

**AGENDA**  
**CRLA BOARD MEETING**  
**Friday, February 2, 2007, 8:00 a.m. P.D.T.**  
**DoubleTree Hotel, Portland, Oregon**

- 1. Call to Order – Sharon**
- 2. Approval of the Agenda – Sharon**
- 3. Conference Updates – Rick and Frieda**
  - a. Keynote Speakers**
  - b. Exhibits**
  - c. Lunch with a Mentor**
  - d. Chair of Chairpersons**
  - e. Awards Banquet/Entertainment/Saturday Brunch**
- 4. Events/Space/AV/Numbers/Fit/(Tour of Hotel)**
- 5. Conference Program – Rick**
- 6. Marketing, Next Steps, Timeline Development, and Memorable Dates – Rick**
- 7. Conference Budget – Rick and Ann**
- 8. 2006 Conference Registrar's Report**
- 9. Adjournment**

## COLLEGE READING AND LEARNING ASSOCIATION

### BOARD MEETING

Friday, February 2, 2007, 8:30 a.m. P. T.

LOCATION: DoubleTree Hotel, Portland, Oregon  
MINUTES

**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; Anne-Marie Schlender, *NewsNotes* Editor. **GUESTS:** Frieda Campbell-Peltier, On-Site 2007 Conference Chair, April Dyaz, Convention Services Manager for the DoubleTree Hotel.

**1. Call to Order** President Sharon Taylor called the meeting to order at 8:40 P.T.

**2. Approval of the Agenda** The February 2 Board Meeting was devoted to the 2007 Portland conference agenda submitted by President-Elect, Rick Sheet.

**MOTION: That the Agenda be approved as submitted. Rick/Ann. MOTION PASSED.**

### 3. Conference Updates

- **Keynote Speakers** Rick reported that Skip Downing has been confirmed to be the keynote speaker at the First General Session. Rick has contacted Joann Wright, whose focus on organizational learning would fit very well with the conference theme, to be the keynote speaker at the Saturday brunch and is expecting a reply next week. He offered Wright \$1000 to include travel expenses. Jane Jarrow is still being considered, but Rick would like to avoid paying \$2500 to fill this position. If needed, Frieda Campbell-Peltier will also look for speakers from the Portland area. Rick will let Frieda know if he has not received a confirmation from Joann Wright. Also, Frieda will contact President Pulliam of Portland Community College to give a welcome address at the First General Session and the Portland mayor to also give a welcome address at that session and to write a welcome statement for the conference program.
- **Exhibits** Linda Russell, Exhibits Chair, in an earlier email to the Board, sent information concerning exhibits and sample letters to exhibitors. Linda reported, during a telephone conversation at the February 2 meeting, that a) she has 27 potential paying exhibitors for the conference, b) 8 non-paying exhibitors, and c) there will be a need for a maximum of 35 booths. It was emphasized that Linda not send the letter of invitation to exhibitors until Frieda sends her the specifications for both size and layout that Frieda and April Diaz, Convention Services Manager for the hotel, had agreed on. April agreed to diagram the exhibits area and to make initial contact with "pipe and drape contractors" in the Portland area. Optimum booth size (8' by 8', 8' by 6', 8' by 4') and available areas for the exhibitors were discussed, and it was agreed that the location of food at the breakfast and at the opening of the exhibits be placed near the back of the room to encourage crowd flow through the exhibits area. The hours the exhibit hall will be open were decided to be Thursday 3:00 p.m. to 6:30 p.m. and Friday 7:00 a.m. to 3:00 p.m. The Exhibits Grand Opening is scheduled for 5:00 p.m. to 6:00 p.m. on Thursday, and the Welcome Continental Breakfast is scheduled for 7:00 a.m. to 8:00 a.m. on Friday.
- **Lunch with a Mentor** Rick reported that Jane McGrath is already working on contacting participants for Lunch with a Mentor and that she is working with Linda Russell.

- **Chair of Chairpersons** Micahl Coffy is continuing in the position of Co-Chair of Chairpersons. Rick is going to contact Bruce Gamble, who was recommended to serve as a replacement co-chair for Anna Crockett.
- **Awards Banquet/Entertainment/Saturday Brunch** Frieda reported that she has coordinated a hard-working group of colleagues from Portland Community College who are in the process of planning the special events including an Academy Awards style "black and silver" ball for the Awards Banquet, Dinner-on- the-Town, tours of the Portland area, Hospitality Suite, and the Newcomer's party. Plans for the special meal functions were also discussed with April Dyaz and will be worked out in detail during the summer planning meeting. April reported that in selecting a menu for the special event functions, selecting two items is customary and that if there are special dietary needs, those are automatically figured in. She noted that there will be menu changes before the conference because of the hiring of a new executive chef. She anticipates a similar price range and guaranteed that since our contract had been signed with specified prices in mind, that contract would be honored. Rick and others attending the on-site meeting in June will decide menu issues.

**4. Events, Space, AV, Numbers, Fit (Tour of the Hotel)** April Dyaz led the Board through the hotel so that special events rooms, presentation rooms, and the registration and exhibits areas could be examined. She confirmed that CRLA had reserved the entire hotel thus making optimum areas for registration and holding such events as Lunch with a Mentor, the Leadership event, the POC meeting, the Editorial Board Reception, and the Certification Programs event, available for our use.

April also recommended three additional hotels, Courtyard by Marriott, Red Lion, and Holiday Inn, to use as overflow for the 476 rooms at the DoubleTree. April stated that she will report a weekly reservation update to both Frieda and Rick and that the hotel operator will automatically refer registrants to the other hotel options arranged by CRLA as needed. The guaranteed sleeping room rate will be in effect three days prior to and after the conference. April noted that she will send an updated agenda of the requests and will send a copy to Rick, and Jenny Baird, the DoubleTree Sales Manager, will keep the updated space requests in the hotel CRLA file.

