

**AGENDA FOR CRLA BOARD MEETING**  
**Friday, July 6, 2007 3:00 EDT**  
(2:00 CDT; 1:00 MDT; 12:00 PDT)  
**Conference Call**

1. Call to Order – Sharon 3:00 p.m.
2. Approval of the Agenda – Sharon 3:05 p.m.
3. Approval of the Minutes – Dorothy 3:15 p.m.
4. Treasurer's Report – Ann 3:20 p.m.
5. Executive Assistant Report – Gretchen 3:30 p.m.
  - Leadership applications
  - IMPC and Website
6. Membership Report – Vicki 3:50 p.m.
7. NewsNotes – Anne-Marie 4:00 p.m.
8. States and Regions and SIGs – Valerie 4:10 p.m.

**OLD BUSINESS**

9. 2007 Conference Report – Rick 4:20 p.m.

**NEW BUSINESS**

10. E-mail discussions – Sharon 4:40 p.m.
  - Cindy Peterson's Monograph (Barbara Calderwood, JDE, has requested permission to include JDE advertisements in 2007 conference bags in return for permission to publish JDE articles by Cindy.)
  - Links for other organizations on CRLA web page.
  - 2008 NADE conference proposal (Gretchen has submitted a proposal)
  - PALS report for 2007 IRA conference (e-mail report)
  - CRLA certification-ATP online class e-blast
  - TxCRLA revised constitution—Karon is working with Karen, Gladys, and Gretchen
- 11.

**OTHER**

**Next meeting: August 10, 2007 3:00**

**ADJOURNMENT**

## COLLEGE READING AND LEARNING ASSOCIATION

### MINUTES BOARD MEETING July 6, 2007 3:00 p.m. E.D.T. Conference Call

**MEMBERS PRESENT:** 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:** Jan Norton, recently elected President-Elect.

1. **Call to Order** Past President Valerie Smith Stephens called the meeting to order at 3:05.

2. **Approval of the Agenda**

**MOTION: To approve the Agenda as submitted. Ann/Dorothy. MOTION PASSED.**

3. **Approval of the Minutes** After Dorothy reviewed changes to the May 16 Minutes, the following motion was made.

**MOTION: To accept the May 16, 2007, Minutes as corrected. Dorothy/Ann. MOTION PASSED.**

4. **Treasurer's Report** Ann reported an income for May 2007 of \$22,077.97 and expenses of \$7,284.75. The net income for the end of the month was \$14,793.22. Assets for the organization at the end of the month were \$353,376.15. A complete Treasurer's report is attached to these Minutes.

**MOTION: That the monthly Treasurer's Report for May be accepted. Ann/Dorothy. MOTION PASSED.**

Ann has received the auditor's report and noted that we received an unqualified opinion for the 2006 year. Gladys Shaw, auditor, has some suggestions for the Board about handling conference funds. Ann will share that information at the August Board meeting.

#### 5. Executive Assistant's Report

- Gretchen reported that Vincent Tinto and Robert McCabe have been named ACDEA Fellows.
- She has received completed applications for the leadership positions of Awards and Scholarships Chair, Political Action Chair, and the Council for the Advancement of Standards Representative and suggested that the Board may wish to vote on them at today's meeting. She stated that she will submit an article announcing the new leaders to the August *NewsNotes* issue.

After discussion about the position of Awards and Scholarships Chair, the following motion was made.

**MOTION: To approve Leta Tyhurst as Awards and Scholarships Chair. Ann/Dorothy. MOTION PASSED.**

The positions of Political Action Chair and CAS Representative were discussed at length. The Board noted both the importance of having experienced appointees and the importance of sharing leadership opportunities in CRLA with those who have not previously held major leadership positions. The Board requested that complete materials for all candidates be emailed to them to

review for the next meeting. Gretchen will request that Sharon Taylor send materials to the Board.

**MOTION: To table the discussion of the position of Political Action Chair until the August 10 Board Meeting. Dorothy/Ann. MOTION PASSED.**

**MOTION: To table the vote on the CAS Representative and request that President Sharon Taylor send entire application packets electronically to the Board by August 10. Ann/Dorothy. MOTION PASSED.**

The suggestion was made—and supported by the Board—that those applicants who are not appointed to a position for which they applied be strongly encouraged to apply for another position.

- The positions of IMPC Assistant Coordinator, Website Manager, and PAL Chair were also discussed and the following motions were made.

**MOTION To advertise the position of IMPC Assistant Coordinator with a submission deadline of September 30. Dorothy/Ann. MOTION PASSED.**

It was the consensus of the Board that the IMPC position be advertised in the August *NewsNotes* and on the CRLA website with a September 30 application deadline so that Dairin can begin mentoring the appointee after the 2007 conference.

