

## COLLEGE READING AND LEARNING ASSOCIATION

### BOARD CONFERENCE CALL APRIL 24, 1998 SUMMARY OF MINUTES

**Members on-line:** Kathy Carpenter, *President*; Vince Orlando, *Past-President*; Sylvia Mioduski, *Treasurer*; Lorraine Dreiblatt, *Secretary*; Roz Bethke, *Newsletter Chair*; Rosalind Lee, *Membership Chair*.

**Members absent:** Michael O'Hear, *President Elect*.

The call commenced at 10:00 CT.

**1. Agenda was introduced**

**2. Approval of minutes as amended**

February 25, Item 15 - awards should say recommendations not decisions. Candidates to be generated by membership.

**3. Executive session of ten minutes was held**

**4. Election**

Due to anomalies of the balloting process it was decided to authorize a new election for candidates for 1998. Ballots to be sent to all current members by May 1 to be returned by May 15 with results reported back to Board.

**5. Budget**

Sylvia reported CD's total \$93,010; checking account balance of \$93,915.82 - total assets of \$186,935.82. Operating budget accepted.

**6. 1998 Conference Account Budget approved**

**7. States requests**

- a. Nebraska's request was approved to extend \$500 to 1999.
- b. Texas's request of \$500 for Tutor Training Workshop and air fare for Kathy, who will be keynote speaker for conference was approved.
- c. Washington's request appropriate.
- d. Canada's request approved for reimbursement expenses.

**8. Mailing services**

It was decided that prior to approving particular mailing service Rosalind would go to each site of the two lowest bidders within the next two months to investigate service.

**9. Job description for Executive Assistant**

Board approved job description as amended to include the task of renewing nonprofit status annually in New Mexico. Job description to be included in July newsletter with deadline for submission of applicants by September 1. The position will begin at the Salt Lake City Conference.

**10. NADE - CRLA proposed symposium**

Symposium which will be sponsored by past officers of each association to be held in the year 2000 in the middle of U.S.

**11. NADE Resolutions**

Board approved co-support of resolutions as presented.

**12. Website connections**

**13. International Tutor Certification Insert**

Approved insert as designed.

**14. Membership Card Design**

Decided to use plain design printed in teal.

**15. ACDEA Meeting**

- a. Professional Liaison Agreement presented and approved.
- b. Professional Certification issue will be turned over to the Professional Development Committee headed by a chair chosen by Vince.

**16. Political Action Chair**

Board approved appointment of Gail Platt as chair for a three year term.

**17. Next conference call to be May 22, 1998.**

**18. Letter from Karen Smith**

**Conference call concluded at 12:00 pm CT.**

The minutes were approved May 22, 1998.

# COLLEGE READING AND LEARNING ASSOCIATION

## BOARD CONFERENCE CALL APRIL 24, 1998 MINUTES

**Members on-line:** Kathy Carpenter, *President*; Vince Orlando, *Past-President*; Sylvia Mioduski, *Treasurer*; Lorraine Dreiblatt, *Secretary*; Roz Bethke, *Newsletter Chair*; Rosalind Lee, *Membership Chair*.

**Members absent:** Michael O'Hear, *President Elect*.

The meeting was called to order at 10:00 CT.

1. *Agenda introduced (Attachment A)*

2. *Approval of Minutes*

Amendment to February 25, Item 15 - Awards - intent is for candidates to be generated from the membership. Should say recommendations not decision.

Feb. 26 - Item 9- Family Search Center, etc. were discussed.

Vince moved that the minutes of the Board meeting be approved. Sylvia seconded. PASSED.

Vince moved that the call be moved into executive session Sylvia seconded. PASSED.

The executive session lasted 10 minutes.

3. *Election*

A discussion was held regarding the anomalies of the balloting process.

Vince moved that because of some anomalies of the balloting process, the Board authorize a new election for candidates for 1998. Lorraine seconded. PASSED.

Rosalind will send labels to Kathy's office from where the ballots will be sent to all current members by May 1, to be returned by May 15 to Susan Deese-Roberts. With the assistance of others will be counted with the results reported back. Roz will send balloting

information from the last newsletter with ballots.

4. *Budget*

Sylvia reported that CRLA has CD's totaling \$93,020. Checking account balance of \$93,915.82 with total assets of \$186,935.82. Changes in the operating budget (*Attachment B*). Line 86 - increase to \$100 from \$700. Line 193 - increase from \$280 - 350 for embosser for Tutor Certification Committee.

Vince moved to accept operating budget. Lorraine seconded. **PASSED.**

6. *Salt Lake City 1998: CRLA Conference*

1998 Conference Account was discussed. Line 321, 322, 343 as proposed seems realistic. (*Attachment C*)

Vince moved to approve 1998 Conference Account Budget. Lorraine seconded. **PASSED.**

7. *States requests*

a. *Nebraska*

Nebraska requested that the approved \$500 be extended to 1999 instead of 1998 at which time they will be holding a combined conference with IO/MO Regional..

Vince so moved. Sylvia seconded. **PASSED.**

b. *Texas*

Texas (*Attachment D*) requested \$500 for Tutor Training Workshop and air fare for Kathy who will be keynote speaker for the conference..

Lorraine moved to approve \$500 for Texas Conference for Tutor Training Workshop and Kathy's air fare. Vince seconded. **PASSED.**

c. *Washington*

Washington CRLA request is appropriate. Vince will clarify criteria with president.

d. *Canada*

Discussion ensued regarding Canada's request for monetary assistance. Vince will clarify that expenses are for reimbursement.

**Lorraine moved to approve \$500 request for Canada for reimbursement expenses. Vince seconded. PASSED.**

*8. Mailing Services*

Vince reported on mailing services proposal comparison (*Attachment E*). NADE has employed Jim Woods group. The other large service, Data Navigation is owned by member Deborah Weaker Parker and her husband. A discussion followed regarding costs, proposed service, etc. It was decided that before a service is hired Rosalind should go to each site of the two lowest bidders to investigate.

**Vince moved to authorize Rosalind Lee to go to each of the two discussed to investigate feasibility of use, then report back to the Board within the next two months. Lorraine seconded. PASSED.**

Vince agreed to contact all four companies who submitted proposals to inform them about the Board's decision.

*9. Job description for Executive Assistant*

Job description discussed (*Attachment F*). It was agreed to insert that at no time does this assistant initiate anything without approval of the Board. Rosalind also added - that the task of renewing nonprofit status annually in New Mexico be included. The Job description will be printed in the July newsletter included and Presidential newsletter to be sent in July. The deadline for submission will be September 1. The position will begin at the Salt Lake City Conference.

**Lorraine moved to accept job description as amended. Sylvia seconded. PASSED.**

*10. NADE - CRLA proposed symposium*

It was decided that a proposed symposium will be held at a resort in the middle of the US in the year 2000 the details of which are

US in the year 2000 the details of which are outlined in the (*Attachment G*). Past officers of each association will be the sponsors.

**Vince moved that CRLA commit to a joint summer symposium with NADE and allot \$1000 as planning money. Sylvia seconded. PASSED.**

*11. NADE Resolutions*

NADE Resolutions discussed (*Attachment H*).

**Vince moved to co-support resolutions as presented. Sylvia seconded. PASSED.**

*12. Website connections*

*13. International Tutor Certification Insert*

Insert was reviewed (*Attachment I*).

**Sylvia moved to accept as presented. Vince seconded. PASSED.**

*14. Membership Card Design*

Membership card design discussed. It was decided to use the plain design printed in teal (*Attachment J*).

*15. ACDEA Meeting*

*a. Professional Liaison Agreement*

Professional Liaison Agreement presented (*Attachment K*). There will be space at Conference for all organizations to display - Midwest College Learning Center Association, NADE, etc.

**Vince moved to approve agreement as written with seven groups who belong to this organization. Sylvia seconded. PASSED.**

*b. Professional Certification*

The issue of professional certification will be turned over to a committee for further study. Feedback representing CRLA will be given to Hunter Boylan. Recommendations from the committee will be presented at the Salt Lake City Conference to be discussed Sylvia will recommend a chair for this Professional Development Committee prior to next conference call.

16. *Political Action Chair*

Vince moved to appoint Gail Platt as Political Action Chair for a three year term. Sylvia seconded. PASSED.
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17.. *Next Conference Call.*

The next conference call will be May 22, 1998 at the same time.

18. *Letter from Karen Smith*

Letter from Karen Smith (*Attachment L*)

**Conference call concluded at 12:00 pm CT.**

The minutes were approved May 22, 1998.

# **COLLEGE READING AND LEARNING ASSOCIATION**

## **BOARD CONFERENCE CALL APRIL 24, 1998 List of Attachments to the Minutes**

- A. Agenda for the CRLA Conference Call
- B. CRLA Operating Budget
- C. 1998 Conference Account Budget
- D. Texas request for stipend
- E. Mailing service comparisons
- F. Job description for Executive Assistant
- G. NADE - CRLA joint symposium proposal
- H. NADE Resolution
- I. Insert for International Tutor Certificate
- J. Membership card design
- K. Professional Liaison Agreement
- L. Letter from Karen Smith



Subj: conference call board meeting

Date: 98-04-20 15:53:13 EDT

From: CARPENTERK@platte.unk.edu (KATHY CARPENTER, PH.D.)

To: orlandov@mscd.edu, carpenterk@platte.unk.edu, ldreiblatt@aol.com, ohear@cvax.ipfw.edu, miodusks@u.arizona.edu, rbethke@jcccnet.johnco.cc.ks.us, rosalind@kwantlen.bc.ca

Hello folks:

To access the conference call board meeting at 10:00 CDT on Friday, April 24, with US West, dial 303-633-6142. If you have trouble getting connected, dial the conferencing services, 1-800-263-3863, give them our client ID number which is 12822. The call confirmation number is 10100882. If you are having trouble getting connected and have someone who can call on another line, you can let my secretary know that you are having difficulty by calling my regular office number 308-865-8214 as I will be on our alternate line, 308-865-8797.

The Conference Call Agenda is as follows:

#### AGENDA

1. Approval of Minutes
2. Election  
*Budget*
3. States Requests (TX, Canada, NE)
4. Mailing Service
5. Job Description for Administrative Assistant
6. Call of Conference Update and Changes -  
*NADE-CRLA Symposium Proposal*
7. NADE Resolutions and Website connections
8. ITCP insert
9. Membership Cards
10. ACDEA  
~~A. NADE Resolutions~~  
B. Joint Agreements  
C. Professional Certification - Appointment of Professional Development Chair and Committee
11. Political Action Chair - Vote to accept Gail Platt  
Each state/reg. and chapter should send the name of at least one member who will serve on the committee
12. Past Officers Council - Report from Susan Deese-Roberts  
*Reports*
13. Response to Communications Task Force Final Report
14. Criteria for Griffin Long and Outstanding Award
15. Awards and Scholarship Chair - Applicant Tom Gier

16. Frank Christ's Suggestions for Website
17. Resource List - PALS
18. Reduced price subscription for JDE
19. Refund Policies
20. Extra cost for Sue Brown's Inst. (if anyone knows what this is and why I have it on my "list for next board meeting", please be ready to enlighten me during the conference call.