The Board reviewed the Conference Overview Template Rick had prepared. Changes in the template include a) **Registration** Wednesday 8:00 a.m. – 8:00 p.m., Thursday 7:30 a.m. – 6:00 p.m., Friday 7:30 – 4:00, and Saturday 7:30 a.m. – 10:00 a.m. b) **Addition of one or two sessions** to be presented on Thursday by Skip Downing [Rick will determine number and time(s)]; c) **Chairperson's Orientations** Thursday, Friday, and Saturday 7:30 a.m. – 8:00 a.m.; d) **CRLA Continental Breakfast** Friday 7:00 a.m. – 8:00 a.m. and, printed on a separate line, **Exhibits Open** 7:00 a.m. – 3:00 p.m.; e) the **Cyber Café** will be in the Portland Room; f) the **Awards and Scholarship Committee** will meet at the scheduled time on Wednesday in the Board Room; g) the **Media Advisory Board** will be scheduled to meet with the President-Elect from 12:00 p.m. – 1:30 p.m. on Thursday in the Multnomah Grille; h) the words "Ice Cream Social" (Wednesday 8:00 p.m.) will be replaced with "All Conference Welcome Reception"; i) the Thursday 7:30 a.m. **Election Committee** meeting will be held in the Board Room; j) "Sneak Preview" wording will be removed from the Exhibits Opening; k) a "**4<sup>th</sup> Concurrent Session**" time may be added from 4:00 to 5:00 on Thursday; l) Hospitality Suite/**Poetry Corner** will be added to Thursday's Hospitality Suite; m) the **ITPC/IMPC** event on Thursday was removed; n) the time for the Board-moderated "**CRLA Name Discussion**" on Friday was changed to 5:00 p.m. to 6:00 p.m. and will be scheduled in a large breakout room; o) "**Scholarship Raffle/Ticket Sale**" wording was changed for the 11:00 a.m. – 5:00 p.m. time on Thursday and Friday; p) all events from "**SIGs**" to "**ACDEA meeting**" will be removed from the end of the list of Friday events; q) the **Open Meeting with CRLA Elections Committee** will be held from 7:30 a.m. to 8:00 a.m. on Saturday; r) Frieda will reschedule the **Columbia Gorge Tour** from 1:00 p.m. to 6:00 p.m., and the **Cultural District Walking Tour** will

occur from 10:00 a.m. to 1:00 p.m.; and s) Frieda noted that she may add an early morning fitness event/walking tour.

Rick reported that he is planning to have 13 breakout rooms for sessions and that he is hoping to stagger the SIGs by plugging them into concurrent session times so that those who belong to more than one SIG can attend multiple meetings. A session to discuss the name change initiative will be inserted in Thursday's breakout sessions. Valerie and Rick will follow up on what the SIG leaders prefer for meeting times. For the Kellogg and Winter Institute Reunion, Rick will contact Dave Caverly, Hunter Boylan, and Alan Constant to make arrangements for the groups to have their meeting at a restaurant. Also, the cost of Internet access for presenters was discussed and the following motion made.

**MOTION: That all presenters be made aware of and charged by the hotel for the cost of Internet access for giving their presentations at the conference (\$75.00 in 2007). Rick/Ann. MOTION PASSED.**

Rick will let Amy Dugan know. He will put the Internet cost information on the registration form that will be sent to presenters and may make information available about placing and accessing presentation materials on the web for presenters. Frieda noted that she has arranged for two IT people, one from Portland Community College and one from the hotel, to work through the duration of the conference. She will also check on having walkie-talkies for key people to use.

Rick continued discussion about the CRLA website. It was highly recommended that we sign up with Host Monster, the company he discussed at the January Board Meeting, and if the site is satisfactory after a month, that we discontinue service with CCS. The Host Monster agreement was examined, and it was decided that with the problems experienced with CCS and the crucial timing of submission of proposals for the conference to proceed immediately with Host Monster. The set up charge is purportedly \$30.00 and the monthly fee \$5.95. We have to give 30 days notice to end our contract with CCS. After everything is functioning, we will give our 30 days notice and have a service and fee overlap of a month.

**MOTION: To move the CRLA web page host from Creative Computer Service to Host Monster. Rick/Valerie. MOTION PASSED.**

Ann submitted information to Host Monster, and a two-year contract was agreed on for \$118.80. She sent the information to Corrine.

**5. Conference Program** Frieda reported that Portland Community College can do the printing of conference programs (700 programs at \$5,142.82), but that she has received a similar estimate (\$4,643.46) from a Portland company, DocuMart, who will print the programs with more attractive features. A decision on this item was tabled until after the Conference Budget report is finalized. It was suggested that Frieda get revised bids from both printers for 750 and 1000 programs because there may be increased attendance as a result of communication with people from IMPC and ITPC. The printing contract will be approved later.

**6. Marketing, Next Steps, Timeline Development, and Memorable Dates** Rick will contact George Henry, from Townsend Press, to order the conference tote bags and to have them sent to Frieda. Vicki noted that the bags and the materials that will be placed in them should be available to Frieda three or four weeks ahead of time. Linda Russell will be contacted so that she can arrange to have materials from the publishers available. Frieda noted that she will need all information for the printer by October 1, 2007.

**7. Conference Budget** Ann distributed copies of the proposed conference budget for Board review. The conference account balance left from 2005 is \$8648.13. She noted that \$1000 seed money will be made available in an account to the Conference On-Site Chair. Registration fees for adjuncts and students were discussed in relation to the concern expressed in the Registrar's conference report.

**MOTION: To modify the conference registration policy to add an adjunct rate with documentation for early and regular registration and to continue the student rate for early and regular registration only. Dorothy/Rick. MOTION PASSED.**

Specifically, Ann pointed out the following Line Items. In Item 6260, Food Functions, it was the consensus of the Board that the proposed Awards Banquet cost of \$40 was too expensive; therefore, it was reduced to \$30 and the estimated number of attendees raised to 140. Box lunches, because of their expense, were cancelled, and it was suggested that Rick substitute items from the "light lunch" menu (\$20 - \$25) in their place. Item 6393, Campus Tour, was cancelled, a Walking Tour (with a maximum 30 people) at \$10 per person was added, and it was projected that the Columbia Gorge Tour would produce \$500 rather than the \$1000 income.

Total general conference expenses are predicted to be \$3850. Ann will talk with Frieda about the proposed expenses for the On-Site Chair. The draping fee (Line Item 7133) was reduced to \$3850. Ann noted that the postage (7211) would not be needed if the programs are printed in Portland and that Amy's \$50.00 per hour would direct the Typesetting line item (7213). Item 7232, Printing/Postage was reduced to \$100; Item 7312, Honorarium, was reduced to \$3900; and Item 7352, Copy Machine Rental, was reduced to zero. Item 7356, Internet Access, was raised to \$3000, and Item 7417, Box Lunch, was reduced to zero.

After lengthy discussion about whether registration fees for Board Members should be waived—especially when some Board members never can attend any of the sessions or meetings—the following motion was made. Concern was expressed about the motion by some Board members, and all Board members recognized valid arguments on both sides of the issue.

**MOTION: That CRLA will waive the registration fee for the Executive Board Members, the Onsite Conference Chair, and the Conference Registrar. Rick/Dorothy. MOTION PASSED.**

A final draft of the Conference Budget will be submitted at the February 3 Board Meeting after Ann has had a chance to accommodate the suggested adjustments presented today.

**8. 2006 Conference Registrar's Report** Pat Jonason submitted copies of her 2006 conference report and registration issues for the Board to consider.

**MOTION: To accept the Conference Registrar's Report as submitted. Valerie/Ann. MOTION PASSED.**

Valerie noted that since Pat's tenure as Registrar ends in 2009 it would be wise to think about having someone shadow Pat to learn the Registrar's job.