The Website Manager position will not be advertised until Sharon confirms with Corrine Johnson, current manager, that she wishes to leave that position before her term expires in 2009.

It was recommended that discussion about the PALs position, which will need to be filled after the 2007 conference, be tabled until the August meeting.

**6. Membership Coordinator's Report** In an emailed report to the Board, Vicki reported that

- On May 31, 2007, 110 postcards were sent out to members that had no email or a bad email address in the database.
- The 2008 membership year started June 2, 2007. A new application was posted on the website by Corrine. New 2008 "Thanks for Joining" and "Thanks for Renewing" letters from Sharon were printed and are being used from June until after the Portland conference. New letters will need to be composed by Rick. Vicki will need the new letters by the end of September or earlier so they can be sent to the printer.
- The new SIG, Graduate & Professional Student Success, was added to the 2008 application and SIG reference list on the website. (Only one of the two leaders and three of the thirteen interested individuals listed in the May letter to the board were current members of CRLA.)
- Ninety brochures were sent to NCDE that were to be distributed to Kellogg and Advanced Kellogg participants. Brochures were also sent to Russ to be distributed at TIDE.
- New brochures with the 2008 conference logo will need to be printed. Before the end of August, Vicki will need the new information/logo that is printed on the bottom front panel. Amy will add this to the layout and get these to the printer.
- An NCLCA Call to Conference e-blast was sent to members June 7, 2007.
- Seventy-nine spring *JCR*Ls were sent out in a separate mailing to late 2007 joiners. These applications were processed during the first two weeks of June and were not on the mailing list sent to the publisher in May.
- A draft of the membership survey can be viewed on the website:  
[http://crla.net/Membership\\_Survey.htm](http://crla.net/Membership_Survey.htm) Vicki asked Board members to examine the survey.

Proposed timeframe is to e-blast members on September 10 with a link to the survey. The survey will be available September 10-28. Results will be tabulated and presented to the board meeting in October. Vicki attached the 2003 Membership Survey with results to her report. She welcomes ideas and suggestions. The survey will be voted on at the next Board meeting.

- An e-mail blast was sent out advertising the ITPC at the ATP conference and CRLA conference June 29, 2007.
- At the end of the 2007 membership year (June 1) CRLA had 1124 current members. This compares to 1006 at the end of the 2006 membership year and 959 at the end of the 2005 membership year.

7. **NewsNotes** Anne-Marie reported that she has part of the current issue ready to go and is working on the rest. She will send the Board a *NewsNotes* status report on Monday, July 9. Gretchen requested that Anne-Marie send her a draft of the current issue to proof. Contrary to earlier discussion, Gretchen will not place job announcements in this issue as the Board needs to continue discussion about the applications.

Because of weather conditions which caused frequent interruptions in the conference call and terminated the connection of one Board member *and* in the interest of having the two additional Board Members present in making pertinent decisions, those present at the meeting opted to hold an additional July meeting to continue discussion of issues on the agenda that were not discussed and of those that were unresolved at the July 6 meeting. At the request of the Board, Valerie will ask Sharon to schedule another meeting within the next two or three weeks.

After Valerie was thanked for doing a commendable job of conducting the meeting, the Board meeting ended at 4:20 E. D. T.

**COLLEGE READING AND LEARNING ASSOCIATION**

**MINUTES  
BOARD MEETING  
July 19, 2007 3:00 p.m. E.D.T.  
Conference Call**

**MEMBERS PRESENT:** Rick Sheets, President-Elect; Valerie Smith Stephens, Past President; Dorothy Bonser, Secretary; Vicki Papineau, Membership Coordinator. **GUESTS:** Jan Norton, recently elected President-Elect, and Ed Fernandez, recently elected Secretary.

**1. Call to Order** President-Elect Rick Sheets called the meeting to order at 3:08 p.m.

**2. Approval of the Agenda** The following requests were made and approved for addition to the July 19 Agenda: A request from the Past President for the Board to consider a SIG leader appointment and a funding change from the Texas Chapter; a request from the Membership Coordinator for the Board to approve the CRLA 2007 Membership Survey for e-blast to members; and a request from the President-Elect for additions to his report.

**MOTION: That the July 19 Agenda be approved with the requested changes. Dorothy/Valerie. MOTION PASSED.**

**3. Approval of Minutes** Dorothy requested that one change be made to the draft of the July 6 Minutes.

**MOTION: To accept the July 6 Minutes as amended. Dorothy/Valerie. MOTION PASSED.**

**4. Executive Assistant Report** This report was tabled until the August meeting

**5. Past President's Report**

- Valerie requested and received the Board's support for her appointment of Terri Massie-Burrell as Peer Tutoring SIG Leader. It was suggested that under Massey-Burrell's direction, the Peer Tutoring SIG might engage in collaborative projects with the Learning Assistance Center Management SIG.
- Valerie also announced that she had received a request from Karon Mathews to redirect the previously approved Board funding from covering Hunter Boylan's travel expenses to attend the October 2007 CASP conference to covering Sharon Taylor's hotel and meal expenses as the host institution is covering Hunter's expenses.