If there are other items you want to add to this agenda, please be ready to do so at the beginning of the conference call.

Kathy Carpenter, Ph.D. Telephone: 308.865.8214 (w)  
CRLA President Telephone: 308.236.7601 (h)  
Director of Learning Center FAX: 308.865.8157  
University of Nebraska at Kearney e-mail: carpenterk@platte.unk.edu  
Kearney, NE 68849

WEB PAGE for the UNK Learning Center:  
[www.unk.edu/administration/departments/learning\\_center/main.html](http://www.unk.edu/administration/departments/learning_center/main.html)

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----- Headers -----

Return-Path: <CARPENTERK@platte.unk.edu>  
Received: from relay31.mx.aol.com (relay31.mail.aol.com [172.31.109.31]) by air08.mail.aol.com (vx) with SMTP; Mon, 20 Apr 1998 15:53:13 -0400  
Received: from platte.unk.edu (platte.UNK.edu [144.216.2.6])  
by relay31.mx.aol.com (8.8.5/8.8.5/AOL-4.0.0)  
with SMTP id PAA01354 for <ldreiblatt@aol.com>;  
Mon, 20 Apr 1998 15:53:12 -0400 (EDT)  
Date: Mon, 20 Apr 1998 14:50:45 -0500  
From: "KATHY CARPENTER, PH.D." <CARPENTERK@platte.unk.edu>  
To: orlandov@mscd.edu, carpenterk@platte.unk.edu, ldreiblatt@aol.com,  
ohear@cvax.ipfw.edu, miodusks@u.arizona.edu,  
rbethke@jcccnet.johnco.cc.ks.us, rosaling@kwantlen.bc.ca  
Message-Id: <980420145045.e8c35@platte.unk.edu>  
Subject: conference call board meeting

## CRLA Operating Budget: Proposed 1998

5 Pages

	B	C	D			
1	ASSETS/INCOME	Actuals	Actuals	B		
2		1995-96	1996-97	1997-98	1998-99	1999-00
3	1000 ASSETS					
4	1100 Opening Operating Balance (July 1)		61,982.00	65,895.74	65,895.74	70,000.00
5	1200 Certificates of Deposit					
6	1201 2 year CD		55,000.00	55,000.00	55,000.00	55,000.00
7	1202 6 month CD		20,000.00	20,000.00	35,000.00	35,000.00
8	TOTAL ASSETS		136,982.00	140,895.74	155,895.74	160,000.00
9						
10	2000 GENERAL INCOME					
11	2001 Awards/Scholarships		1,132.00	1,050.00		1,000.00
12	2002 Dues		28,810.00	30,000.00	11,440.00	30,000.00
13	2003 Interest Income			500.00	300.00	1,200.00
14	2004 International Tutor Certification		5,850.00	3,000.00		5,000.00
15	2005 Mailing Labels		0.00	375.00		500.00
16	2006 Projected Conf Income Transfer		17,800.00	17,150.00	27,000.00	
17	2007 Misc. Income		10.00			
18	TOTAL GENERAL INCOME		53,602.00	52,075.00	38,740.00	37,700.00
19						
20	2010 PUBLICATIONS INCOME					
21	2011 Glossary		10.00	50.00	10.00	50.00
22	2012 JCRL (journal)		872.00	500.00	90.00	750.00
23	2013 Tutor Handbook		3,306.00	2,000.00	2,050.00	3,000.00
24	TOTAL PUBLICATIONS INCOME		4,188.00	2,550.00	2,150.00	3,800.00
25						
26	3000 SIG INCOME					
27	3001 SIG 1 Cognitive Psych					
28	3002 SIG 2 College Reading					
29	3003 SIG 3 Computer Technology					
30	3004 SIG 4 Counseling/Helping					
31	3005 SIG 5 Critical Thinking					
32	3006 SIG 6 Dev/Basic Writing					
33	3007 SIG 7 Emot/Motiv Aspects					
34	3008 SIG 8 ESL/EFL					
35	3009 SIG 9 Research/Evaluation					
36	3010 SIG 10 Learning Center Managment					
37	3011 SIG 11 Learning Disabilities					
38	3012 SIG 12 Liberal Arts Colleges/Universities					
39	3013 SIG 13 Math Tutorial Programs					
40	3014 SIG 14 Multicultural					
41	3015 SIG 15 Peer Tutoring					
42	3016 SIG 16 Workplace Literacy					
43	3017 SIG 17 Teaching Excellence					
44	3018 Unidentified SIGS					
45	TOTAL SIG INCOME		4,655.00	2,500.00		3,000.00
46						
47	TOTAL INCOME		62,445.00	59,675.00	40,890.00	44,500.00
48						
49	TOTAL ASSETS		136,982.00	140,895.74	155,895.74	160,000.00
50	TOTAL INCOME		62,445.00	59,675.00	40,890.00	44,500.00
51	TOTAL ASSETS/INCOME		199,427.00	200,570.74	196,785.74	204,500.00
52						
53						
54						

# CRLA Operating Budget: Proposed 1998-99

	B	C	D	E	F	G
55	EXPENSES		Actuals	Budgeted	Thru 12/97	Proposed
56	5000 BOARD EXPENSES		1996-97	1997-98	1997-98	1998-99
57	5100 PRESIDENT					
58	5101 P Travel		566.35	1,000.00	1,006.10	1,000.00
59	5102 P Hotels & Food		946.32	1,000.00	189.99	1,000.00
60	5103 P Telephone Expense		1,357.29	500.00	5.43	500.00
61	5104 P Postage		254.62	200.00		200.00
62	5105 P Printing & Publishing		0.00	200.00	35.00	200.00
63	5106 P Clerical Assistance		100.00	300.00		300.00
64	5107 P Supplies		0.00	200.00		200.00
65	TOTAL PRESIDENT		3,224.58	3,400.00	1,236.52	3,400.00
66						
67	PRESIDENT-ELECT (in conference account)					
68						
69	5120 SECRETARY					
70	5121 S Travel		741.41	500.00		500.00
71	5122 S Hotels & Food		561.80	500.00		500.00
72	5123 S Telephone /E-mail Expense		83.26	750.00	122.71	750.00
73	5124 S Postage		-	250.00		500.00
74	5125 S Printing & Publishing		104.60	250.00		250.00
75	5126 S Supplies		39.60	100.00	115.42	200.00
76	5128 S Clerical		120.00	50.00		50.00
77	5129 S Baggage & Shipping		132.60	100.00	152.14	200.00
78	TOTAL SECRETARY		1,783.27	2,500.00	390.27	2,950.00
79						
80	5130 TREASURER					
81	5131 T Travel		0.00	50.00	0.00	50.00
82	5132 T Hotel & Food		0.00	500.00	500.00	500.00
83	5133 T Telephone Expense		202.53	100.00	25.89	100.00
84	5134 T Postage		235.03	100.00	2.98	200.00
85	5135 T Printing & Publishing		0.00	50.00	0.00	50.00
86	5136 T Clerical Assistance		154.00	700.00	500.00	700.00
87	5137 T Supplies		33.74	250.00	100.00	250.00
88	5138 T Other (Auditor)		1,900.00	2,000.00	1,075.00	1,200.00
89	TOTAL TREASURER		2,525.30	3,750.00	2,203.87	3,050.00
90						
91	5140 EXECUTIVE ASSISTANT -- (New 1998-99)					
92	5141 EA Clerical Assistance		NA	NA	NA	100.00
93	5142 EA Phone		NA	NA	NA	300.00
94	5143 EA Postage		NA	NA	NA	200.00
95	5144 EA Printing		NA	NA	NA	200.00
96	5145 EA Supplies		NA	NA	NA	100.00
97	5146 EA Miscellaneous		NA	NA	NA	50.00
98	TOTAL EXECUTIVE ASSISTANT		NA	NA	NA	950.00
99						
100						
101						
102						
103						
104						
105						
106						
107						
108						

# CRLA Operating Budget: Proposed 1998-99

	B	C	D	E	F	G
109	EXPENSES (cont)		Actuals	Budgeted	Thru 12/97	Proposed
110			1996-97	1997-98	1997-98	1998-99
111	5150 GENERAL BOARD EXPENSES					
112	5151 GB Transfer out to set up Conference Acct.			10,000.00	10,000.00	10,000.00
113	5152 GB Travel		3,246.12	6,000.00	1,750.00	6,000.00
114	5153 GB Hotel & Food		2,416.44	6,000.00	6,708.71	6,000.00
115	5154GB CRLA Website Maintenance		NA	300.00	150.00	300.00
116	5155 GB Insurance		3,308.35	1,800.00	1,500.00	1,600.00
117	5156 GB Teleconferences		1,292.08	1,500.00	663.08	1,500.00
118	5157 GB New Initiatives		NA	NA	NA	1,000.00
119	5158 GB Misc		697.18	400.00	9.42	200.00
120	5159 GB Computer Repair		NA	0.00	200.00	0.00
121	TOTAL GENERAL BOARD EXPENSES		10,960.17	26,000.00	20,981.21	26,600.00
122						
123	TOTAL BOARD EXPENSES		15,268.74	32,450.00	23,575.35	33,750.00
124						
125	5160 GENERAL ORGANIZATION EXPENSES					
126	5161 G Postage		50.00	50.00	0.00	50.00
127	5162 G Supplies		0.00	50.00	0.00	50.00
128	5163 G CAS Dues		0.00	200.00	200.00	200.00
129	5164 G Bonding		135.00	450.00	132.00	450.00
130	5165 G Banking/Check Exp		201.50	200.00	200.00	200.00
131	5166 G Miscellaneous		0.00	150.00	100.00	150.00
132	5167 G Computer Hardware/Software			0.00	2,100.00	0.00
133	TOTAL GENERAL ORGANIZATION EXPENSES		386.50	1,100.00	2,732.00	1,100.00
134						
135	5200 PUBLICATIONS					
136	5210 NEWSLETTER					
137	5211 NL Telephone & FAX		0.00	50.00	13.00	50.00
138	5212 NL Publishing (printing/postage/supplies)		2,257.50	3,400.00		3,400.00
139	5213 NL Layout/Graphics		1,310.00	2,000.00	500.00	2,000.00
140	5214 NL Editor's Postage: US & UPS		0.00	100.00		100.00
141	5215 NL Supplies		0.00	40.00		40.00
142	5216 NL Miscellaneous		0.00	200.00		200.00
143	TOTAL NEWSLETTER		3,567.50	5,790.00	513.00	5,790.00
144						
145	5220 JOURNAL OF COLLEGE READING & LEARNING (JCRL)					
146	5221 J Telephone		0.00	100.00		100.00
147	5222 J Postage		552.96	1,500.00		1,500.00
148	5223 J Printing & Publishing		10,535.87	8,200.00		12,000.00
149	5224 J Clerical		150.00	1,000.00		1,000.00
150	5225 J Supplies		0.00	200.00		200.00
151	5226 J Advertising (addl. \$2000 for '97-98 only)		NA	3,000.00		1,000.00
152	5227 J Miscellaneous		1,094.73	1,000.00		1,100.00
153	TOTAL JCRL (Journal)		12,333.56	15,000.00		16,900.00
154						
155	5230 TUTOR HANDBOOK					
156	5231 TH Postage		860.30	250.00	375.00	500.00
157	5232 TH Printing & Publishing		1,131.11	500.00	1,273.00	500.00
158	TOTAL TUTOR HANDBOOK		1,991.41	750.00	1,648.00	1,000.00
159						
160	TOTAL PUBLICATIONS		17,892.47	21,540.00	2,161.00	23,690.00
161						
162						