Ann noted that Rosemary Karr, the 2006 Conference Treasurer, reported that NADE has not been paid for the certification workshop held at the conference, an oversight caught by Auditor, Gladys Shaw. The CRLA portion of that amount is \$1152. Registrants had paid for the institute, but NADE had never been reimbursed from the conference treasury for the registrations.

**MOTION: To remit \$1152 to NADE for the CRLA portion of the NADE certification workshop. Ann/Dorothy. MOTION PASSED.**

It was also the consensus of the Board that if the money is not received to cover the check submitted from an account with non sufficient funds, that the issue be dropped as it would cause more trouble and cost to follow up on it. It was noted that a letter was sent to the person who remitted the check, so there is a chance that the money may be recovered.

Ann also suggested that we notify Pat that we wish to continue the process of bonding the CRLA Treasurer and Registrar. The document certifying the bonding will be sent to the CRLA Secretary.

It was also suggested, per Pat's report, that the issue of transferable registrations for ACDEA members be addressed.

**MOTION: That each ACDEA member will receive a complimentary registration that is non-transferable. Rick/Ann. MOTION PASSED.**

The Board thanked Pat for her conscientious work.

#### **ADJOURNMENT**

**MOTION: That the meeting be adjourned. Valerie/Rick.**

The meeting was adjourned at 4:40 P.T.

**AGENDA**  
**CRLA BOARD MEETING**  
**Saturday, February 3, 2007, 8:00 a.m. P.D.T.**  
**DoubleTree Hotel, Portland, Oregon**

**Call to Order: 8:00 A.M.**

- 1. Approval of Agenda – Sharon 8:10 A.M.**
- 2. Approval of Minutes – Dorothy Bonser 8:20 A.M.**
- 3. CRLA 2006 Retreat Action Plan – Sharon 8:40 A.M.**
- 4. News Notes Report – Anne-Marie 9:00 A.M.**
- 5. Election Committee Report – Sharon 9:10 A.M.**
- 6. Treasurer's Report – Ann Wolf 9:20 A.M.**
  - 2007 Conference budget
- 7. Treasurer's Report – Ann Wolf 10:15 A.M.**
  - 2007 Operating Budget
- 8. Executive Assistant's Report – Gretchen Starks-Martin 11:20 A.M.**
  - Awards and scholarship update
  - Job description update
  - Policies and procedures update
  - Conference manual update
  - NTA-ACDEA update
  - E-blast policy—Kellogg ?
- 8. Membership Coordinator – Vicki Papineau 11:40 A. M.**
  - Dugan Data—CRLA Data Management Proposal
- 9. Past President's Report – Valerie Smith Stephens—12:00 P.M.**
  - Mid-Atlantic Regional conference funding request
  - North East Chapter Regional conference funding request
  - Utah Chapter Regional conference
  - Other

**Old Business:**

- 10. PALs: Gretchen 2:00 P.M.**
- 11. CRLA Website: Rick 2:20 P.M.**
- 12. Secretary's duties: Dorothy 2:30 P.M.**
- 13. NCLCA Conference (9/26-29/07-Atlanta) Tina Barnes. 2:35 P.M.**

**New Business**

13. IMPC – Sharon 2:40 P.M.

14. Political Action Committee (PAC)—ACDEA – Gretchen 2:45 P.M.

15. *JCRL*—new printing contract 3:50 P.M.

16. Conference call schedule 3:10 P.M.

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|---------|-------|------|
| • Feb.  | June  | Oct. |
| • March | July  |      |
| • April | Aug   |      |
| • May   | Sept. |      |

**Adjournment**



# COLLEGE READING AND LEARNING ASSOCIATION

## BOARD MEETING

Saturday, February 3, 2007, 8:00 a.m. P. T.

LOCATION: DoubleTree Hotel, Portland, Oregon

## MINUTES

**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; Anne-Marie Schlender, *NewsNotes* Editor. **GUEST:** Frieda Campbell-Peltier, On-Site 2007 Conference Chair.

1. **Call to Order** President Sharon Taylor called the meeting to order at 8:10 P.T.

2. **Approval of the Agenda**

**MOTION: That the Agenda be approved as submitted. Dorothy/Rick. MOTION PASSED.**

3. **Approval of the Minutes**

**MOTION: That the January 19, 2007, Minutes be approved as submitted. Rick/Ann. MOTION PASSED.**

4. **CRLA 2006 Retreat Action Plan** Sharon, at the request of other Board Members, asked that the initiatives discussed at the retreat be revisited. In reference to the "Certification Initiative," Sharon told the Board that Emily Payne Miller and Joanne Carter-Wells are working on Individual Professional Certification with Karen and Russ. Anne-Marie noted that Joanne will be submitting articles to *NewsNotes* periodically. Sharon will contact Russ to check on the further progress of this initiative.

Sharon reported also that Frieda has arranged for Continuing Education credit to be granted at the 2007 Conference, an Initiative which Sharon and Karen Agee are working on.

Ann reported that she and Dorothy are going to be taking the online ATP courses as part of the "Delivery Systems Initiative." In April, Ann will talk with Jim Valkenberg, who is in charge of the ATP online courses, to discuss its moneymaking possibilities and possibly apply this information to a CRLA initiative. In addition, Sharon mentioned that our website is being updated/upgraded through Host Monster, an action that was taken at the February 2, 2007, Board Meeting. Rick offered the idea that CRLA could list online learning sites as web resources on the CRLA website. It was also noted that online delivery systems may offer a way to diversify CRLA's income generating activities. Ann will report on the ATP course in April, and Rick will talk with Corrine about the possibility of using Host Monster to deliver online courses. It was also noted that offering online courses may contribute to the initiative of increasing membership.

The "Name Change Initiative" was discussed, and it was noted that to have a quorum for a vote at a general session at the conference, approximately 120 members would have to be in attendance. It was suggested that the ballot for this important issue be done by mail so that every CRLA member could be represented in the vote. There will continue to be a series of articles in *NewsNotes* examining the initiative.

Valerie and Sharon, who are working on the "Collaboration with Sister Organizations Initiative," reported that one accomplishment in this area is Russ Hodges' collaboration with NADE in sponsoring a symposium.

For the "Increasing Membership Initiative," it was suggested that some of the other initiatives will have an impact on this as well as the current project of inviting the many people who have received CRLA mentor and tutor certification to become CLRA members. Vicki has been working on the latter.

Sharon stated that she would summarize Board progress on the initiatives and make copies of these updates to distribute so that the Board can periodically monitor progress.

**5. Election Committee Report** Sharon forwarded a request from Russ Hodges, Elections Chair, for the Board to vote on the candidates the committee submitted. The candidates for Secretary are Rosemarie V. Woodruff, University of Hawaii's Manoa Campus, Educational Psychologist/Counselor and Edward Fernandez, Program Director, Tutorial Services and Managing Editor, *Journal of College Reading and Learning*, from UT Learning Center, The University of Texas at Austin. The candidates for President-Elect are Jan Norton, Director of the Center for Academic Resources, University of Wisconsin, Oshkosh, and Durthy Washington, Director, United States Air Force Academy Writing Center, Assistant Professor, Department of English and Fine Arts. It was noted that all institutional letters of support had been received.

