will help in arriving at the actual income. Kathy will have that in her report that she sends to Mike.

Sylvia questioned the food functions. The amount for corporate sponsorship can be listed separately from the exhibitors. She will discuss this further with Kathy. There were five corporate sponsors.

Vince commented that this "sets the bar" for future conferences which is really positive for the organization. Reasons for the favorable financial status are that the conference was held in California, and it was an anniversary year.

Mike asked about the tee-shirts. There were about 20 left after the conference, which Tom Dayton gave to his workers. We barely broke even on these. Sylvia said that she wants that kind of information kept carefully, so she wants to work with Mike closer in the future. She has no clue about the tote bags. She also has nothing on line 70, which is the resource room. Further, Sylvia reported that she has been given no information and no way to track this down. Vince suggested that she talk to Tom Dayton.

Vince had a question about the total number of attendees. 425 pre-registered with 63 registering on site for a total of 488 paid registrations. In the past, Pat counted exhibitors in this number.

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Kathy said. Sylvia suggested that it would be good in the future  
To list the total attendees and then split them out by categories.

Vince moved that the Budget report be accepted; Marilyn seconded. Motion Passed.

C. Evaluations

According to the evaluations received, Mike said that the attendees liked *the speakers, the timing of the state meetings, and the author signings. The exhibits were evaluated as the best ever.* Positive statements were made about the networking opportunities, the hotel business area, the technical facilities, and available free time. The hotel received both negative and positive ratings.

*The hotel received the most negative statements because of its remoteness from places of interest, the shuttle service, the cost and the floor plan.* Also criticized was the boat ride since it conflicted with workshops. Registration hours were thought to be inadequate since attendees felt there needed to be more late and early hours.

*Time control also seemed to be an issue since the awards banquet on Friday went longer than the allotted time, which affected the following sessions.* Vince responded that there is not enough time on the luncheon, and this issue must be considered for future conferences. Mike said that he will have suggestions about this. Kathy shared that NADE has a special meeting in which they hand out awards. Vince said that it is always difficult to find a time block for it.

Mike also reported that there were *recommendations for more tutoring sessions, computer demonstrations, online access, and longer exhibit hours.* Other comments on the evaluations include putting the banquet on Friday night and moving the conference further East.

From the evaluations, it appears that *those who have attended between three and six conferences were the ones who turned in the evaluations.* Most of the attendees said that they learned about the conference from either the newsletter, a mailing, or from referrals. Those who cited the Web as the information source numbered eleven.

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Attendees were from all over the United States and Canada.  
*California and Washington State had the most in attendance.*

Including the meal with the registration costs was split 50/50.

The overall rating was as follows:

Excellent: 38;  
Very good, 18;  
Good, 8;  
Average, 1  
(Not everyone answered).

Overall ratings on a 1 - 4 scale were as follows:

Program:	3.46
Registration:	3.70
Cost:	3.25
Exhibits:	3.50
Events:	2.89

Concerning the sessions, the Institutes were well received. However, there was a great fall off on Saturday afternoon, which was less than any other day. Kathy said that this is based on people always leaving early at every conference. Future planning may need to have something like PALS on Saturday night rather than Concurrent sessions. Mike will think about having Institutes on Saturday night as opposed to Sunday afternoon. Kathy said that attendees liked having many concurrent sessions; there were 97 at Sacramento. Mike said that many sessions were labeled, "the best presentation I have ever heard." These people should receive another invitation for next year. May need to provide some two-hour sessions also. Kathy suggested that the two-hour sessions might be good for the Saturday afternoon scheduling so they could be backed up to each other.

Kathy thanked Mike for all the hard work in putting together the results of the evaluations.

#### IV. Committee Reports

##### A. ITCP Interim Report - Insert for membership; Request for training of evaluators

Gladys Shaw - International Tutor - wants brochures to send out to states and regions to include as inserts and also to put in the membership brochure. Vince said we should do something, but this may not be the way to go. Rosalind said that it would be easy to do. Rosalind will contact Gladys about this and get a copy of the insert. She will bring this back to the Board. The Delgado web site needs to be put on the brochure. Rosalind will also discuss this with Gladys.

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**B. States/Regions - Requests for Money**

Vince has two requests for money:

**Attachment A: New Mexico**

Vince said that he has encouraged states and regions to apply for money, but some requests are very broad. New Mexico wants to have money for a web site. Kathy says that Web pages should be funded by themselves since most of the money would be spent on a consultant to put in the Web site. Mike said that if they need help to put in the Web site, they will need a professional to help them. Additionally, the problem is maintenance of the Web page after it is up and running. Kathy said she would be willing to do this if the training will enable them to keep the Web site up, current, and running. Sylvia suggested that they may need to have a long range plan. Vince said that he would request a letter detailing what they are planning to do.

Sylvia moved for funding for a conference speaker and a web site trainer for the New Mexico Chapter; Mike seconded; **Motion Passed.**

**Attachment B: Washington Chapter**

Vince reported that this chapter wants \$500 for a WADE conference. This would be for speaker's fees. They have a budget of \$3,000.