# CRLA Operating Budget: Proposed 1998-99

	B	C	D	E	F	G
163	EXPENSES (cont)		Actual	Budgeted	Thru 12/97	Proposed
164			1996-97	1997-98	1997-98	1998-99
165	5400 COMMITTEES					
166	5410 AWARDS & FUND RAISING					
167	5411 AF Plaques		295.00	600.00	362.00	600.00
168	5412 AF Postage		43.88	50.00		50.00
169	5413 AF Printing & Publishing		0.00	100.00		100.00
170	5414 AF CRLA Scholarship		1,000.00	1,000.00		1,000.00
171	5415 AF CRLA Research Awards		100.00	500.00	500.00	500.00
172	5416 AF Outstanding Tutor Award (Tom Pasternack		250.00	250.00	250.00	250.00
173	5417 AF Outstanding Tutor Plaque		50.00	30.00	73.12	75.00
174	TOTAL AWARDS & FUND RAISING		1,738.88	2,530.00	1,185.12	2,575.00
175						
176	5420 ARCHIVES					
177	5421 AR Postage/Shipping		9.14	75.00		75.00
178	5422 AR Supplies		0.00	60.00		60.00
179	5423 AR Conversion		0.00	500.00		2,000.00
180	TOTAL ARCHIVES		9.14	635.00		2,135.00
181						
182	5430 NOMINATIONS & ELECTIONS					
183	5431 NE Telephone		0.00	50.00		50.00
184	5432 NE Postage		330.40	350.00		350.00
185	5433 NE Printing & Publishing		184.54	300.00	350.00	300.00
186	5434 NE Clerical		54.00	50.00	100.00	100.00
187	TOTAL NOMINATIONS & ELECTIONS		568.94	750.00	450.00	800.00
188						
189	5440 TUTOR CERTIFICATION					
190	5441 TC Clerical		900.00	900.00	450.00	900.00
191	5442 TC Postage			500.00	296.30	500.00
192	5443 TC Printing & Publishing		0.00	100.00	372.75	600.00
193	5445 TC Supplies		32.12	50.00		50.00
194	5446 TC Telephone		48.04	50.00	24.37	50.00
195	TOTAL TUTOR CERTIFICATION		980.16	700.00	693.42	1,200.00
196						
197	5450 OTHER COMMITTEES/REPRESENTATION					
198	5451 OCR Political Action Coordinator		0.00	50.00		50.00
199	5452 OCR Professional Association Liaison Coordinator		254.50	100.00		100.00
200	5453 OCR CAS Representative (Ad Hoc)		625.32	800.00		600.00
201	5453a CAS Travel		0.00	(100.00)		
202	5453b CAS Hotel & Food		(270.76)	(300.00)		
203	5453c CAS Registration		(140.00)	(125.00)		
204	5453d CAS Representative's Misc		(14.56)	(75.00)		
205	5454 OCR Missions & Goals (Ad Hoc)		NA	500.00		-
206	5455 OCR Strategic Planning Task Force (Ad Hoc)		NA	500.00	314.30	250.00
207	5456 OCR Curriculum Standards Ad-hoc Comm		0.00	500.00		-
208	5457 OCR Communications Task Force Ad-hoc Comm		0.00	250.00		-
209	Past Officers Group		NA			500.00
210	TOTAL OTHER COMMITTEES/REPRESENTATION		454.50	2,700.00	314.30	1,500.00
211	TOTAL COMMITTEES		3,751.62	7,315.00	2,642.84	8,210.00
212						
213						
214						
215						
216	EXPENSES (cont)			Budgeted	Actual	98-99 Proj

# CRLA Operating Budget: Proposed 1998-99

	B	C	D	E	F	G
217						
218	5500 MEMBERSHIP/STATES & REGIONS					
219	5510 MEMBERSHIP COORDINATOR					
220	5511 MC Clerical Assistance		359.13	2,000.00	165.00	300.00
221	5512 MC Computer Supplies		100.00	200.00		200.00
222	5513 MC Membership Service		NA			5,000.00
223	5514 MC Postage		154.58	500.00	46.82	500.00
224	5515 MC Printing & Publishing		216.87	600.00	63.10	600.00
225	5516 MC Supplies		27.87	500.00	16.15	500.00
226	5517 MC Telephone & FAX		400.00	1,000.00		500.00
227	5518 MC Miscellaneous		246.55	0.00	0.00	0.00
228	TOTAL MEMBERSHIP COORDINATOR		1,505.00	2,600.00	126.07	2,100.00
229						
230	5520 STATES & REGIONS COORDINATOR					
231	5521 SR Travel		0.00	650.00		650.00
232	5522 SR Hotel & Food		0.00	200.00		200.00
233	5523 SR Telephone		242.27	200.00	69.93	200.00
234	5524 SR Postage		348.51	200.00	171.00	200.00
235	5525 SR Supplies		200.00	325.00	373.31	400.00
236	TOTAL STATES & REGIONS COORDINATOR		790.78	1,575.00	614.24	1,650.00
237						
238	5530 DIRECTORS					
239	5531 DI Special Requests		1,000.00	2,500.00	698.53	3,500.00
240	5532 DI Supplies/printing		25.89	500.00		NA
241	5533 DI Board Travel to States & Regions		356.32	1,500.00		1,500.00
242	5434 DI Misc		0.00	50.00		50.00
243	TOTAL DIRECTORS		1,382.21	4,550.00	698.53	5,050.00
244						
245	5540 SIG COORDINATOR					
246	5541 SC Postage		31.24	125.00		125.00
247	5542 SC Supplies		0.00	125.00	292.93	300.00
248	5543 SC Telephone		0.00	25.00		25.00
249	TOTAL SIG COORDINATOR		31.24	275.00	292.93	450.00
250						
251	5550 SIG LEADERS					
252	5551 SL Postage		20.50	600.00	41.82	600.00
253	5552 SL Printing & Publishing		31.01	700.00		700.00
254	5553 SL Supplies		1.71	100.00		100.00
255	5554 SL Miscellaneous		0.00	100.00		NA
256	TOTAL SIG LEADERS		53.22	1,500.00	41.82	1,400.00
257						
258	TOTAL MEMBERSHIP/STATE & REGIONS		3,762.45	10,500.00	1,773.59	10,650.00
259						
260	TOTAL BOARD EXPENSES		15,268.74	32,450.00	23,575.35	33,750.00
261	TOTAL GENL ORGANIZATIONAL EXPENSES		386.50	1,100.00	2,732.00	1,100.00
262	TOTAL PUBLICATIONS		17,892.47	21,540.00	2,161.00	23,690.00
263	TOTAL COMMITTEES		3,751.62	7,315.00	2,642.84	8,210.00
264	TOTAL MEMBERSHIP/STATE & REGIONS		3,762.45	10,500.00	1,773.59	10,650.00
265	TOTAL EXPENSES		41,061.78	72,905.00	32,884.78	77,400.00
266						
267	TOTAL ASSETS/INCOME		199,427.00	200,570.74	196,785.74	204,500.00
268	TOTAL EXPENSES		(41,061.78)	(72,905.00)	(32,884.78)	(77,400.00)
269	BALANCE		158,365.22	127,665.74	163,900.96	127,100.00

## Salt Lake City 1998: CRLA Conference Account --Working Draft for April 24, 1998

Attachment C

6 Pages

	B	C	D	
1	<b>INCOME</b>	<b>Budgeted</b>	<b>Actuals</b>	
2		<b>1997</b>	<b>1997</b>	
3	<b>Asset: BEGINNING BALANCE</b>	<b>10,000.00</b>	<b>10,000.00</b>	<b>10,000.00</b>
4				
5	<b>6100 REGISTRATION</b>			
6	<b>6110 Full Conference Fees</b>			
7	6111 (\$100) FC Member		32,200.00	40,000.00
8	6112 (\$150) FC Non-member		11,550.00	
9	6113 (\$ 75) FC Student		675.00	
10				
11	<b>6120 One-Day Only Fees</b>			
12	6121 (\$ 75) OD Member		150.00	
13	6122 (\$100) OD Non-Member		1,000.00	
14	6123 (\$ 60) OD Student		0.00	
15				
16	<b>6130 On-Site Registration Fees (8)</b>			
17	6131 (\$125) LR Member		6,750.00	
18	6132 (\$175) LR Non-member		1,050.00	
19	6133 (\$100) LR Student		0.00	
20				
21	<b>6140 One Day On-Site Registration Fees</b>			
22	6141 (\$100) 1997 Members		300.00	
23	6142 (\$125) NonMembers		0.00	
24	6143 (\$ 75) Students		0.00	
25				
26	63 Publishers/Exhibitors -- comped?			
27				
28	<b>TOTAL REGISTRATION</b>	<b>45,000.00</b>	<b>53,675.00</b>	<b>40,000.00</b>
29				
30	<b>6210 PRE-CONFERENCE INSTITUTES</b>			
31	6211 PI A		735.00	
32	6212 PI B		630.00	
33	6213 PI C		455.00	
34	6214 PI D		875.00	
35	6215 PI E		225.00	
36	6216 PI F		225.00	
37	6217 PI G		200.00	
38	6218 PI H		75.00	
39	6219 PI I		875.00	
40	6220 PI J		245.00	
41	6221 PI K		770.00	
42	6222 PI L		325.00	
43	6223 PI M		1,075.00	
44	6224 PI N		400.00	
45	6225 PI O		600.00	
46	6226 PI P		125.00	
47	6227 PI Q		700.00	
48	6228 PI R		450.00	
49	6229 PI S		225.00	
50	<b>TOTAL PRE-CONFERENCE INSTITUTES</b>	<b>5,000.00</b>	<b>9,210.00</b>	<b>5,000.00</b>
51				
52				
53				
54				
55				