**MOTION: To accept the 2007 slate for the offices of Secretary and President-Elect. Dorothy/Rick. MOTION PASSED.**

**6. NewsNotes Editor's Report** Anne-Marie reported that all *NewsNotes* articles are ready and that Amy is waiting only for the article on the February Board Meeting Report, which Anne-Marie will send her after the meetings in Portland. She reported that three of the featured writers (Linda Russell, Karin Winnard, and Jan Swinton) have confirmed their interest and the topics that they will write about. She is still waiting to hear from Sharon Pate. In addition, Anne-Marie reported that she has both the photo and the text for the article about Magdalena Capriou, which were published in the Antelope Valley Press, and will publish them in the next issue of *NewsNotes*. Anne-Marie will include information about the conference (about Portland and Skip Downing), Tina Barnes' article, an updated calendar, and the slate of candidates for the 2007 CRLA election.

It was the consensus of the Board to accept Gretchen's proposal to be a final reader for *NewsNotes*.

#### **7. Treasurer's Report**

- Ann reviewed the proposed Conference Budget, and discussion ensued specifically about Line Items 6163, 6173 (student registration fees), 6263 (Lunch with a Mentor), 6267 (elimination of box lunches), 6262, 7402 (reducing the charge for the awards banquet to increase attendance), 7212 (adjusting the cost of printing programs to reflect an estimate close to those Frieda has received), 7231, 7232 (call to conference layout, which Rick is preparing), and 7356 (an increased cost in Internet access for the Cyber Cafe).

The total projected conference income is \$122,480. Conference expenses are projected to be \$104,540. Total conference income and assets are \$130,128.13 and the projected profit, \$17,940. It was noted that Rick has accomplished many of the technological processes that we have had to pay for for past conferences.

**MOTION: To accept the conference budget as created. Ann/Rick. MOTION PASSED.**

The 2007 Conference Budget is attached to these minutes. The Board thanked Ann for her work.

- Ann reported that Linda Russell had submitted a request for reimbursement for \$134.19 for a bill she had received for the sponsorship of a banner at the Awards Banquet. Ann will put it in as a line item in the 2007 Operations Budget.

**MOTION: To pay the \$134.19 bill for sponsorship of a banner at the Awards Banquet at the 2006 conference. Ann/Rick. MOTION PASSED.**

- Ann noted that she has not received a check from McGraw-Hill for the awards they have agreed to present. She also suggested that the agreement be worded so that the three registrations they are awarding will be given only to CRLA members. The Board concurred, and Sharon will revisit the agreement to make sure the CRLA membership requirement is clearly stated. She will also make sure the agreement is signed by both the CRLA President and the McGraw-Hill representative. Sharon will also check with the McGraw-Hill representative to suggest that the amount be raised to \$1000.
- Ann also reported that she had spoken with Kate Sandburg, who had consulted with her husband, our pro bono lawyer, about amending the 2007 hotel contract to reflect possible changes in the contract. Kate advised that the contract had not changed, and, therefore, there was no need for an amendment.
- Ann reviewed the proposed 2007 Operations Budget. She reported a 2006 profit of \$30,250.94, part of which is attributable to sale of the Tutor Training Handbooks and to tutor program certification. CRLA has seven certificates of deposit. Ann noted that with the proposed budget, the 2007 conference has to make \$33,848.40 to balance the Operations Budget. Total projected income for 2007 is \$127,634.40.

Ann had previously incorporated into the projected 2007 Operations Budget changes suggested by officers, committee chairs, and others named in the budget and from whom she elicited those suggested changes. It is hoped that the DuganData proposal may help those who did not respond to Ann or those who do not have a systematic method of keeping records.

Ann noted that Item 5101 (Website Maintenance) will be lower (\$59.40 compared to \$900) because of the move to Host Monster. It was suggested that 5046 and 5047 (Display Boards, Table Drapes) be moved from the Executive Assistant's area of the budget and placed in the Membership Coordinator's budget to more accurately reflect the duties of both positions. It was also suggested that the descriptor for 5412 be "Travel, Hotel, and Meals," that 5415 (ITPC Pins) be reduced to \$1600, and that 5425, 5426, and 5428 be zeroed out. Item 5413 (postage) was increased to cover the mailings for SRCs. Item 5418 (Fed Ex for shipping conference display boards) was created.

Other changes included adding \$200 to Item 5212 and \$2000 to 5213 under the *NewsNotes* budget and \$300 in Item 5437 for clerical assistance under the Past President's budget.

It was agreed to change the descriptor for Line Item 5240 to "Commercial Publications." Ann also suggested that the Board consider a \$500 increase (from \$2500 to \$3000) in item 5106 to Auditor Gladys Shaw for her exemplary work.

It was suggested that the Board examine the policy of paying the DuganData representative for travel to the conference, working at the conference, and her monthly fee. Before proposing changes in the budget, the suggestion was made that the Board reconsider the Data Management proposal, the job descriptions of the Membership Coordinator, the Registrar, and the DuganData

representative. It was also suggested that CRLA might consider a future business management position to consolidate many of the duties that several officers and DuganData are doing.

Rick asked about the possibility of purchasing additional LCD screens for the conference. It was suggested that he talk with Rick Stepp-Bolling about purchasing at least one more LCD and additional bulbs.

Ann noted that the Board has given feedback on the Budget, but cannot approve the budget until it addresses the Media Advisory Board and PALs proposals. Ann will make the suggested changes and present the 2007 Operations Budget for Board approval at the February 4 Board Meeting.

- Since Ann had received additional monies from profit from the conference after submitting the December 2006 statement, she asked the Board to accept a revised statement.

**MOTION: To accept the revised December 2006 income statement. Ann/Rick. MOTION PASSED.**

The revised December statement is attached to these Minutes.

**8. Past President's Report** Valerie reported that she will not be attending the Northeast Chapter meeting.

- The Northeast Chapter resubmitted a revised request for funding of \$1000 for their meeting March 30, 2007, at Bryant College in Smithville, Rhode Island. They are requesting funding of \$1000: \$500 for food, \$400 for copying and supplies, and \$100 for lodging. They lowered their registration fee and thus raised their estimate of attendees to 50.

**MOTION: To approve the Northeast Chapter's request of up to \$1000 to fund its March 30, 2007, meeting. Rick/Dorothy. MOTION PASSED.**

A thank you note will be sent to Patricia Mulcahy-Ernt for revising the request.

