

**Conference Call Agenda
March 22,2000**

- I. Acceptance of agenda**
- II. Approval of minutes**
- III. Treasurer's report**
- IV. Conference report planning**
- V. Membership**
- VI. Newsletter**
- VII. Past Officers' Council Update**
- VIII. NADE Update**
- IX. States and Regions**
- X. Symposium Update**
- XI. Other**

COLLEGE READING AND LEARNING ASSOCIATION

**CONFERENCE CALL
DATE: March 22, 2000
SUMMARY OF MINUTES**

MEMBERS ON LINE: MEMBERS PRESENT: Pat Jonason, *President*, Valerie Smith Stephens, *Secretary*, Tom Dayton, *President-Elect*, Gretchen Starks-Martin, *Treasurer*, Susan Deese-Roberts, *Executive Assistant*, Vicki Papineau, *Membership Coordinator*, Molly Widdiecombe, *Newsletter Editor*, Michael O'Hear, *Past President*
Guest: Karen Agee, *President-Elect*

Pat called the meeting to order at 3:04 Eastern Standard Time. Pat started the meeting by offering congratulations to Karen Agee, President-Elect.

1. AGENDA

The following the items were added to the agenda: Newsletter report from Molly, a brief update on the joint symposium by Susan and a discussion regarding a request for a CRLA representative to attend a NADE conference in LA.

**MOTION: Mike moved that agenda should be accepted as modified. Tom seconded.
PASSED**

2. MINUTES

The minutes from the January conference call and the February Board meetings are tabled until all corrections have been submitted to Valerie. Valerie requested that all changes, deletions and corrections be submitted to her by Wednesday, March 29, 2000 via e-mail so that she can send out summaries to the committee chairs.

3. TREASURER'S REPORT

Gretchen gave her report in two sections: operating and conference budgets. She asked that the operating budget be approved as it

was discussed at the Board meeting in Reno. Gretchen will forward this information to Karen Agee.

Mike moved that we accept the operating budget 2000 with the amendments that were made at the Board meeting in Reno. Valerie seconded. PASSED

Gretchen went over the Reno 2000 conference budget. There were changes that needed to be made. She will send this information to Tom.

Mike moved that we accept the proposed Reno 2000-conference budget. Tom seconded. PASSED

Mike expressed concern about the higher cost in the categories of the conference. Will this be a smaller conference? The Board went over the conference budget line by line. A discussion was held about the cost of the programs. This cost is higher than New Orleans. The cost for 750 was \$2,715. The budgeted cost for conference programs is \$3000. This may need to be increased to \$3,400. Susan recommended that the Board should consider in kind contributions. Gretchen responded that there would be less in kind services. This conference will cost more because the hotel will not allow any outside audiovisual equipment. Mike suggested that there be increase for line 342—the amount listed was too low. That was an error and Gretchen will correct the amount. The Board thanked Gretchen for all of her efforts.

Mike made a motion to accept the budget with a change to line 184. That amount will be increased to \$3000.00. Tom seconded. PASSED

The following is a listing of the operating and conference budget.

Operating: credits \$ 3,665.87

Debits: \$8,094.15

Transfer from conference account: \$30,000.

Total: \$40,425.24

Conference: credits \$16,871.96

Debits: \$8,151.43

Total: \$70,803.05

Gretchen will place \$30-40,000 in a Certified Deposit with Tom's signature.

The 1999 conference report was sent to Pat and the Board will review it after the audit. Pat will send a tentative budget to Tom. Gretchen and Tina (co-Onsite Chair for Reno) are working on getting a tax-exempt status in Nevada. Gretchen also asked when she should send things to Russ (in coming Treasurer). She will reconcile the budget (for 2000) for Russ before Russ takes on his duties as Treasurer. Tom personally thanked Gretchen. Finally, Gretchen announced that she is now bonded.

4.CONFERENCE PLANNING

Proposals for the Reno 2000 conference are coming in. Tom shared that at first he was concerned, but now he is receiving five to six proposals a day. There was a discussion about the use of commercial programs as presentation topics. The Board agreed that this type of presentation should be at the exhibits. Susan interjected that it

might be acceptable for a commercial presentation if a Learning Assistance professional endorsed the program and showed how it was beneficial to their institution. On a related note, Tom is having a difficult time contacting Donna Wood, Exhibits Chair. Pat will try to locate her. Vicki will try to get her home phone number. Pat suggested that a sales pitch about the Reno conference be placed on the lrnaasst list serve. The web site needs to be updated especially the information about the keynote speaker.

5. MEMBERSHIP

ESG has reprinted the tutor training handbook, and an order form is expected to be on the CRLA web site. Vicki volunteered to write a letter to first conference attendees (1999) to invite them to become CRLA members. Vicki will also make the table drapes with the CRLA emblem this summer. Pat asked Tom to check with Tina or Maureen to see if they received the table drapes. Vicki asked how many drapes are needed. Each chapter will receive a table drape. The chapters should be asked to see if they have one. Mike will ask the chapters. Vicki wanted to confirm the colors: a light teal background and white letters are the official CRLA colors. Susan will investigate the material for the drapes. Vicki asked if we needed two more drapes in addition to the ones for the states and regions. Pat suggested 3 for states and regions. Pat recommended that we get a count before we ask Vicki to

make the banners. Vicki will model the drapes after the one Molly has.