**Salt Lake City 1998: CRLA Conference Account --Working Draft for 4/24/98 Conference Call**

	B	C	D	E	F
56	<b>INCOME (cont)</b>	<b>Budgeted</b>	<b>Actuals</b>	<b>Projected</b>	<b>Adjustments</b>
57		<b>1997</b>	<b>1997</b>	<b>1998</b>	<b>1998</b>
58	<b>6260 FOOD FUNCTIONS</b>				
59	6261 F Awards Luncheon (225)		3,240.00	2,340.00	
60	6262 F Banquet (131)		3,225.00	2,650.00	
61	6263 F Lunch/Mentor (93)		1,395.00	1,040.00	
62	6264 F Publishers' Breakfast		0.00		
63	6265 F SIG Breakfast (106)		1,248.00	300.00	
64	6266 F SIG Lunch		0.00		
65	6267 F Lunch @ American River (41)	500.00	410.00	6,330.00	
66	<b>TOTAL FOOD FUNCTIONS</b>	<b>500.00</b>	<b>9,518.00</b>	<b>6,330.00</b>	
67					
68					
69	<b>6300 OTHER CONFERENCE FUNCTIONS</b>				
70	6310 Ads		0.00		
71	6320 Awards		0.00		
72	6330 Exhibitors	4,000.00	17,310.00	15,000.00	
73	6340 Membership		11,440.00	10,000.00	
74	6350 Resource Room	250.00	0.00	250.00	
75	6360 SIG's		745.00	700.00	
76	6370 Scholarship		1,744.00	1,000.00	
77	6380 Tote Bag Sales/T Shirts/Tutor Hndbks		1,450.00	1,000.00	
78	<b>6390 TOURS &amp; ENTERTAINMENT</b>				
79	6391 TE American River CC Tour		220.00	NA	
80	6392 TE Riverboat Cruise (127)		4,445.00	NA	
81					
82	<b>TOTAL OTHER CONFERENCE FUNCTION</b>	<b>4,250.00</b>	<b>37,354.00</b>	<b>27,950.00</b>	
83					
84	<b>TOTAL CONFERENCE INCOME</b>	<b>54,650.00</b>	<b>109,757.00</b>	<b>79,280.00</b>	
85	<b>TOTAL ASSETS/CONFERENCE INCOME</b>	<b>64,650.00</b>	<b>119,757.00</b>	<b>89,280.00</b>	
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**Salt Lake City 1998: CRLA Conference Account --Working Draft for 4/24/98 Conference Call**

	B	C	D	E	F
111	<b>EXPENSES</b>	<b>Budgeted</b>	<b>Actuals</b>	<b>Projected</b>	<b>Adjustments</b>
112		<b>1997</b>	<b>1997</b>	<b>1998</b>	<b>1998</b>
113	<b>General Conference Expenses</b>				
114	7000 GC Refunds		1,263.00	1,500.00	
115	7001 GC Banking (returned checks)	50.00	17.00	50.00	
116	7002 GC Conference Insurance	400.00	0.00	NA	
117	7003 GC Bounced (NSF) checks		409.00	500.00	
118	<b>Total General Conference Expenses</b>	<b>450.00</b>	<b>1,689.00</b>	<b>2,050.00</b>	
119					
120					
121	<b>Conference Management</b>				
122	<b>7010 CONFERENCE CHAIR (Pres-Elect)</b>				
123	7011 C Travel	500.00	389.00	900.00	
124	7012 C Hotel/Food	500.00	467.73	500.00	
125	7012 C Telephone	250.00	0.00	250.00	
126	7013 C Postage	300.00	0.00	300.00	
127	7014 C Photocopying	300.00	0.00	300.00	
128	7015 C Clerical Assistance	800.00	1,800.00	1,000.00	
129	7016 C Supplies	200.00	0.00	100.00	
130	7017 C Miscellaneous	400.00	355.51	400.00	
131	7018 C Committee Expenses	200.00	68.94	200.00	
132	7019 C Call Paper/Print	200.00	0.00	200.00	
133	7020 C Call Paper/Postage	100.00	0.00	100.00	
134	7021 C Call Computer Layout	1,000.00	1,000.00	NA	See Call to Conf
135	7022 C Plaques	300.00	291.78	300.00	
136	<b>TOTAL CONFERENCE CHAIR (Pres-Elect)</b>	<b>5,050.00</b>	<b>4,372.96</b>	<b>4,550.00</b>	
137					
138					
139	<b>7030 ON-SITE MANAGER</b>				
140	7031 OS Hotel/Food	800.00	194.65	600.00	
141	7032 OS Telephone	100.00	6.29	200.00	
142	7033 OS Postage	25.00	130.63	100.00	
143	7034 OS Photocopying	50.00	75.83	50.00	
144	7035 OS Clerical Assistance	300.00	0.00	300.00	
145	7036 OS Supplies	200.00	259.07	250.00	
146	7037 OS Signs	350.00	466.87	300.00	
147	<b>TOTAL ON-SITE MANAGER</b>	<b>1,825.00</b>	<b>1,133.34</b>	<b>1,800.00</b>	
148					
149					
150	<b>7050 EXHIBITS CHAIR</b>				
151	7051 E Telephone	50.00	0.00	50.00	
152	7052 E Postage	100.00	0.00	100.00	
153	7053 E Decorations	100.00	0.00	100.00	
154	7054 E Draping	1,500.00	2,976.18	3,000.00	
155	7055 E Exhibit Hall	100.00	0.00	100.00	
156	7056 E Printing	50.00	0.00	50.00	
157	7056 E Speaker's Books	50.00	0.00	NA	
158	7057 E Supplies	400.00	0.00	400.00	
159	7058 E Miscellaneous	50.00	0.00	50.00	
160	<b>TOTAL EXHIBITS CHAIR</b>	<b>2,400.00</b>	<b>2,976.18</b>	<b>3,850.00</b>	
161					
162	<b>TOTAL CONFERENCE MANAGEMENT</b>	<b>9,275.00</b>	<b>8,482.48</b>	<b>10,200.00</b>	
163					
164					
165					

**Salt Lake City 1998: CRLA Conference Account --Working Draft for 4/24/98 Conference Call**

	B	C	D	E	F
166	<b>EXPENSES (cont)</b>	<b>Budgeted</b>	<b>Actuals</b>	<b>Projected</b>	<b>Adjustments</b>
167		<b>1997</b>	<b>1997</b>	<b>1998</b>	<b>1998</b>
168	<b>CONFERENCE PLANNING EXPENSES</b>				
169	<b>7100 PROGRAMS</b>				
170	7101 P Postage	300.00	0.00	300.00	
171	7102 P Printing/Publishing	2,500.00	1,975.39	2,200.00	
172	<b>TOTAL PROGRAMS</b>	<b>2,800.00</b>	<b>1,975.39</b>	<b>2,500.00</b>	
173					
174					
175	<b>7110 REGISTRATION</b>				
176	7111 R Printing/Publishing	700.00	387.72	600.00	
177	7112 R Paid Registration Help(was under OthGenl)	200.00	481.00	500.00	
178	7113 R Supplies	1,000.00	334.33	700.00	
179	7114 R Ribbons/Name Tags	250.00	312.41	300.00	
180	7115 R Miscellaneous	200.00	11.75	200.00	
181	<b>TOTAL REGISTRATION</b>	<b>2,350.00</b>	<b>1,527.21</b>	<b>2,300.00</b>	
182					
183					
184	<b>7120 CALL TO CONFERENCE</b>				
185	7121CC Call Computer Layout	1,000.00	1,000.00	1,000.00	
186	7122 CC Postage	250.00	430.20	400.00	
187	7123 CC Printing/Postage	2,000.00	2,222.00	2,500.00	
188	7124 CC Advertising	1,200.00	0.00	1,000.00	
189	7125 CC Ad (Journal of Reading)	500.00	430.20	NA	
190	7126 CC Miscellaneous	100.00	0.00	100.00	
191	<b>TOTAL CALL TO CONFERENCE</b>	<b>5,050.00</b>	<b>4,082.40</b>	<b>5,000.00</b>	
192					
193					
194	<b>7130 - 7149 OTHER EXPENSES</b>				
195	7131 OG Advertising & Promotion	300.00	0.00	200.00	
196	7132 OG Audiovisual	3,200.00	565.80	3,000.00	
197	7133 OG Conference Website Maintenance	300.00	200.00	300.00	
198	7134 OG Decorations	200.00	200.00	250.00	
199	7135 OG Entertainment for Banquet	750.00	725.00	750.00	
200	7136 OG Evaluation	200.00	19.95	200.00	
201	7137 OG Film/Processing	200.00	109.88	300.00	
202	7138 OG Phone Equipment	200.00	0.00	200.00	
203	7139 OG Postage	100.00	0.00	100.00	
204	7140 OG Printing	300.00	0.00	200.00	
205	7141 OG Room Rent (Hospitality)	600.00	398.72	500.00	
206	7142 OG Supplies	100.00	13.73	100.00	
207	7143 OG Xerox Rental	200.00	176.00	200.00	
208	7144 OG Miscellaneous	400.00	40.00	100.00	
209	7145 OG T- Shirts	0.00	727.31	?	
210	<b>TOTAL OTHER EXPENSES</b>	<b>7,050.00</b>	<b>3,176.39</b>	<b>6,400.00</b>	
211					
212	<b>TOTAL CONFERENCE PLANNING EXPENSES</b>	<b>17,250.00</b>	<b>10,761.39</b>	<b>16,200.00</b>	
213					
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**Salt Lake City 1998: CRLA Conference Account --Working Draft for 4/24/98 Conference Call**

	B	C	D	E	F
221	<b>EXPENSES (cont)</b>	<b>Budgeted</b>	<b>Actuals</b>	<b>Projected</b>	<b>Adjustments</b>
222		<b>1997</b>	<b>1997</b>	<b>1998</b>	<b>1998</b>
223	<b>CONFERENCE PROGRAM</b>				
224	<b>7200 SPEAKERS</b>				
225	7201 S Travel	1,000.00	1,540.20	1,500.00	
226	7202 S Hotel/Food	400.00	176.53	350.00	
227	7203 S Honorarium	2,500.00	3,000.00	2,000.00	
228	7204 S Photocopying (handouts)	300.00	0.00	NA	
229	<b>TOTAL SPEAKERS</b>	<b>4,200.00</b>	<b>4,716.73</b>	<b>3,850.00</b>	
230					
231	<b>7210 INVITED INSTITUTES</b>				
232	7211 INV Travel (Busses for Am Rvr Tech Day)		1,322.58	500.00	
233	7212 INV Wages/Fees	500.00	0.00	150.00	
234	7213 INV Miscellaneous	150.00	0.00		
235	<b>TOTAL INVITED INSTITUTES</b>	<b>650.00</b>	<b>1,322.58</b>	<b>650.00</b>	
236					
237	<b>7220 INSTITUTES</b>				
238	7221 INS Materials	300.00	50.00	500.00	
239	<b>TOTAL INSTITUTES</b>	<b>300.00</b>	<b>50.00</b>	<b>500.00</b>	
240					
241	<b>7230 COORDINATOR OF CHAIRS</b>				
242	7231 CC Telephone	50.00	0.00	50.00	
243	7232 CC Postage	50.00	107.64	100.00	
244	<b>TOTAL COORDINATOR OF CHAIRS</b>	<b>100.00</b>	<b>107.64</b>	<b>150.00</b>	
245					
246	<b>7240 COMPUTER ROOM</b>				
247	7241 CF Wages/Fees	200.00	358.40	500.00	
248	7242 CF Travel	50.00	0.00	50.00	
249	7243 CF Computer Rentals	250.00	0.00	500.00	
250	7244 CF Electrical Hook-up	750.00	0.00	750.00	
251	7245 CF Miscellaneous	400.00	0.00	400.00	
252	<b>TOTAL COMPUTER FAIR</b>	<b>1,650.00</b>	<b>358.40</b>	<b>2,200.00</b>	
253					
254	<b>7250 TOURS &amp; ENTERTAINMENT</b>				
255	7251 TE Event (Riverboat Cruise)	750.00	1,698.77	NA	
256	7252 TE Food (Riverboat Cruise Dinner)		1,371.88	NA	
257	7253 TE Transportation	1,500.00	263.81	0.00	
258	<b>TOTAL TOURS &amp; ENTERTAINMENT</b>	<b>2,250.00</b>	<b>3,334.46</b>	<b>NA</b>	
259	<b>TOTAL CONFERENCE PROGRAM</b>	<b>9,150.00</b>	<b>9,889.81</b>	<b>7,350.00</b>	
260					
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**Salt Lake City 1998: CRLA Conference Account --Working Draft for 4/24/98 Conference Call**