**MOTION: To approve Karon Mathew's request to redirect the Board-approved funding of up to \$1000 for the CASP conference to cover Sharon Taylor's hotel and meal expenses. Dorothy/Valerie. MOTION PASSED.**

Valerie will confirm with Karon Mathews that CRLA-approved guidelines are adhered to in using the funding.

Rick stressed the importance of having a leader for the Northwest Region especially during the 2007 Portland conference period and requested, with Board support, that Valerie attempt to find

someone who will be willing to serve even as an interim leader for the few months covering the conference. Valerie agreed to do so.

## **OLD BUSINESS**

### **6. Membership Coordinator's Report**

Vicki had previously emailed a 2007 Membership Survey for the Board's approval. After discussion of the proposed survey, the following motion was made.

**MOTION: To approve sending an e-blast to CRLA members on September 10, 2007, with a link to the CRLA 2007 Membership Survey which will be available on the CRLA website September 10 – 28. Results will be tabulated and presented at a board meeting in October. Valerie/Dorothy. MOTION PASSED.**

### **7. 2007 Conference Report**

- Rick reported that almost all session times have been filled, that there are two rooms open on Saturday afternoon, that there are presently 132 consecutive sessions with three vendors presenting, and that NTA will not be attending the 2007 CRLA conference.
- He notified the Board that Jo Berger, who has been an active CRLA member and who had been approved to present at the 2007 conference, had passed away. He asked for the Board's approval to have a moment of silence at the First General Session to honor her. The Board supported Rick's request.
- Rick reported that he has made arrangements to purchase eight data projectors at \$624 each. These, added to the four CRLA already owns, have made it possible to have projectors used in eleven of the thirteen session rooms. The twelfth will serve as a back up in case any of the eleven scheduled projectors is not working. The use life of the new projectors is estimated at five to ten years. In comparison, the DoubleTree cost of renting a projector is \$525 per room per day.
- Rick would like to post conference program information on the website and is in the process of proofreading and editing all of the data submitted by the presenters. He hopes to post the link to the Call to Conference on LRNASST during the weekend of July 21 and will follow with an e-blast in early August. He will have Corrine put up a banner on the website inviting people to register.
- Rick revisited the topic of permanently aligning the strands of the annual conference with the CRLA Special Interest Groups (SIGs). He noted that any president-elect could request the Board's approval to add strands for an annual conference. After discussion, the following motion was made.

**MOTION: That the strands of the annual conference be aligned with the SIGs, and if a conference chair chooses to add a strand, the proposed strand would be presented to the Board for approval. Dorothy/Valerie. MOTION PASSED.**

- Rick reported that he has received a description of both Skip Downing's keynote address and his session presentation. He has not, however, received a response from Joann Wright, plenary speaker at the Saturday brunch, even though he has telephoned and emailed her numerous times to confirm that she will sign the contract. He does have another speaker in mind if Wright does not respond.

In a July 6, 2007, email to the Board, Rick also reported the following.

- He commended Dugandata and Pat and Terry Jonason for working with and "unscrambling" conference-related data.
- He would like to continue discussion on rescheduling the ACDEA meeting and a process for handling the two scheduled Name Change/No Change discussions.
- A registration message was sent to all 192 presenters July 4. He is trying to get all presenters to register first and have them sign up to chair another session. A follow-up message will be sent around July 20 to presenters who have not registered. He again praised Dugandata, the Jonasons, and Saul Epstein, who works with Pat Jonason at Johnson County Community College, for their work.
- He commended Jane McGrath for her work in completing the Lunch with a Mentor program.
- He commended Linda Russell for her work with the exhibitors. She has been receiving payments from them, and there are more to come.
- Frieda, Pat, and Rick had a wonderful, productive, and fun meeting in Portland. They are excited about the conference space they have now confirmed. Another organization was trying to move in and change some of the CRLA space, but the hotel contact, Nicole Friling, was able to preserve the committee's original requests. Rick noted that the CRLA contract does not guarantee specific rooms until mid-July; therefore, giving her the committee's detailed plans for room requirements allowed her to show that CLRA does indeed need the specific space we had programmed.
- Menu prices were held at the 2006 prices and are very reasonable as hotel costs go. They are the prices the Board looked at in February.
- The committee was impressed with the registration space, an area between the lobby and the restaurant.
- Frieda has done a wonderful job working on the Awards Banquet with Nicole Friling. All of the on-site pieces are coming together and are looking good.
- The Portland DoubleTree won the 2007 Green Seal Award for the Northwest and is considered the Greenest Hotel in the area.
- Lastly, as was noted in February, Portland, with its small-town feel is a great location for a conference.