Sylvia moved to approve the \$500 for speaker's fees; Mike seconded; **Motion Passed.**

Vince reported that the Southwest Region is planning a conference in the spring or the summer. They will be contacting Marilyn about a meeting in the spring as a representative of the Board. Board members will be able to attend and speak at the conference at the Board's expense. This will help them boost their membership. This also functions as a newcomer's meeting, which will support the National Convention.

There was also some confusion of being a state member vs. being a national member. Kathy asked if we wanted to continue having dual memberships. The California, Texas, and Nebraska Chapters will allow members to belong to the state chapters alone. Kathy asked Vince to do a poll to see what the members think. Vince will get a copy of all the presidents of the states to Roz. Vince will also look at the international tutor service being Put in the newsletter for States and Regions and will check on The CRLA stamp.

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*B's father's*

*the CAS mtg in Washington D.C.*

C. CAS

Martha Maxwell <sup>*with*</sup> ~~went~~ in the place of Becky to \_\_\_\_\_ because of illness. Mabel \_\_\_\_\_ is the president and is going to try to publish CAS, but they still have some errors. Kathy read a letter from Martha. She will talk to Becky ~~John~~ \_\_\_\_\_ soon about this.

D. Awards and Scholarship

April 1, 1998, is the deadline for scholarships. There have been many inquiries received. There was the request from Valerie Smith Stephens for nominations for this committee. Kathy asked that each Board member send one nomination to her. Valerie also asked that the Board consider who would be replacing her as chair since next year will be her last year. Perhaps someone on her committee will consider taking over the chair. Vince said that had been the basic procedure in the past. Also, an announcement in the Newsletter would be appropriate. The next Newsletter will be out in February. Kathy will ask Valerie to write up an announcement and send to Roz.

*(Roz Bethke also reminded Kathy and Mike that she needs their columns now. The Board commended Roz on the Newsletter and told her that it was very good. ~~Her~~ replacement will take place at the next conference. Rosalind will send her a copy of the job description. Individuals will apply to Kathy with a deadline of June 1. This can always be extended).*

There was also a discussion about having the annual conference on the East Coast. The Kansas City conference in 1993 was the most eastern one that has been held. There are plans to have the conference in New Orleans in 1999. One problem with making a major move east is that the conference is so far away from the main body of the membership.

Also, the costs of airline tickets have to be considered since they may be very high. Tinto's ticket was \$1,500.

E. Filling of Vacancies

1. SIG Coordinator

*Roz*

Vince made a motion that Patty Dossin be given a three-year position as SIG coordinator; Mike seconded; Motion Passed.

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2. **Conference Evaluation Chair**

This was tabled. The announcement was in both Newsletters so members of the Board need to put on their thinking caps to see who would be good at this. It will probably not be Mike because there is too much to do.

Vince suggested getting new people involved. We should also look at the names the nominating committee received. Sylvia will call Pat and will e-mail each of us. The list can be split up and the whole Board will call.

3. **By-Laws - Denise McGinty Volunteered**

Vince nominated Denise McGinty Swann as the chair of this committee for three years; Mike seconded; Motion Passed

Denise needs to be encouraged to get with Karen to take care of the outstanding By-Laws issues. Rosalind Had talked with her during the conference to take care of these. The question concerns what are constitutional changes and what changes should not even be in the By-Laws. She will have to sort this out.

4. **Parliamentarian**

Vince nominated Carmen Springer-Davis be reappointed to a three-year-term; Sylvia seconded; Motion Passed.

Attachment C: Letter from Carmen Springer-Davis

5. **Political Action Committee**

We need to have someone to head up this committee.

Vince made the motion that this be tabled; Sylvia seconded; Motion to Table Passed

6. **Standards Task Force**

This is a standing committee. Sylvia will ask Pat about this committee. Fallon is the chair, but the Board has never gotten a report. It is on all the brochures and in the Newsletters. It should be abandoned if not active.

V. **Membership**

A. **Cards**

Rosalind has received a disk with the membership on it so no new members have been given a new card or packet since June 1997.



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Kathy said that the card with the membership number on it does not also need the president's signature. On the registration form the membership number could be put on. Members would have to get out the card to see if it was out of date. This would be easier for tracking since some people have the same name. Kathy suggested a five-digit number which would set it up for a long time. The numbers will only be used one time. CRLA loses and gains about 350 members a year. There should be a place for the member's signature. The Logo should be kept as well as the turquoise and white colors.

Rosalind will think about getting the cards printed up. It may take a few months before the members get the new cards. 1998 card will be in the mail shortly. They will be sent to everyone. The 1997 cards will not be sent out, but some renewal letters should be sent out. Rosalind will work with Sylvia on this. 9/ 0

**B. Ballots - Timelines for Mailing and Returns - Additional Concerns**

Kathy said that Pat is concerned about the time limit on the ballots. Rosalind will send out the mailing limit to her in about three weeks or at the end of January. Pat can then ask to have them back to her by March 15, which would give people a month to respond to her. This would also fit nicely with the Newsletter with this date since she could let the Board know results by the end of March.