	B	C	D	E	F
276	<b>EXPENSES (cont)</b>	<b>Budgeted</b>	<b>Actuals</b>	<b>Projected</b>	<b>Adjustments</b>
277		<b>1997</b>	<b>1997</b>	<b>1998</b>	<b>1998</b>
278	<b>7260 - 7279 FOOD FUNCTIONS</b>				
279	7261 F Awards Luncheon	350.00	3,827.06	1,311.00	
280	7262 F Banquet	700.00	3,969.04	3,339.00	
281	7263 F Coffee Breaks	3,000.00	2,352.50	3,550.00	
282	7264 F Editors' Luncheon	75.00	0.00	130.00	
283	7265 F Hospitality	500.00	322.31	500.00	
284	7266 F Leadership Luncheon	750.00	514.94	454.00	
285	7267 F Lunch with a Mentor	250.00	1,485.85	1,311.00	
286	7268 F Newcomers' Reception	750.00	1,951.68	1,650.00	
287	7268a F Newcomers' Miscellaneous	250.00	0.00	0.00	
288	7269 F Past Board Breakfast	300.00	128.15	200.00	
289	7270 F Publishers' Breakfast	2,500.00	3,497.12	2,700.00	
290	7269 F Publishers' Opening	700.00	997.45	2,400.00	
291	7268 F SIG Breakfast	200.00	1,123.97	1,021.00	
292	7269 F Am Rvr Technology Day -- lunch		428.31	NA	
293	7270 F Am Rvr Technology Day -- break		282.84	NA	
294	<b>TOTAL FOOD FUNCTIONS</b>	<b>10,325.00</b>	<b>20,881.22</b>	<b>18,566.00</b>	
295					
296	<b>NEXT CONFERENCE EXPENSES</b>				
297	<b>7320 NEXT CONFERENCE CHAIR</b>				
298	7321 NC Printing/Publishing	750.00	298.35	700.00	
299	7322 NC Postage	150.00	0.00	200.00	
300	7323 NC Advertising	150.00	0.00	150.00	
301	<b>TOTAL NEXT CONFERENCE CHAIR EXPENS</b>	<b>1,050.00</b>	<b>298.35</b>	<b>1,050.00</b>	
302					
303					
304	<b>7330 SITE SELECTION</b>				
305	7331 SS Travel	700.00	652.00	700.00	
306	7332 SS Hotel/Food	150.00	111.04	200.00	
307	7333 SS Telephone	50.00	0.00	50.00	
308	7334 SS Postage	50.00	0.00	50.00	
309	7335 SS Supplies	50.00	0.00	50.00	
310	<b>TOTAL SITE SELECTION</b>	<b>1,000.00</b>	<b>763.04</b>	<b>1,050.00</b>	
311	<b>TOTAL NEXT CONFERENCE EXPENSES</b>	<b>2,050.00</b>	<b>1,061.39</b>	<b>2,100.00</b>	
312					
313	<b>Total General Conference Expenses</b>	<b>450.00</b>	<b>1,689.00</b>	<b>2,050.00</b>	
314	<b>Total Conference Management</b>	<b>9,275.00</b>	<b>8,482.48</b>	<b>10,200.00</b>	
315	<b>Total Conference Planning Expenses</b>	<b>17,250.00</b>	<b>10,761.39</b>	<b>16,200.00</b>	
316	<b>Total Conference Program</b>	<b>9,150.00</b>	<b>9,889.81</b>	<b>7,350.00</b>	
317	<b>Total Conference Food Functions</b>	<b>10,325.00</b>	<b>20,881.22</b>	<b>18,566.00</b>	
318	<b>Total Next Conference Expenses</b>	<b>2,050.00</b>	<b>1,061.39</b>	<b>2,100.00</b>	
319	<b>TOTAL CONFERENCE EXPENSES</b>	<b>48,500.00</b>	<b>52,765.29</b>	<b>56,466.00</b>	
320					
321	<b>TOTAL INCOME</b>	<b>54,650.00</b>	<b>109,757.00</b>	<b>79,280.00</b>	
322	<b>TOTAL CONFERENCE EXPENSES</b>	<b>(48,500.00)</b>	<b>(52,765.29)</b>	<b>(56,466.00)</b>	
323	<b>Maintain Conference Account</b>	<b>(10,000.00)</b>	<b>(10,000.00)</b>	<b>(10,000.00)</b>	
324	<b>Transfer to Operating Budget</b>	<b>17,150.00</b>	<b>46,991.71</b>	<b>12,814.00</b>	

Comparison

N.D.M.

Cost

4146 (last year's Comparison)

Bids

Yearly estimate

Executive Services

4050

Jim Wards

21,000

Baker Melville

28,141

Data Navigation (Deborah  
Weaver Parker)

6224



2121 S. Oneida Street • Suite 434  
 Denver, CO • 80224-2553  
 (303) 757-7212 • FAX 757-6404

## Quote for Mailing Services

2/24/97

**Client:** College Reading & Learning Association  
 P.O. Box 173362  
 Denver CO 80217

**Phone** 556-3057  
**Fax** 556-5390

**Attention:** Vincent Orlando

**Job Description:** CRLA Database & Mailings

Database Management	
Initial Conversion & Set-Up - \$75.00	75
New Entries - 50¢ each 400	200
Updates & Deletions - 20¢ each 1,000	200
Single Data Entries (Dues Paid, etc.) 12.5¢ each 1,000	125
List report mailed to Secretary - \$10.00 per month	120
Label Sets & Mailing Services Postage \$3.00 x 120¢	36
Add Bar Codes to records - 4¢ each 160	60
Labels sets - 3¢ per label 1200 x 15 / 180 x 40	540 / 720
Affix Labels - 2¢ per label	
Process List for CASS report - \$15.00 per mailing	60
Bulk Mail - \$15.00 per mailing	
Forwarding Labels Sets - \$2.50 plus postage	137.00
<b>TOTAL</b>	<b>2372</b>

15 Complete sets  
 40 partial sets  
 x 180

**Authorization:** Price is valid for 30 days from date above. To accept this quote and authorize Neighborhood Data & Mail to process your order, please sign and return via FAX or mail.

Note: For VISA or Master Card payment, please fill in as needed. Thank you.

Please circle the logo for the card you are using



Name as it appears on your card (Please Print)

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

*Thank You For Your Business!!*



2121 S. Oncida Street • Suite 434  
 Denver, CO • 80224-2553  
 (303) 757-7212 • FAX 757-6404

## Quote for Mailing Services

2/24/97

**Client:** College Reading & Learning Association  
 P.O. Box 173362  
 Denver CO 80217

**Phone** 556-3057  
**Fax** 556-5390

**Attention:** Vincent Orlando

**Job Description:** CRLA Address & Mail Forwarding

Mailing Address and Mail Forwarding	
CRLA Mailing Address - \$10.00 per month	120
Mail Forwarding each week - \$15.00 per week	
plus postage $\$15.00 \times 52$	780
$\$3.00 \times 52$	156
Membership Confirmation Letter & Membership Card	1800
Two versions - Renewal & New Member	336
28¢ each plus postage $.32 \times 1200$	384
Page 2 Subtotal	
1776	
Page 1 Subtotal	
2372	
TOTAL	
4148	

**Authorization:** Price is valid for 30 days from date above. To accept this quote and authorize Neighborhood Data & Mail to process your order, please sign and return via FAX or mail.

Note: For VISA or Master Card payment, please fill in as needed. Thank you.

Please circle the logo for the card you are using



Name as it appears on your card (Please Print)

Card Number

Signature

Exp. Date

*Thank You For Your Business!!*



# Executive Services Group

*Specializing in the RV Park Industry*

November 19, 1997

Vincent P. Orlando  
Metropolitan State College of Denver  
Campus Box 17  
PO Box 173362  
Denver, CO 80217-3362

Dear Mr. Orlando,

First we would like to thank you for allowing us the opportunity to bid on services for the College Reading & Learning Association. Following please find a quotation for Executive Services Group to provide services based on the mailing service parameters that you sent to us. The quote is based on the assumption that we will be able to successfully import and export your files. As you know Rosalind Lee and our Office Manager, Debbie Sipe, are working towards that endeavor. We would like to be able to review the bid after 6 months based on experience.

The following numbers do not include actual postage. We have a postal meter with upto 100 different "department" numbers. We would assign one of these "departments" to CRLA and invoice the association accordingly.

## Monthly Management Fee

\$100.00

- Maintain a PO Box address
- Daily pick up & sorting of mail
- Weekly disbursement of mail (includes handling & packaging)
- Storage & maintenance of supplies (i.e. envelopes, newsletter, membership cards, welcome & thank you letters, journals, etc.)

## Database Management Fee

\$100.00

- Address corrections, additions, deletions of active & inactive lists
- Annual purge of inactive list
- Storage & Back-up of active & inactive lists

continued on next page

- 2 disks exported to into a compatible format each month and sent to secretary & membership chair (includes cost of disks & packaging)

# Charge for individual items

Bulk Mail Complete Membership Run

(Includes CASS Certified Report, Postage Report #3602, Mail Sort Listing, Barcoded Tray Tags and Barcoded, presorted labels)

1st class Complete Membership Run

Membership Subset Run

Annual Renewal Mailing \*\*

(label run, stuff, collate, mail based on 1000 pieces)

Annual Thank you for renewing \*\*

(complete membership card, collate 2 pieces, stuff, label and mailed weekly as they are received based on apx. 650 pieces)

Annual Thank you for joining \*\*

(complete membership card, collate 4 pieces, stuff, label and mailed weekly as they are received based on apx. 350 pieces)

2 \$ 35.00\* X 15 525

\$ 15.00\* X 15 225

\$ 10.00\* X 40 400

\$100.00

\$300.00

\$200.00

4050

\*plus \$5.00 each for handling & packaging. This fee will not be charged if ESG does the mailing.

\*\* mailing pieces and supplies to be provided by CRLA

As you may know ESG is its own publishing & print house with the capabilities of a complete mailing services. For example, we would be glad to quote on the publishing and printing of your newsletter & journal and could then mail them as well. We are also able to print your other paper supplies (i.e. stationery, envelopes, membership cards, letters, etc.) and store or distribute them as needed. By allowing ESG to become the printer and mailer, the association will reap savings through reduced shipping, increased efficiency and sales tax discounts.