- The Utah group notified Valerie that they are holding their meeting May 24, 2007, and expect about 100 attendees. Sharon Taylor will attend and present a workshop or breakout session on tutoring and learning centers. They are requesting \$1000: \$700 for a luncheon; \$200 for the keynote speaker, Dr. Lucille Stoddard, a former Vice President of Utah Valley State College; and \$100 for printing and supplies.

**MOTION: To approve the Utah Chapter's request of up to \$1000 to fund its May 24, 2007, meeting and that the Past President present the breakout session on tutoring and learning assistance management. Valerie/Ann. MOTION PASSED.**

- The Texas Chapter, who had earlier submitted a request for \$1000 to be part of the funding for their Fall 2007 conference for airfare and lodging for Hunter Boylan, asked to have their funding redirected to cover Sharon Taylor's expenses for attending their conference as Hunter had not confirmed his attendance at the conference. The Board agreed that the approved monies cannot be redirected. The Board, according to policy, will pay for Sharon's travel expenses. Valerie will forward to the Texas Chapter the CRLA policy on funding SRCs to clarify what the Board will pay for.

- Valerie reported a revised \$1000 request from Jessica Baldwin, from Mid-Atlantic CRLA to fund one-half of the \$2000 speaker's fee for Kent Roberts, whose presentation will focus on creativity and working with students with disabilities. She noted that Randolph Macon College has offered to split the cost of the fee.

**MOTION: To approve the Mid-Atlantic Region's request of up to \$1000 to fund one-half of the Kent Robert's fee for their regional conference. Valerie/Ann. MOTION PASSED.**

Valerie asked the Board's assistance in helping her find other CRLA members in the New Jersey area who can help her count the CRLA ballots when she moves to the position of Elections Chair next year. Vicki agreed to research the membership list, and other Board members agreed to help Valerie by serving on the committee.

#### **9. Executive Assistant's Report**

- Gretchen clarified an earlier question about sending attachments with e-blasts. It was reported that it is possible to do so, but it is better to place the information within the email if the information can be fit on one page.
- She noted that she is working with Terry Cook, Awards and Scholarships Chair, to place all awards on the CRLA website. Olga Thurman will work with DuganData to send an eblast to all of the tutoring programs about the Pasternak Award and will place information in *NewsNotes*.
- Gretchen is working with CRLA leaders on job descriptions, and after all are finished—Gretchen's goal is by summer—the Board will vote on the changes. Gretchen will send the Board an indexed list of all of the job descriptions. Discussion ensued about placing all jobs on the website or listing just the open positions. Currently, the Peer Tutoring SIG Leader and the Director of the Wyoming/Colorado Chapter are open positions.
- The Policies and Procedures have been updated through October 2006. Gretchen hopes to update in March, August, and December: November through March, completed by the end of March, April through August by the end of August, and September through December, completed in December.
- Rick and Gretchen will update the Conference Planning Manual by August. It was noted that roles of the President-Elect and the Executive Assistant should perhaps be updated. Rick suggested that the responsibility for updating the Conference Planning Manual rest with the President-Elect.
- Gretchen revisited the issue of whether to add Kellogg to #4 (waiving payment for the eblast) in the new e-blast policy. After discussion, the following motion was made.

**MOTION: That Kellogg be added to Item 4 in the E-Blast Policy in that it, like TIDE and the Winter Institute, has no membership or organization behind it. Rick/Ann. MOTION PASSED.**

Gretchen reported that she had talked with Hunter Boylan about the NTA abuses of the ACDEA policies of mailings to sister organizations and she strongly suggested that the matter be resolved so that ACDEA could move on to more meaningful issues. The issue of certification was also discussed. Gretchen contacted Lynelle Williams of ATP to make sure that she will introduce the grid she has designed indicating services provided by member organizations is brought to the ACDEA meeting at NADE. Gretchen's recommendation is to let Russ Hodges and Jan Norton handle these issues at ACDEA.

#### **10. Membership Coordinator Report** Vicki reported the following:

- There is a need to order another 1000 ITPC pins at approximately \$1600.
- She reviewed and updated the SRC and other conferences mailing list and asked Board Members to do the same.
- She reviewed proposed membership brochure changes: adding the word "reading" to the descriptor on the front panel. Vicki corresponded with Kathi Bartle Angus and Karen to incorporate suggested changes to the brochures printed in 2007.
- Letters to non-member conference attendees and ITPC personnel have been finalized by Sharon, Karen, and Gretchen and will go to the printer and will be mailed out soon.
- Amy and Vicki received the ITPC database from Tina Barnes, so they will have that resource to utilize for promoting membership.
- A request by Olga Thurman has been made to send an e-blast to ITPC personnel. The cost is \$35 without a harvest of bad addresses. Vicki noted that 70 – 75% of the more than 800 programs have e-mail addresses. The Board needs to approve this and determine a budget line for payment.

**MOTION: To allow CRLA committees to send e-blasts under Operations Budget Line Item 5427 (Mass Emails under Membership). Ann/Rick. MOTION PASSED.**

- The end-of-the-year data regarding new and renewed memberships showed that during the 2006 calendar year (with an Austin conference), CRLA had 337 new and 652 renewed memberships as compared to other years and conference locations: 2005 (Long Beach) 248 new and 588 renewed memberships; 2004 (Kansas City) 244 new and 904 renewed memberships; 2003 (Albuquerque) 265 new and 743 renewed memberships; 2002 (Minneapolis) 247 new and 649 renewed memberships; and 2001 (Spokane) 199 new and 630 renewed memberships.
- Vicki suggested the DuganData Database Proposal be tabled until the Board has had time to thoroughly examine it. She suggested that the issue of having people (conference registrants, for example) enter data be carefully considered because having this feature available can be problematic as errors cause "dirty data."

## **OLD BUSINESS**

**11. PALs** Gretchen shared a history of PALs that she had collected from Kathi Bartle Angus, Karen Agee, and the PALs 2005 and 2006 annual reports. The original intent of the committee of having CRLA Board representatives meet with the boards of other organizations transformed into having CRLA representatives attend conferences to distribute CRLA information, materials, and to exchange ideas, and then to presenting a session, primarily at IRA, as part of the conference program in addition to disseminating CRLA materials and information. It was discussed by previous CRLA boards that Reading SIG members might also have the opportunity to liaise with IRA and that the CRLA Board should make the decision about the optimum placement of this responsibility. It was suggested that the CRLA Board revisit the goals for PALs using as a basis the roles for that committee as presented to the Board in a grid designed by Kathi Bartle Angus and Karen Agee. It was also suggested that after 2007 the Board look at moving the IRA component to the 100-member Reading SIG. It was suggested that the proposal for Patricia Mulcahy-Ernt to present at the 2007 IRA Conference in Toronto be sent through the PALs committee to be approved with a funding limit of \$500. In examining how CRLA can best be represented in other major organizations, the Board will carefully consider the goals of PALs working with those written by Karen Agee and Kathi Bartle Angus, communicate those expectations with Kathi, and then send the goals back to her. Issues noted were that all organizations be equally represented and funded within the committee, that the committee might represent organizations in addition to those already represented in its membership, that there be a deadline for PALs proposals, that the selection process to be a member of PALs be examined, that there be a clear selection process within the committee for being approved to represent PALs at other conferences.