## NEW BUSINESS

**7. 2008 Conference Report** Jan Norton reported that she is working with a student designer on the "Halls of Fame" logo for the conference. She requested information about promotional items for the 2008 conference that might be distributed at the 2007 conference in Portland. It was suggested that Jan investigate promotional ideas, perhaps complimentary items from the Cleveland Chamber of Commerce, or submit other choices, if need be, the Board for budget approval.

## 8. E-mail discussions

- **Cindy Peterson's Monograph** (Barbara Calderwood, *JDE*, has requested permission to include *JDE* advertisements in 2007 conference bags in return for permission to publish *JDE* articles by Cindy.) This item was tabled until the August Board meeting.
- **Links for Other Organizations on CRLA Web Page** This item was tabled until the August Board meeting.
- **2008 NADE Conference Proposal** This item was tabled until the August Board meeting.

- **PALS Report for 2007 IRA Conference** This item was tabled until the August Board meeting.
- **CRLA Certification-ATP Online Class E-blast** This item was previously addressed.
- **TxCRLA Revised Constitution** This item was tabled until the August Board meeting.
- **E-blast for Awards and Scholarship Committee** This item was previously addressed.
- **E-blast Abuses** The issue was discussed at length and several options were introduced including notifying CRLA members by e-blast of the abuse; sending a policy revision request to ACDEA that would include punitive measures for any abuse of the e-blast policy; developing a policy by which CRLA would track the instances of misuse and if the offending organization could not prove that an e-blast was *not* sent officially by that organization, a systematic fine system would be enforced (this might include accumulating debts so that the privilege of attending CRLA's conference free of charge would no longer be offered); posting debts of the offending organization in the CRLA minutes; contacting sister organizations, such as NADE, to enlist their support for an ACDEA e-blast policy change. The suggestion was made that a policy for dealing with abuse of the e-blast policy be drafted for CRLA, be approved by the Board and then forwarded to ACDEA for endorsement. Rick agreed to work on a draft and email it to the Board before the August Board meeting.

## **OTHER**

**9. Board Meetings in Portland** The Board agreed to convene Board meetings each day from Sunday, October 28, through Tuesday, October 30, prior to the 2007 conference and one on Saturday, November 3, from 1:00 to 5:00 p.m. Additional Board meetings will be held as needed on Wednesday. Board members will arrive on Saturday, thus necessitating a change in the Sunday arrival time previously set up with the hotel. Rick will contact Nicole Friling at the DoubleTree to notify her of the change, and he will contact Ann Wolf to notify her of a possible conference budget change.

**Next meeting: The next Board meeting will be held August 10, 2007, E.D.T.**

## **ADJOURNMENT**

Before adjournment, both Rick and Valerie were thanked for moderating recent Board meetings.

<b>MOTION: To adjourn. Dorothy/Valerie.</b>
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**The meeting was adjourned at 4:33 p.m. E.D.T.**



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

**Assets:**  
Certificates of Deposits \$191,878.14

**Beginning Balances:**  
Operations Account \$143,724.57  
Conference Account \$ 12,997.66  
Savings Account \$ 5,090.27

**Income:**  
Scholarships \$ 345.90  
Membership Dues \$ 3,450.00  
Interest Income \$ 1.67  
Tutor Certification \$ 5,425.00  
ITPC Pins \$ 230.50  
Misc Income \$ -  
SIG Income \$ 475.00  
Mentor Certification \$ 375.00  
JCRL \$ -  
Tutor Handbook \$ 1,740.00  
Learning Assistance Monograph \$ -  
Royalties \$ 65.85

Total Operating Income \$ 12,108.92  
Total Conference Profit \$ 3,655.00

**TOTAL INCOME \$ 15,763.92**

**Monthly Expenses:**  
General Board \$ 1,105.97  
  
General Organization \$ 3,006.50  
  
Publications \$ 1,624.71  
  
Committees \$ 1,647.76  
  
Membership/States and Regions \$ 1,290.67

TOTAL OPERATING EXPENSES \$ 8,675.61  
TOTAL CONFERENCE EXPENSES \$ 787.50

**TOTAL EXPENSES \$ 9,463.11**

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**Net Monthly Income(Loss) \$ 6,300.81**

**Assets At End of Month \$359,991.45**

Reported by Ann Wolf, treasurer August 3, 2007