We anticipate a mutually beneficial relationship and look forward to servicing CRLA, its officers and members in the future.

Sincerely,

Tug & Judy Miller

Tug & Judy Miller  
Owners

# JIM WOOD & ASSOCIATES

5560 JONESBORO ROAD • LAKE CITY, GEORGIA 30260

TELEPHONE 404-960-8494

FAX 404-961-7693

Vincent P. Orlando  
Metropolitan State College of Denver,  
Campus Box 17,  
P.O. Box 173362  
Denver, CO 80217-3362

Dear Vincent:

Enclosed is a quote for mailing and support services to be provided to The College Reading & Learning Association (CRLA) by Jim Wood & Associates (JWA). We have just begun providing similar services for National Association for Developmental Education (NADE), so we are familiar with the needs of your organization.

My company, JWA, is a family-owned marketing and communications company which also provides support services for non-profit organizations. One of our associates is my mother, Dr. Martha Wood, recently retired from Clayton College and State University after 30 years in Developmental Education. She is familiar with the CRLA, and is excited at the possibility of working with you.

As a full service marketing company we have the ability to offer other services which may be of use to CRLA. We publish newsletters and offer design services for all your printing needs. As listed in items D & E under office support services, JWA can supervise printing as well as store materials for mailing to new members. JWA is also fully bonded and can make deposits and then forward all the information to your treasurer. This would substantially cut lag time from receipt of membership dues and their addition to the membership rolls.

Some of the items listed under support services are additional services not listed in your request. I include them only as an opportunity to improve dissemination of information throughout your organization.

If you choose JWA as your primary support provider, we will always keep the best interest of CRLA as our top priority.

Thank you for your consideration.

Sincerely,



K. Farrar Wood

PUBLIC RELATIONS • ADVERTISING



MARKETING • CONSULTING

**Services Proposal For CRLA  
by Jim Wood & Associates (JWA)**

JWA can provide the following database management and support services:

**Database Management:**

- A. Update the roster of the member list on an ongoing basis.  
*estimated 1000 members*
- B. Send out new member packages.
- C. Send out renewal notices to members. Send acknowledgment letters to new and renewing members
- D. Provide one member list each month.
- E. Provide mailing labels of active members as needed.  
*Maximum of 15 sets of labels per year*

**Office Support Services:**

- A. Permanent mailing address.  
*CRLA can establish a permanent P.O. Box which will be checked regularly by JWA.*
- B. Mail sorting and forwarding services.  
*This includes making deposits and forwarding deposit slips and new member information to CRLA's treasurer.*
- C. e-mail and Fax services.  
*JWA will forward all pertinent information to the board via fax or electronic mail.*
- D. Printing supervision for all peripheral informational material for use in mailings.  
*JWA will be responsible for maintaining an adequate supply of informational material for membership and other mailings and will have authority to approve all printing orders under \$1000. JWA will pay all printing costs, and printing costs will be listed as a reimbursable expense on the next month's services invoice.*
- E. Storage of peripheral informational material for use in mailings.  
*All informational material used in new member packets as well as other pertinent CRLA information can be stored at our office location in Morrow Georgia, USA.*

**Total For Services (per month).....\$1,750.00**

*Note: this fee schedule does not include; (1) "routine" costs CRLA has been absorbing thus far, such as postage, printing, labels, etc., and (2) the start-up or conversion costs involved in transferring the CRLA database(s) to JWA at the beginning of the contract.*

*2/1/00*

3/30/98

To: CRLA

From: Rhonda Baker, Angie McIlvaine

Subject: CRLA Bid

Enclosed is the bid we have put together for CRLA. Rhonda currently works in the National Executive Office for NACADA in which Bobbie Flaherty is the Executive Director, doing database management. Angie is the Laboratory Manager for Bliss Energy Consultants.

The CRLA database and mail service would be done from our homes if the enclosed bid is accepted.

The outline we were given was vague on how much mail comes through per year. We are estimating 3000 pieces of mail per year.

Start up cost would vary depending on if the current database could be sent to us on disk or whether we would input all of that from the beginning. We would estimate 3 hours @\$11 an hour if a disk is mailed.

Monthly management fees would be \$11 an hour, estimating 2.5 hours per week. Database management fee would be \$15 an hour, estimating 10 hours per week, and 15 hours extra per year to cover shipping/handling, storage, and backup @\$11. These are estimates, actual time and actual cost will be charged.

It is unclear how much of the supplies are provided. In the bid we included the cost of materials for 2 complete Membership Runs, and the Set/Subset Runs. We also included the labor cost for these if in case they were to be included in the mail services. All direct costs and labor will include a 10% overhead rate. All mailings would be postage plus 10% and the estimated cost per hour.

Thank-you for your consideration of this bid.

Rhonda Baker  
Angie McIlvaine

**RHONDA BAKER**  
11875 MILITARY TRAIL  
ST. GEORGE, KS 66535  
785-494-2783  
RHONDAB@KSU.EDU

**ANGIE MCILVAINE**  
3108 HERITAGE COURT  
MANHATTAN, KS 66503  
785-565-0955  
AMMCILVA@BLISSENERGY.COM

## CRLA Estimated Costs for Database Management/Mailing Services

<b>Direct materials</b>				<b><u>Est. Costs</u></b>
Monthly Management Fee				
Purchased Materials				\$125.74
P.O. Box				\$36.00
Other (Postage)				\$120.64
Total Monthly Management Fee				\$282.38
Data Management Fee				
Purchased Materials				\$110.50
Cass/Database Software + Monthly Fees				\$269.99
Other (Postage)				\$97.50
Total Data Management Fee				\$477.99
Individual Items				
Purchased Materials				\$945.14
Permits				\$170.00
Comp. Maintenance				\$252.75
Other (Postage)				\$5,411.10
Total Individual Items				\$6,778.99
<b>Total Direct Materials</b>				<b>\$7,539.36</b>
<b>Direct Labor</b>	<b>Yearly</b>			
	<b>Est. Hours</b>	<b>Rate/Hr.</b>	<b>Labor \$</b>	
Monthly Management Fee	130	\$11.00	\$1,430.00	
Data Management Fee	535	\$15.00	\$8,025.00	
Individual Items	60	\$15.00	\$900.00	
Individual Items	699	\$11.00	\$7,689.00	
<b>Total Direct Labor</b>				<b>\$18,044.00</b>
<b>Total Direct Costs</b>				<b>\$25,583.36</b>
<b>Overhead</b>	<b><u>O.H. Rate</u></b>	<b><u>X Base \$</u></b>	<b><u>O.H. \$</u></b>	
Material	10%	7,539.36	\$753.94	
Labor	10%	18,044.00	\$1,804.40	
<b>Total Overhead</b>				<b>\$2,558.34</b>
<b>Total Estimated Cost</b>				<b>\$28,141.70</b>

**CRLA Estimated Breakdown of Costs**

**Monthly Management Fee**

Item/Task	Est. Costs	Yearly Est. Cost	TOTALS
P.O. Box	\$3 X 12 month	\$36.00	
Pick up and Sorting mail/ Weekly distribution of mail	1.5 hours @ \$11/hr X 52 weeks	\$858.00	
Storage & Maintenance of supplies	1hours @ \$11/hr X 52 weeks	\$572.00	
Postage		\$120.64	
Materials		\$125.74	
Totals			\$1,712.38

**Data Management Fee**

Item/Task	Est. Costs	Yearly Est. Cost	TOTALS
Database Management	10 hours @\$15/hr X 52 weeks	7800.00	
Annual Purge	2 hours @ \$15/hr	30.00	
Storage and Backup list (active/inactive)	1 hour @ \$15/hr	15.00	
Shipping/Handling of membership disk to secretary	No Charge	0.00	
Generate reports for secretary	12 hours @ \$15	180.00	
Postage		97.50	
Materials		110.50	
Cass/Database Software		269.99	
Totals			8502.99

**Individual Items**

Item/Task	Est. Costs	Yearly Est. Cost	TOTALS
Bulk Mail Membership Run/1000	40 hours @\$11/hr	440.00	
1st Class Complete Membership	40 hours @ \$11/hr	440.00	
Generate labels 15 sets(15/1000 members)	40 hours @ \$15/hr	600.00	
Generate labels 40 subsets (40X100 members)	20 hours @ \$15/hr	300.00	
Labor for sets and subsets	600 hours @\$11/hr	6600.00	
Generate thank yous	8 hours @ \$11/hr	88.00	
Renewal Letters/1000 members sent semiannually to treasurer	8 hours @ \$11/hr	88.00	
Mail Membership cards/letters (renew/new)/1000	3 hours @ \$11/hr	33.00	
Postage (bulk & 1st class)		5411.10	
Materials (includes labels and envelopes for 15 sets & 40 subsets)		945.14	
Computer Maintenance (toner)		252.75	
First Class Permit		85.00	
Bulk Mail Permit		85.00	
Totals			15367.99

# Data Navigation

*Charting solutions to your information needs*

April 8, 1998

Vincent P. Orlando  
Metropolitan State College of Denver  
Campus Box 17  
PO Box 173362  
Denver, CO 80217-3362

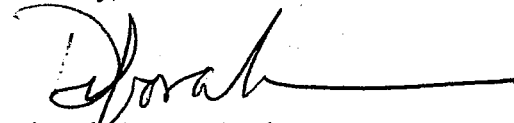
Dear Vince:

Please find attached a hard copy of our bid to provide central mailing and membership services for CRLA. We appreciate the opportunity to bid on this contract.

There are other services that Data Navigation could provide for you in the future. Please check out our web site at <<http://www.data-nav.com>> for descriptions of the variety of services we provide. We would be especially interested in developing a membership web site. This could improve communication among members. We could do the same for SIG memberships.

We look forward to hearing from you soon. Please do not hesitate to call if you have any questions. Feel free to use our new toll-free number: (888) 838-2225.

Sincerely,



Deborah Weaver Parker





*Charting solutions to your information needs*

## BID PROPOSAL

To Provide  
Membership Database and Mailing Services  
to the  
College Reading and Learning Association

### Set-up

This is a one-time fee to cover the costs of setting up CRLA as a client, including renting a post-office box, setting up filing/storage system and setting up data-base fields.

One-Time Fee: \$200

### Monthly Management

Includes picking up mail 2-3 times per week, sorting of mail and weekly disbursement, storage and maintenance of supplies. Assumes that all print materials will be provided by CRLA. Assumes \$10 per month postage. Postage beyond that billed at our cost.

Monthly Fee: \$170

2040

### Monthly Database Management

Includes list maintenance, storage and backup of database, mailing of compatible disks once/month. Assumes 2 hours per month for list maintenance. Time required beyond that, for example large number of renewals after conference, billed at \$16.00/hour.

Monthly Fee: \$60

720

### **Bulk Mail Complete Membership Label Run**

Includes CASS Certification Report, Postage Report #3602, Mail Sort Listing, bar-coded tray tags, bar-coded, presorted labels and cost of mailing labels to designated person. Assumes run of 1000 labels.