The Board noted that the PALs Committee chair should allocate funding among the PALs committee members and that the members should be funded equally. To support this process, it was decided by the Board to set a policy for funding and to have committee members submit proposals to liaise with their organizations to the PALs Coordinator.

Gretchen will communicate the policies with Kathi Bartle Angus and Patricia Mulcahy-Ernt. It was agreed that Patricia should follow the PALs guidelines and resubmit her proposal to Kathi.

**MOTION: To approve a request of up to \$500 for Patricia Mulcahy-Ernt to attend the IRA 2007 conference as provided in the revised PALs guidelines pending her resubmission of the funding request through Kathi Bartle Angus. Valerie/Rick. MOTION PASSED.**

**12. CRLA Website** Rick will send us an update on the website and will check with Corrine on its potential. Rick stated that he will address the problem of proposals possibly lost when the website was non functional by posting a notice on Host Monster that everyone who submitted a proposal should have received a confirmation, thus hoping to catch those that may have been lost.

**13. Secretary's Duties** Dorothy clarified the policy that Board Members and guests present at any Board meeting should receive the rough draft of the Board Minutes and that, in addition to that group, all CRLA leaders listed on the reference list distributed by Vicki with the exception of SRC and SIG leaders receive final copies of the minutes of Board meetings. She also asked for and received the Board's support of using part of the secretarial budget to pay for Internet connection during summer months if needed.

**14. NCLCA Conference** Sharon reported that Tina Barnes agreed to officially represent CRLA at the September 26 – 29, 2007, NCLCA Conference in Atlanta. In addition to making a presentation, Tina will be asked to be in charge of the CRLA exhibit booth. Rick suggested that a policy be written about the responsibilities of any Board representative to a conference of a sister organization.

## **NEW BUSINESS**

**15. IMPC** Doirin Eddy reported to Sharon that she is sending the IMPC database to Vicki and that Vicki should receive it within a week. Sharon will follow up on Dory's progress in doing so. Sharon will also remind Doirin that as Coordinator she needs to submit a report on the goals for the mentoring program. It was also noted that CRLA needs to continue its strong program of offering tutor and mentor certification or another organization will take over.

**16. Political Action Committee** Gretchen reported that CRLA does not currently have a Political Action Committee representative, and since ACDEA is thinking of having a PAC person to represent all member groups, she suggested that the Board wait until ACDEA takes some action at their meeting next month.

**17. JCRL New Printing Contract** It was suggested that Sharon contact Emily Payne to suggest that she locate a new printer.

**18. Conference Call Schedule** Two future conference call Board Meetings were set for 3:00 E.D.T., Thursday, March 29, 2007, and 3:00 E.D.T., Friday, April 27.

## **19. ADJOURNMENT**

**MOTION: That the meeting be adjourned. Dorothy/Rick.**

The meeting was adjourned at 3:40 p.m. P.T.

Conference Budget 2007  
Rick Sheets - Pres. Elect

G/L #	Description	Budget 07
	<b>ASSETS</b>	
	<b>Conference Account Balance 1/1/07</b>	8,648.13
<b>6000</b>	<b>Account Transactions</b>	
6001	Asset Transfer from Previous Treasurer	
6002	Transfer from Conf to Op'ns	
6003	Transfer from Op'ns to Conf	
6004	Interest Earned (see line # 6381)	
6005	Seed money - transfer to On-site Chair	-1,000.00
6006	Transfer from On-site Conf Acc't to Conf	
6007	Transfer funds to Money Market(Operations) acc't	
<b>TOTAL ASSETS</b>		7,648.13
	<b>INCOME</b>	
<b>6100</b>	<b>Registration</b>	
<b>6110</b>	<b>Early Registration Fees</b>	
6111	(\$150) Member	28,950.00
6112	(\$210) Non-member	18,690.00
6113	(\$105) Student	1,890.00
6114	(\$120) Adjunct	2,400.00
<b>6120</b>	<b>Early Registration One-Day Only Fees</b>	
6121	(\$120) Member	240.00
6122	(\$150) Non-member	1,800.00
6123	(\$80) Student	240.00
6124	(\$95) Adjunct	475.00
<b>6130</b>	<b>Regular Registration Fees</b>	
6131	(\$175) Member	8,050.00
6132	(\$230) Non-member	16,560.00
6133	(\$120) Student	720.00



6134	(\$135) Adjunct	2,700.00
<b>6140</b>	<b>Regular Registration One-Day Only Fees</b>	
6141	(\$150) Member	150.00
6142	(\$180) Non-member	1,440.00
6143	(\$105) Student	210.00
6144	(\$120) Adjunct	240.00
<b>6150</b>	<b>Misc</b>	
6151	Late 2006 deposits	
6152	Incorrect Member Status Add'l Fees	
<b>6160</b>	<b>On-site Registration Fees</b>	
6161	(\$210) Member	1,050.00
6162	(\$270) Non-member	3,240.00
6163	(\$135) Student	270.00
6164	(\$150) Adjunct	0.00
<b>6170</b>	<b>On-site Registration Fees One day only</b>	
6171	(\$180) Member	540.00
6172	(\$210) Non-member	1,470.00
6173	(\$130) Student	390.00
6174	(\$145) Adjunct	0.00
<b>TOTAL REGISTRATION (6100s)</b>		91,715.00
<b>6210</b>	<b>Institutes (\$30, \$75 &amp; \$95)</b>	7,000.00
6211	A	
6212	B	
6213	C	
6214	D	
6215	E	
6216	F	
6217	G	
6218	H	
6219	I	
6220	J	

6221	K	
6222	L	
6223	M	
6224	N	
6225	O	
6226	P	
6227	Q	
6228	R	
6230	Late/Non-member Institute Fee	
<b>TOTAL INSTITUTES (6210-6230s)</b>		7,000.00
<b>6260</b>	<b>Food Functions</b>	
6261	On-to-Cleveland Brunch (\$25)	3,225.00
6262	Awards Banquet (\$40)	5,160.00
6263	Lunch w/ Mentor (\$25)	2,875.00
6264	Publishers' Breakfast	
6265	SIG Breakfast	
6266	SIG Food Functions (\$15)	
6267	Box Lunch (\$15)	2,145.00
<b>TOTAL FOOD FUNCTIONS (6260s)</b>		13,405.00
<b>6300</b>	<b>Other Conference Functions</b>	
6310	Advertising	2,500.00
6320	Awards	
6330	Exhibitors	
6331	Exhibitor - Booth Fee	6,000.00
6332	Exhibitor - Event Sponsor	3,000.00
6333	Exhibitor - Distribute brochures	200.00
6340	Membership	
6350	Resource Room/Cyber Cafe	
6360	SIGs	
6370	Scholarship/Raffle	2,000.00
6371	Misc	
6380	Tote Bag, T-shirt, etc. Sales (see Op'ns for pin sales)	
6381	Interest Income	