**VI. Mailing Service**

Vince needs direction from the Board. He has two proposals: (1) from Carmen Springer-Davis, and (2) a proposal from Executive Services similar to the one from the guy in Denver, which is about \$4,000. The proposal from Springer-Davis has no figure since she wants to be paid hourly at first and then at a monthly rate. These are two good proposals, but the question is whether the Board should send out a wider search. Mike suggested that if we did, it would need to be done soon; rather, it might be well to go with the two and look at them in detail. Sylvia wants to review them, especially what the company would be offering for the dollar amount. Kathy said that Carmen Springer-Davis needs to compare what she has in mind with what the company is actually offering to do for the set amount of money. Carman also needs to know what she is getting in to on this as it is a long-term commitment, not necessarily a three year term, but a minimum of five years. Vince, Rosalind and Roz will work on it.

This call for proposals has not been put in the Newsletter. We need a membership coordinator and the actual service. Rosalind should be developing this with the Newsletter article and with Vince. Roz said that she could get it in the February Newsletter if she gets the labels. It also can be put on Learn Assist. Roz and Vince will develop the advertisement. Just as a reminder, postal regulations must also be kept in mind.

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**VII. Archival Storage Contract -  
(Karen Smith)**

Vince wants an overall figure on this.

**Attachment D - Proposal**

Karen said that she was only covering the minutes with her proposal. There is no cost figure in the minutes from Friday, October 24, but the estimated cost was \$2,100.

Vince said that if the contract worked out to \$2,500 or less, then she could proceed to scan the minutes; any amount above that, however, would need to be brought to the Board for approval. Also, what needs to be saved (forms) needs to be decided. Forms that are older than ten years should not be included, but Current forms would be.

Vince moved that the contract be approved as long as the dollar amount did not surpass \$2,500; Sylvia seconded; Motion Passed.

Kathy will check with Karen about this amount so that the proposal will will have an addendum added to reflect the \$2,500.

**VIII. 1999 Conference in New Orleans**

Kathy received information from the Hyatt Hotel located by the Superdome which has \$158 guaranteed room rate for a single or double and \$178 for a triple or quad. If 778 rooms are reserved, then there will be no further charges. The dates are Nov 2-7, 1999. This includes complete meeting space for the Board's Spring Meeting. It also includes a room for the program chair for two nights, and Board meetings the Sunday night before the conference. Susan Deese and Susan Brown were the ones who hammered out the contract. When Kathy receives the contract, she will sign it.

Other discussion centered around giving something back to the membership. This could take the form of a reimbursement of \$10 a night for pre-registration. The membership would benefit from the fact that money was made on the Sacramento conference. This would take the all the conference profit (about \$20,000) assuming that people would stay the four nights. Logistics would need to be worked out but might Be a reimbursement form to fill out and send in or on-line registration.

**IX. Spring Board Meeting and  
Strategic Planning Meeting  
Salt Lake City**

Becky Johnen has agreed to do this strategic planning, which will be done on Friday and Saturday. The Board will fly in on Tuesday night and will meet February 25-28. The Board will meet on Wednesday and Thursday. Strategic Planning will take place on Friday and Saturday. Flights will be booked to return home on Sunday.

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Mike reported that the hotel reservations are already made. The hotel conference director will go through the hotel with people either the 25th or 26th. Mike will also send out the tentative schedule for the Board members. There will be nine concurrent sessions. Mike will give Carol a call about this.

**X. CRLA Representation at Upcoming Conferences**

Kathy will be attending **NADE, NTA, and IRA.**

Sylvia will be attending the **Winter Institute.**

There are no other requests from states.

**Roz and Rosalind left the conference call at 12:05 p.m. CST.**

**XI. Past Board Developments**

Kathy will tell them to vote for Chair and Chair elect and make the decisions necessary to from a standing committee.

**Vince made a motion that the Board go into Executive Session; Sylvia seconded; Motion Passed.**

**XII. Executive Session**

~~The consensus of discussion is that in the election process two people in addition to the elections committee chair should be present when ballots are open and counted; additionally, the ballots should be counted twice, and all three should document the procedure as well as the results. The ballots are then to be forwarded to the president along with the documentation. The President will then report the results to the Board and the ballots will be destroyed.~~

**Vince moved that Kathy be authorized to write the procedure as stated above; Mike seconded; Motion Passed.**

**Board went into Executive Session at 12:05 and left at 12:07.**

**XIII. Unfinished Business**

Because meeting time had been exceeded, it was agreed that unfinished business will be held until the next conference call to be held on **Friday, January 23, from 10:00 to 12:00 CST**

This will include the National Conference for Postsecondary Improvement, NADE Committee for Cooperative Symposium, and Executive Assistant.

**Vince moved at 12:10 that the conference be adjourned; Marilyn seconded; Motion Passed.**