Fee per Full Label Run: \$76

X 15 - 1140

### **First-class Membership Run**

Includes cost of printing labels and cost of mailing labels to designated person. Assumes run of 650 labels.

Fee per Label Run: \$57

X 12 684

### **Membership Subset Run**

Includes cost of printing labels and cost of mailing labels to designated person. Assumes a run of 50 labels. Subsets larger than that billed at \$.06 per additional label.

Fee per Subset Label Run: \$20

X 40 800

### **Annual Renewal Mailing**

Includes cost of printing labels, preparing mailing, and first-class postage of \$320. Assumes 1000 pieces mailed out. Done as memberships come due and billed monthly at \$.42/piece, including postage.

Fee per Annual Renewal Mailing: \$420

### **Annual Thank-you for Renewing**

Includes cost of printing labels, preparing mailing, and first-class postage of \$208. Assumes 650 renewals. Done on weekly basis and billed monthly at \$.42/piece, including postage.

Fee per Annual Thank-you for Renewing Mailing: \$273

## Annual Thank-you for Joining

Includes cost of printing labels, preparing mailing, and first-class postage of \$112. Assumes 350 new members. Done on weekly basis and billed monthly at \$.42/piece, including postage.

Fee per Annual Thank-you for Joining Mailing: \$147

Tom Parker and Deborah Weaver Parker, Owners

Data Navigation  
316 Chula Vista Place NE  
Albuquerque, NM 87108  
(888) 838-2225  
Email: data-nav@data-nav.com

6224

APR-24-98 FRI 14:59

UNIV OF NEBR AT KEARNEY

FAX NO. 308 86

CRLA Conference Call  
April 24, 1998  
Attachment G  
1 Pages

From: SMTP%"CARPENTERK@platte.unk.edu" 24-APR-1998 09:19:33.10  
To: SMITHB  
CC:  
Subj: NADE/CRLA symposium conference call

Return-Path: <CARPENTERK>

Received: by platte:unk.edu; Fri, 24 Apr 1998 9:19:26 -0500

Date: Fri, 24 Apr 1998 9:19:26 -0500

From: "KATHY CARPENTER, PH.D." <CARPENTERK@platte.unk.edu>

To: DARENDALE@cctr.umkc.edu, UTADG@TTACS.TTU.EDU, SMITHB@PLATTE.UNK.EDU,  
KAREN.AGEE@UNI.EDU

Message-Id: <980424091926.7843@platte.unk.edu>

Subject: NADE/CRLA symposium conference call

A conference call between David Arendale, Don Garnett and Kathy Carpenter (Karen Agee could not participate) resulted in the following suggestions which are to be submitted to both the NADE and CRLA boards during their upcoming meetings.

1. The two organizations should commit to co-sponsoring a Symposium during the summer of 2000. Initial pre-symposium costs as well as all profits or losses from such a Symposium will be shared equally between the two organizations, and both organizations shall provide wide support and publicity for the activity. Preliminary planning would look for a date during the 3rd or 4th week in July of the summer of 2000 with an expected attendance of 200-500 educators. If this initial symposium is a success, plans may be executed to hold such a Symposium every 3 years.
2. The NADE Emeriti Council (perhaps expanded to include other past officers) and the CRLA Past Officers Council (POC) will be asked to plan and produce the Symposium. If the idea is approved by both boards, two representatives from each group will form the initial planning committee with individuals from both groups added as planning progresses. All committees will include members of both organizations.
3. The Planning Committee would be encouraged to look for a resort-type location in the middle of the country, if possible, thereby encouraging participants from all over the continent to attend and bring their families (if feasible) to participate in the activities available in a resort atmosphere. Perhaps Conferon Express would be able to assist in finding such a location.
4. The Symposium would be in a 3-hour presentation form only (no 1-hour sessions), would not include any formal meetings of groups from either organization (although board meetings could be held either before or after the symposium), and would include a very limited number of formal activities, leaving ample time for outdoor activities, socializing and networking.
5. Should both boards approve, an organizational conference call, initiated by David Arendale, will be held as soon as possible so planning for the Symposium can begin.

April 24, 1998

Attachment F

4 Pages

Subj: Board information  
Date: 98-04-16 16:24:26 EDT  
From: orlandov@mscd.edu  
Reply-to: orlandov@mscd.edu  
To: carpenterk@platte.unk.edu, ldreiblatt@aol.com, miodusks@u.arizona.edu, ohear@ipfw.edu  
CC: rosalind@Kwantlen.bc.ca

Below is a copy of the revised Executive Assistant's job descriptions.  
I've also put in the mail to each of you a copy of mail bid information  
I've received. We have 4 bids, and I've also include the bid we accepted  
from NDM the company which quit on us after two months. You should be  
getting these by the middle of next week.

#### Executive Assistant to the CRLA Board

The Executive Assistant to the CRLA Board would be responsible for  
assisting the board in keeping a steady course. The EA would be an  
ex-officio member of the board, would attend all meetings, but would not  
vote. *This person would*  
~~This would~~ serve at the pleasure of the Board. The initial appointment  
would be for three years with an option to renew on a year-to-year basis.

#### QUALIFICATIONS

5 Year CRLA Member

Extensive knowledge of the CRLA, it's mission and activities

Institutional support

#### RESPONSIBILITIES

#### EXTERNAL ORGANIZATIONS

\*Assist PALS coordinator in maintaining contact with the leaders of  
professional organizations including NADE, MCLCA, NTA, ACDEA and the Center  
for Developmental Education.

\*Co-ordinate with JDE on issue related to the JDE including yearly ad  
contract and on reduced price for the journal;

#### CRLA-GENERAL

\*Maintain CRLA 800 number

\*Update, maintain and circulating CRLA Display boards banners

\*Assist CRLA and Conference Web Site "web gurus"

\*Track CRLA stamps

#### CRLA-BOARD

\* Provide transitional assistance to new board members-providing them with  
an overview of their duties and expectations and updating them on recent  
board activities

\*Alert board members on reports, etc. that are due at the upcoming meetings.

\*Alert board of on-going initiatives and policies

\*Update SIG coordinator on board activities.

\*Maintain all job descriptions including collecting revised descriptions for outgoing job member, and passing on descriptions to new board members and committee chairs.

\*Update and maintaining Conference planning book.

\*Assist in filling vacant committee chairs through personal contacts.

\*Assist in recruiting state and region directories.

\*Assist in search for upcoming conference sites and on-site chairs

\*Assist elected officers with special projects as designated by the board.

---

----- Headers -----

Return-Path: <orlandov@mscd.edu>

Received: from relay25.mx.aol.com (relay25.mail.aol.com [172.31.109.25]) by air17.mail.aol.com (v41.15) with SMTP; Thu, 16 Apr 1998 16:24:26 -0400

Received: from clem.mscd.edu (clem.mscd.edu [147.153.1.3])  
by relay25.mx.aol.com (8.8.5/8.8.5/AOL-4.0.0)  
with ESMTP id QAA20680 for <ldreiblatt@aol.com>;  
Thu, 16 Apr 1998 16:24:26 -0400 (EDT)

From: orlandov@mscd.edu

Received: from Bansrv3.mscd.edu by clem.mscd.edu (PMDF V5.1-9 #24550)  
with SMTP id <0ERI00GBWWMMFV@clem.mscd.edu> for ldreiblatt@aol.com; Thu,  
16 Apr 1998 14:23:11 -0600 (MDT)

Received: by Bansrv3.mscd.edu with VINES-ISMTP; Thu,  
16 Apr 1998 14:28:07 -0600 (MDT)

X-Incognito-SN: 1398

Date: Thu, 16 Apr 1998 14:19:33 -0600 (MDT)

Subject: Board information

To: carpenterk@platte.unk.edu, ldreiblatt@aol.com, miodusks@u.arizona.edu,  
ohear@ipfw.edu

Cc: rosalind@Kwantlen.bc.ca

Errors-to: orlandov@mscd.edu

Reply-to: orlandov@mscd.edu

Message-id: <vines.vng8+dTaBpA@Bansrv3.mscd.edu>

MIME-version: 1.0

Content-type: text/plain; charset=us-ascii

X-Incognito-Version: 4.11.23

X-Priority: 3 (Normal)

From: SMTP%"CARPENTERK@platte.unk.edu" 24-APR-1998 09:19:33.10  
To: SMITHB  
CC:  
Subj: NADE/CRLA symposium conference call

Return-Path: <CARPENTERK>

Received: by platte.unk.edu; Fri, 24 Apr 1998 9:19:26 -0500

Date: Fri, 24 Apr 1998 9:19:26 -0500

From: "KATHY CARPENTER, PH.D." <CARPENTERK@platte.unk.edu>

To: DARENDALE@cctr.umkc.edu, UTADG@TTACS.TTU.EDU, SMITHB@PLATTE.UNK.EDU,  
KAREN.AGEE@UNI.EDU

Message-Id: <980424091926.7843@platte.unk.edu>

Subject: NADE/CRLA symposium conference call

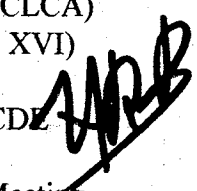
A conference call between David Arendale, Don Garnett and Kathy Carpenter (Karen Agee could not participate) resulted in the following suggestions which are to be submitted to both the NADE and CRLA boards during their upcoming meetings.

1. The two organizations should commit to co-sponsoring a Symposium during the summer of 2000. Initial pre-symposium costs as well as all profits or losses from such a Symposium will be shared equally between the two organizations, and both organizations shall provide wide support and publicity for the activity. Preliminary planning would look for a date during the 3rd or 4th week in July of the summer of 2000 with an expected attendance of 200-500 educators. If this initial symposium is a success, plans may be executed to hold such a Symposium every 3 years.
2. The NADE Emeriti Council (perhaps expanded to include other past officers) and the CRLA Past Officers Council (POC) will be asked to plan and produce the Symposium. If the idea is approved by both boards, two representatives from each group will form the initial planning committee with individuals from both groups added as planning progresses. All committees will include members of both organizations.
3. The Planning Committee would be encouraged to look for a resort-type location in the middle of the country, if possible, thereby encouraging participants from all over the continent to attend and bring their families (if feasible) to participate in the activities available in a resort atmosphere. Perhaps Conferon Express would be able to assist in finding such a location.
4. The Symposium would be in a 3-hour presentation form only (no 1-hour sessions), would not include any formal meetings of groups from either organization (although board meetings could be held either before or after the symposium), and would include a very limited number of formal activities, leaving ample time for outdoor activities, socializing and networking.
5. Should both boards approve, an organizational conference call, initiated by David Arendale, will be held as soon as possible so planning for the Symposium can begin.

March 18, 1998

MEMORANDUM

TO: Clifford Bibb (NADE) Kathy Carpenter (CRLA)  
Don Garnett (NADE) Luanne Momenie (MCLCA)  
Audrey Kirkwood (MCLCA) Kathy Leist (CRA)  
Gladys Shaw (Comm. XVI) Jack Truschel (NTA)

FROM: Hunter R. Boylan, NCDE 

RE: Notes from Council Meeting

At our last Council meeting, we discussed a variety of issues and acted on several of them. The following is a summary of our deliberations.