<b>TOTAL OTHER CONFERENCE FUNCTIONS (6310-6380s)</b>		13,700.00
<b>6390 Tours &amp; Entertainment</b>		
6391 Evening Out - Saturday(Jazz Crawl)		
6392 Dinner on the Town - Thursday (Transportation)		
6393 Campus Tours - Wednesday		5,000.00
6394 Cultural Event Tour - Saturday		1,000.00
<b>TOTAL TOURS &amp; ENTERTAINMENT (6390s)</b>		6,000.00
<b>TOTAL CONFERENCE INCOME</b>		125,820.00
<b>TOTAL ASSETS, TRANSACTIONS &amp; INCOME</b>		132,436.13
	<b>EXPENSES</b>	
<b>7000 General Conference Expenses</b>		
7001 Refunds		700.00
7002 Banking Service Charges		50.00
7003 Conference Insurance		1,000.00
7004 NSF Check Fees		100.00
7005 VISA/MasterCard Fees		2,000.00
<b>TOTAL GENERAL CONFERENCE EXPENSE (7000s)</b>		3,850.00
<b>7100 Conference Management</b>		
<b>7110 Conference Chair (Pres-Elect)</b>		
7111 Travel/Hotel/Food		3,000.00
7112 Postage/Supplies/Telephone		200.00
7113 Photocopies		100.00
7114 Clerical Assistance		1,500.00
7115 Plaques (see Op'ns Exec Asst line # 5045)		0.00
7116 Misc		75.00
7117 Program Committee Expenses		200.00
<b>Subtotal Conference Chair (7110s)</b>		5,075.00

<b>7120</b>	<b>On-Site Manager</b>	
7121	Travel/Hotel/Food	2,000.00
7122	Postage/Supplies/Telephone	100.00
7123	Photocopies	100.00
7124	Clerical Assistance	300.00
7125	Signs	200.00
7126	Misc	50.00
<b>Subtotal On-site Manager (7120s)</b>		<b>2,750.00</b>
<b>7130</b>	<b>Exhibits Chair</b>	
7131	Postage/Supplies/Telephone	200.00
7132	Decorations	200.00
7133	Draping	4,000.00
7134	Exhibit Hall/Vender Cards	600.00
7135	Photocopying	100.00
7136	Speaker's Books	0.00
7137	Misc	50.00
<b>Subtotal Exhibits Chair (7130s)</b>		<b>5,150.00</b>
<b>TOTAL CONFERENCE MANAGEMENT (7100s)</b>		<b>12,975.00</b>
<b>7200</b>	<b>Conference Planning Expenses</b>	
<b>7210</b>	<b>Programs</b>	
7211	Postage	500.00
7212	Printing/Publishing	3,500.00
7213	Typesetting	1,500.00
<b>Subtotal Programs (7210s)</b>		<b>5,500.00</b>
<b>7220</b>	<b>Registration/Registrar</b>	
7221	Printing/Publishing	200.00
7222	Paid Registration/Registrar Help	2,700.00
7223	Supplies	200.00

7224	Ribbons/Name Tags	300.00
7225	Phone Line	200.00
7226	Food/Expenses for Registration Workers	200.00
7227	Misc	50.00
7228	Registrar Travel/Hotel/Meals	2,000.00
<b>Subtotal Registration (7220s)</b>		5,850.00
<b>7230</b>	<b>Call to Conference</b>	
7231	Call Computer Layout (and web design)	2,500.00
7232	Printing/Postage	1,000.00
7233	Advertising	1,500.00
7234	Misc	50.00
7235	Conference Email Blast (added 9/20/04)	100.00
<b>Subtotal Call to Conference (7230s)</b>		5,150.00
<b>7240</b>	<b>Other General Expenses</b>	
7241	Audiovisual	20,000.00
7242	Decorations	200.00
7243	Entertainment	2,000.00
7244	Evaluations	500.00
7245	Phone Equipment/Line	50.00
7246	Copy Machine Rental	1,000.00
7247	Security	0.00
7248	Promotional Items	310.00
7249	Misc	0.00
7249A	Disabled Services - deaf interpreters	1,500.00
<b>Subtotal Other General Expenses (7240s)</b>		25,560.00
<b>TOTAL CONFERENCE PLANNING EXPENSES (7200s)</b>		42,060.00
<b>7300</b>	<b>Conference Program</b>	
<b>7310</b>	<b>Speakers</b>	
7311	Travel/Hotel/Food	5,000.00

7312	Honorarium	5,900.00
7313	Photocopying/Media	0.00
<b>Subtotal Speakers (7310s)</b>		10,900.00
<b>7320</b>	<b>Invited Institutes</b>	
7321	Travel Bus for Campus Institute	0.00
7322	Wages/Fees	0.00
7323	Misc	0.00
<b>Subtotal Invited Institutes (7320s)</b>		0.00
<b>7330</b>	<b>Institutes</b>	
7331	Materials	100.00
<b>Subtotal Institutes (7330s)</b>		100.00
<b>7340</b>	<b>Coordinator of Chairs</b>	
7341	Telephone	25.00
7342	Postage	100.00
<b>Subtotal Coordinator of Chairs (7340s)</b>		125.00
<b>7350</b>	<b>Resource Room/Cyber Café</b>	
7351	Wages/Fees	
7352	Copy Machine Rental	300.00
7353	Electrical Hook-ups	
7354	Computers (was also Cyber Café)	
7355	Misc	
7356	Internet Access	2,680.00
<b>Subtotal Resource Room/Cyber Café (7350s)</b>		2,680.00
<b>7360</b>	<b>Tours &amp; Entertainment</b>	2,500.00
7361	Event	
7362	Food	
7363	Transportation to Cultural Center	

7364	Transportation for Dinner on the Town	
7365	Transportation for Evening Out	
7366	Transportation to Campus Tours (was 7363A)	
<b>Subtotal Tours &amp; Entertainment (7360s)</b>		2,500.00
<b>TOTAL CONFERENCE PROGRAM (7300s)</b>		16,305.00
<b>7400</b>	<b>Food Functions</b>	
7401	On-to-Cleveland Brunch	2,000.00
7402	Awards Banquet	7,500.00
7403	Coffee Breaks	5,000.00
7404	Editors' Dinner (w/ 7406)	
7405	Hospitality	1,000.00
7406	Leadership Dinner	3,000.00
7407	Lunch w/ Mentor	3,000.00
7408	All Conference Welcome	2,750.00
7409	Newcomers' Misc	
7410	Past Officers' Council Dinner (w/ 7406)	
7411	Publishers' Breakfast	4,300.00
7412	Publishers' Opening	4,000.00
7413	SIG Food Functions	
7414	Institute Lunches	
7415	Institute Breaks	2,000.00
7416	ITCP Dinner (w/ 7406)	
7417	Box Lunch	1,500.00
7418	ACDEA Meeting	
7419	Community Cocktail Hour	800.00
<b>TOTAL FOOD FUNCTIONS (7400s)</b>		36,850.00
<b>7500</b>	<b>Next Conference Expenses</b>	
<b>7510</b>	<b>Next Conference Chair</b>	
7511	Printing/Publishing	100.00
7512	Postage/Telephone/Supplies	100.00
7513	Advertising	600.00