6. NEWSLETTER

Molly received an inquiry about the ICRL Journal. Someone wanted to know where he or she could get a copy. Molly will pass the information on to Vicki. Molly recommended that new Newsletter Editor should not begin her/his term preparing the spring issue without the out going editor to assist her/him. Everything is going well. The newsletter is at the printer. The newsletter will be in the members' hands by April 15, 2000. It will be mailed standard pre-sorted. Bulk mailing will be too slow. Using standard pre-sorted will cost .40 a piece. This is the most economical way to send the newsletter. Deadline for materials for the next newsletter is May 6, 2000. Molly asked Tom if he wanted to include any inserts for the summer newsletter about the Reno conference. Tom reported at this time he didn't have anything to send, but will be in touch with Molly later. Molly gave a brief summary of what will be in the next newsletter.

PAST OFFICERS COUNCIL UPDATE

Pat will table the update from POC.

Susan asked about the Board's response to the use of the term Developmental Education by CRLA officers when referring to CRLA. This was a concern from POC. Becky Johnen, POC chair, asked Pat to respond to this concern via e-mail. Pat agreed to do this. Pat will have more to share about this at the next conference call.

NADE UPDATE

Pat reported that the NADE conference was good. The exhibits were good. The conference participants were not happy that they had to take a bus to get to the exhibit hall. Pat also reported that she had a lot of interest at the CRLA table during the exhibits and participants picked up membership applications for CRLA and expressed interest in the LAC handbook. Pat did express two concerns: The NADE certification appears to have the same name as the CRLA even though CRLA is different. This issue needs to be an ongoing discussion. For now on, the certification committee from ACDEA will have at least one member from each organization to review any certification program to make sure that there will not be any confusion about each organization's certification is for. The other issue was the use of the term of Developmental Education. Pat asked that the name (ACDEA) be changed to include Learning Assistance to be more inclusive. Mike reported about the Fellow induction--- it went well.

There were some public relations concerns regarding the nominations coming from ACDEA. Many people did not hear of this organization. Mike recommended that a second group of Fellows be nominated and inducted at CRLA's 2000 conference. Tom asked how long did the induction take place at NADE. Pat responded no more than 20 minutes. At the next conference call, possible names to be selected for the award will be discussed. Pat will send information about the fellows awarded at NADE to Molly so that she can include it the next newsletters. She will focus on the three CRLA awardees from the NADE conference with pictures. Mike and Pat met with Karen Hackworth of H&H publishing to discuss continuing the relationship with CRLA regarding publishing additional CRLA materials. Karen seemed receptive to the idea. She wasn't sure about printing a book on tutoring since they already published a book on this topic. Printing one for CRLA may be a conflict of interest for H&H. The tutor handbook may have to be printed with another publisher. Details for working with H&H will have to be worked out. Pat thanked Vicki for the order forms, they were picked up and hopefully orders are forthcoming. Pat did share concern that she was not invited to speak to the NADE Board. Pat did receive an apology. Pat recommended that a reminder be sent to NADE so that the CRLA President could be invited to a NADE Board meeting. Tom will invite the NADE President to speak at a CRLA Board meeting at the conference.

STATE and REGIONS

Mike reported on the upcoming state and regional conferences. No region or chapter has offered to host the national conference in 2002. It is time to get going for 2002. Gretchen reported that Linda Russell of Minnesota might be interested in hosting the conference for 2003. Colorado isn't ready for 2002. A maybe from California. Mike will contact California, PA/NJ said that they will discuss it. Pat asked if it were true that NADE will pay a percentage of its proceeds to its host chapter. Mike will also keep trying to find a host for the 2002 conference. Mike also shared a request from a NADE chapter in LA to have a CRLA representative speak about CRLA tutor certification. This chapter does not have the funds to pay the expenses for someone to come to their conference. There is not a CRLA Tutor Certification committee person near by. A discussion was held to whether to send someone at CRLA expense. Pat will ask Gladys what her feelings are about this. Tom feels that it would be good for CRLA to attend. Molly suggested that we find how many conference attendees will be at the conference in LA. Susan recommends that the Board look into how much per year should be spent marketing the CRLA tutor program. She also said that all CRLA reviewers have a Tutor program presentation kit for a two-hour presentation (this should be created). It is important that we give out information about CRLA. If we send someone to the conference, they should be an evaluator. They should

also be geographically close to the site of the conference. If there are enough people at the conference, it may be worthwhile to send a representative. Mike will look into this and get back to the Board. This will be discussed at the next conference call.

SYMPOSIUM UPDATE

Susan gave a brief report about the upcoming symposium. She reported that the first night's room rental would appear on a participant's credit card when they make the reservation. Everything regarding the symposium is in place. 80% of the presenters are not registered yet. Pat asked that the symposium be posted on the lnasst list serve. Susan will have this posted and send brochures to the upcoming regional conferences. She will also have this placed on the CRLA web site.

The Board went into Executive Session at 4:40 p.m. came out at 4:55 p.m.

The next Board meeting is scheduled for Wednesday, April 19, 2000 at 3:00 p.m.

Pat adjourned the meeting at 4:58 p.m.