	<b>Subtotal Next Conference Chair (7510s)</b>	800.00
	<b>7520 Site Selection (moved to Opr Budget #5360)</b>	
	<b>TOTAL NEXT CONFERENCE EXPENSES (7500s)</b>	800.00
	<b>TOTAL CONFERENCE EXPENSES</b>	109,790.00
	<b>TOTAL CONFERENCE INCOME &amp; ASSETS</b>	132,436.13
	<b>LESS BEGINNING ASSETS &amp; FUND TRANSFERS</b>	7,648.13
	<b>LESS TOTAL CONFERENCE EXPENSES</b>	109,790.00
	<b>PROFIT (LOSS)</b>	14,998.00



**AGENDA**  
**CRLA BOARD MEETING**  
**Sunday, February 4, 2007, 8:00 a.m. P.D.T.**  
**DoubleTree Hotel, Portland, Oregon**

**Call to Order: 8:00 A.M.**

- 1. Approval of Agenda – Sharon 9:10 A.M.**
- 2. PALs Goals and Policies**
- 3. Media Advisory Board Proposal**
- 4. 2007 Operations Budget**

**Adjournment**

## COLLEGE READING AND LEARNING ASSOCIATION

### BOARD MEETING

Sunday, February 4, 2007, 8:00 a.m. P.T.

LOCATION: DoubleTree Hotel, Portland, Oregon

### MINUTES

**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; Anne-Marie Schlender, *NewsNotes* Editor.

**1. Call to Order** President Sharon Taylor called the meeting to order at 8:12 P.T.

**2. Approval of the Agenda**

**MOTION:** That the Agenda be approved as submitted. Ann/Valerie. **MOTION PASSED.**

**3. Media Advisory Board Proposal** The Media Advisory Board's Proposal to publish a monograph in memory of Cindy Peterson was discussed. It was the consensus of the Board to accept the Media Advisory Board's recommendation to distribute complimentary copies to conference attendees. The Board made the request that 1000 copies of the monograph be shipped to Portland for that purpose. Suggestions for distribution of the additional copies will be discussed at a later date.

**MOTION:** To designate \$10,000 in the 2007 Operations Budget for the Media Advisory Board to print 2000 copies to publish the monograph dedicated to the memory of Cindy Peterson. Ann/Dorothy. **MOTION PASSED.**

**4. 2007 Operations Budget** Ann reviewed the 2007 Operations Budget in which she had incorporated the changes discussed at the February 3 Board Meeting. She noted, in particular, the changes made: Line Items 5046, 5047 have been zeroed out and placed in 5416, 5417. Item 5101 was increased to \$300 to continue with Creative Computer Service for at least a month. Item 5212 has been raised to \$200 to include email blasts. Item 5240 was changed to "Commercial Publications," and 5241 has been inserted to include the \$10,000 cost of the monograph published in memory of Cindy Peterson. Item 5418, \$1500, was added to accommodate Fed Ex conference display charges, so they can be tracked. She noted that to have a balanced budget, the conference profit would need to be \$47,964.00. The total expenses for the 2007 Operations Budget are \$141,750.00, and income is \$141,750.00.

**MOTION:** To accept the 2007 Operations Budget as revised. Ann/Valerie. **MOTION PASSED.**

Ann will email copies of the revised 2007 Operations Budget to the Board and suggested that Board members contact her if changes are needed.

The Board thanked Ann for her conscientious work.

**5. PALs Goals and Policies** After reviewing and revising the document submitted by Kathi Bartle Angus describing the roles of the PALs Coordinator, the PALs Committee members, and the Board, the following motion was made.

**MOTION:** To approve the goals for the PALs Coordinator, the Liaison, and the Board based on the document revised at the February 4, 2007, Board Meeting. Valerie/Ann. **MOTION PASSED.**

Sharon will send the revised document to Kathi Bartle Angus and Patricia Mulcahy-Ernt.

**6. Documents from Exhibits Chair, Linda Russell**

**MOTION: That Rick Sheets and Anne-Marie Schlender work with Linda Russell to streamline the document for communicating with the exhibitors. Valerie/Ann. MOTION PASSED.**

It was suggested that Rick consult Bill Horstman, former Exhibits Chair, for ideas in designing the documents.

The Board did not address the DuganData database proposal as several members had to leave to catch their flights home. It was suggested that Board Members review the proposal and that since Rick is knowledgeable in this area that he consult with Alan Constant and Corrine Johnson to obtain additional bids for the same services. The proposed database plan will be addressed at the March Board Meeting, as will ACDEA plans (Jane McGrath and Russ Hodges), the tutor certification program, the mentor certification program, awards and scholarships (Gretchen), and PALs (Kathi Bartle Angus).

**ADJOURNMENT**

**MOTION: to adjourn. Rick/Ann.**

The meeting was adjourned at 9:40 P.T.

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

**Assets:**

Certificates of Deposits \$189,727.54

**Beginning Balances:**

Operations Account \$ 135,515.53  
Conference Account \$ 8,135.13  
Savings Account \$ 5,083.58

**Income:**

Scholarships \$ 61.00  
Membership Dues \$ 13,950.00  
Interest Income \$ 1.56  
Tutor Certification \$ 150.00  
ITPC Pins \$ 5.50  
Misc Income \$ -  
SIG Income \$ 1,315.00  
Mentor Certification \$  
JCRL \$  
Tutor Handbook \$ 270.00  
Learning Assistance Monograph \$ -  
Royalties \$ 43.90

Total Operating Income \$ 15,781.96  
Total Conference Profit \$ -

**TOTAL INCOME \$ 15,781.96**

**Monthly Expenses:**

General Board \$ 3,529.30  
  
General Organization \$ 1,463.95  
  
Publications \$ 711.51  
  
Committees \$ 610.30  
  
Membership/States and Regions \$ 2,321.00

TOTAL OPERATING EXPENSES \$ 8,636.06  
TOTAL CONFERENCE EXPENSES \$ 1,213.78

**TOTAL EXPENSES \$ 9,849.84**

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**Net Monthly Income(Loss) \$ 5,932.12**

**Assets At End of Month \$344,383.90**

Revised by Ann Wolf, treasurer March 24, 2007