### Discussions and Reports

#### Joint Conference

Ms. Jan Pascal, who described herself as "a former teacher who now works with President Clinton," addressed and described her work with the "America Reads" Program. She also suggested that ACDEA member organizations might wish to collaborate with her office in establishing an educational conference in the fall, perhaps on the campus of Harvard University, to bring together professional associations concerned with "at risk" students. The Council agreed to this in principle. Don Garnett will follow up with her on this idea.

#### Need to Disseminate Resolutions

The National Association for Developmental Education has adopted a number of resolutions regarding critical issues in the field. These are designed for the purpose of informing policy makers. Copies of these were distributed to Council members and it was suggested that:

- 1) council members distribute these to their association members, and
- 2) the council might wish to consider adopting some of these resolutions or developing some of their own in the future.

#### Support for Council Activities

It was noted that, the National Center for Developmental Education has, thus far, absorbed the cost of Council operations (telephone, reproduction, mailing, etc.). As the Council becomes more active, these costs will increase. Council members agreed that some method should be developed for their associations to contribute to these operating costs. Dave Arendale agreed to develop a draft plan for the support of council expenses and present it at the next meeting.



## **Kaplan**

Mr. Martin Vespo of Kaplan has requested an opportunity to speak to Council members. The Council agreed to grant 10-15 minutes for Mr. Vespo to discuss Kaplan's venture into the developmental education market. A letter has been sent confirming this (see attachments).

## **Reports from Council Member Associations**

**CRA** - has just passed a resolution supporting the teaching of remedial reading in universities and is co-sponsoring a session on remedial reading at the upcoming College Reading Association Conference. A web page is also being developed for the College Reading Division of the Association.

**CRLA** - has just completed and approved a strategic plan for the association's future activities. The association plans to put greater emphasis on state, regional, and province activities during the coming year. CRLA is also exploring the hiring of an administrative assistance to handle some executive board responsibilities.

**MCLCA** - is now in its second year of publishing its new journal, the *Learning Assistance Review*. The association's executive board is currently working on its strategic plan and is considering dropping "Midwest" from its name to project a more national image. They have also established a new MCLCA web site.

**NADE** - has just signed a new data base management contract and has selected conference city and hotel sites through the year 2002. During the past year, the association added a new Caribbean Chapter based in Puerto Rico. The association also added new task forces on workforce learning and public schools.

**NCDE** - is conducting a follow-up study of the Texas Academic Skills Program under contract to the Texas Higher Education Coordinating Board and negotiating a contract with the North Carolina Department of Community Colleges to improve minority retention within the community college system.

**NTA** - is holding its annual conference in Boca Raton, FL, April 26-28. The association has established a professional development committee and is developing a strategic plan. NTA is also considering hiring an administrative assistant to help the executive board carry out the association's business.

## **Action Items**

### **Joint Agreements**

Several Council member organizations have reciprocal agreements regarding exchange of advertising, conference exhibit space, presentation slots, and conference fee waivers. Council members agreed that we should develop some standard reciprocal agreements among all

participating associations. It was suggested that the protocol between NADE and NCDE serve as a model for such agreements. A copy of this document is included with this memo (see attachments) and will be used as a basis for our discussion at the next Council meeting.

### **Salary Survey**

Gladys Shaw distributed the final draft of the NADE Salary and Professional Status Survey (see attachments). Council members agreed that they should do everything possible to encourage a strong response to this survey. Council representatives wishing to distribute the survey to their members should contact Gladys Shaw, Tutoring and Learning Center, University of Texas - El Paso, 300 Main Library, El Paso, TX, 79968-0611, (915) 747-5366.

### **Certification**

A draft proposal for certification of developmental education and learning assistance personnel was distributed and discussed. Council members were asked to circulate this document to their professional development committees and request feedback. A revised proposal based on this feedback will be presented at the next Council meeting.

It was moved by Don Garnett of NADE and seconded by Kathy Carpenter of CRLA that:

“The ACDEA approves, in principle, the draft certification document.

The Council will seek input for review from constituent professional development committees, and will vote on implementation of a revised proposal at the Council's November meeting.”

Council members agreed to obtain feedback for proposal revision and submit it to Hunter Boylan by the end of the summer. Boylan will then make the recommended changes and have a revised proposal available for the November meeting.

**INTERNATIONAL TUTOR  
CERTIFICATION PROGRAM (ITCP)**

Purpose: To establish minimum standards for tutor training and provide tutors with the minimum skills and training they need to be successful.

**ITCP Provides:**

- professional standards for tutor training
- a coherent tutor training curriculum
- program credibility
- tutor motivation
- teamwork
- program visibility

**ITCP facts:**

- began in 1989
- has certified over 300 programs
- certifies programs at three levels: regular, advanced, and master's levels
- requires 10 hours of training and 25 hours of experience for each certification level
- is cost effective
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For information or an application packet, visit the CRLA website or contact:

Robin Melton  
SOAR  
U.T. Arlington  
Box 19509  
Arlington, TX  
76019-0509  
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(817) 272-3770 (fax)  
melton@uta.edu

Gladys R. Shaw, Chair  
U.T. El Paso  
Tutoring and Learning  
Center  
300 Library  
El Paso, TX 79968  
(915) 747-5366  
(915) 747-5486 (fax)  
gshaw@utep.edu

*not  
cert  
if in  
original*

On the enclosed membership application you can also order our other publications:

~~The~~ Glossary of Developmental Education Terms  
\$5 US

~~The~~ Tutor Training Handbook  
\$20 US

3



1998 MEMBER

MEMBER'S SIGNATURE

4



1998 MEMBER

MEMBER'S SIGNATURE

To: Rosalind  
From: Mike  
Please proof read carefully  
and fax back to Cambridge Press  
FAX: 599-4081 Tel: 599-9157

proof #1 Mar 31/98

DATE .....

PLEASE PROOF CAREFULLY. SIGN AND  
RETURN. WORK WILL NOT PROCEED  
WITHOUT A SIGNATURE.

.....  
SIGNATURE

## **Professional Liaison Agreement**

### **National Center for Developmental Education (NCDE) and National Association for Developmental Education (NADE)**

The Following Services Would be Provided by NCDE and NADE:

- Each organization would annually exchange mailing lists with the understanding that the lists are used only for conference announcements and not be sold or used for any other purpose without permission of the organization. This would include the Kellogg Alumni list from NCDE and the current national membership list from NADE.
- Each organization would provide space in their national conference program book for printing of the Call to Conference advertisement of the other organization.
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- Each organization would provide one complimentary exhibit hall booth with the basic setup package at their national conference. Additional space, equipment, and services are the responsibility of the organization.
- NADE will provide information about the Kellogg Institute Reception in the NADE conference program book.
- NADE will assist in marketing and dissemination of the NCDE Annotated Bibliographies by not charging the NCDE for insertion of promotional literature into the attendee registration bags at the national conference.
- NCDE will provide a complimentary subscription to Research in Developmental Education to each member of the NADE Executive Board while they are in office and to the president of each NADE chapter for one year. The list of chapter presidents to receive the complimentary one year subscription will come from those listed in the NADE Leadership Directory ("Yellow Pages") published immediately after the NADE national conference.

The agreement will be in force from July 1, 1996 to June 30, 1997. The agreement will automatically renew for one year terms unless written notice is received from either organization thirty days from its expiration.

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President,  
National Association for  
Developmental Education

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Executive Director,  
National Center for  
Developmental Education



College  
Reading &  
Learning  
Association

CRLA Conference Call

April 24, 1998

Attachment L

3 Pages

READING • LEARNING ASSISTANCE • DEVELOPMENTAL EDUCATION • TUTORIAL SERVICES

Dr. Kathy Carpenter, Learning Center, University of Nebraska at Kearney, Kearney, NE 68849  
phone: 308-865-8214 e-mail: carpenterk@platte.unk.edu

March 19, 1998

Karen Smith  
Kreeger Learning Resource Center  
Rutgers State University of New Jersey  
151 College Avenue  
New Brunswick, NJ 08901-8545

**COPY**

Dear Karen,

The Board of the College Reading and Learning Association would like to thank you and your entire Communications Task Force for the valuable service you provided to the organization over the past three years. During that time, you made yearly reports to the Board providing observations and suggestions designed to improve the quality of communications within the organization. What follows is a summary of the actions taken by the board in response to your recommendations.

#### 1995 Suggestions

1. Increase direct communication from the Board - Communications between the Board and SIG and State/Regional leaders have been improved and will be further expanded in the future. Just as the Past-President is the direct line of information between the Board and State/Regional leaders, a newly created Executive Assistant position will provide a direct line of communication between the Board and the SIG Coordinator. Leaders of both types of groups will be provided on-going information from the Board and will be encouraged to disseminate that information to their members. Additionally, the President will send a letter to all CRLA members during the summer of 1998, describing recent Board decisions and ongoing activities.

2. Improve the professional image of the organization - The professional presentation of our brochures, the Newsletter and the JCRL have all been improved. Negotiations are now under way with a professional publishing company to publish all CRLA publications and monographs, using the same format and design for all such endeavors. This will lend immediate recognition to all CRLA publications and ensure a high standard of professionalism.

3. Utilize a central mailing service - This goal has not yet been accomplished, but it is not due to a lack of effort nor is it a dead issue. Through on-going efforts, the Board hopes to secure a contract with a mailing service prior to the 1998 conference--one that will meet our needs and provide reliable service to our members.

2. Consider a 1-800 number for member information and a smoother transition of information between retiring and incoming officers and chairs - The Board has created a new ex-officio board position--Executive Assistant--which will be advertised in the next edition of the Newsletter. A portion of the job description for this position will include the above two suggestions. Additionally, each person leaving any position in the organization is now required to update the job description and duties of the position and submit the updated document to the secretary and the Administrative Assistant.

3. Publicize Board meetings during the conference more widely and encourage members to attend and observe - An open invitation to attend Board meetings will be issued through the Newsletter, SIG and State/Regional correspondence, the conference program and display posters at the conference.

As you can see, the Board has attempted to act on every suggestion submitted by the Communications Task Force. Your input has been extremely important in strengthening our organization, and we sincerely thank you for your efforts. We hope you will share this report with all members of the Communications Task Force so they can see the results of their participation. Once again, thank you for your service to CRLA.

Sincerely,

A handwritten signature in cursive script that reads "Kathy Carpenter".

Kathy Carpenter, PhD.  
President

4. Implement better marketing strategies CRLA conferences are now being advertised in relevant journals and publications. Home Page and Conference websites are currently being updated and expanded, and CRLA officers and other members are utilizing LRNASST and other websites to inform developmental educators about our organization and its activities.

#### 1996 Suggestions

1. Advertise CRLA websites - Board members have been encouraged to add the website addresses to the signature lines on all e-mails. SIG leaders and State/Regional leaders will be encouraged to do likewise. Plans are being made to merge the two websites in the future and widely disseminate that website address.

2. Recognize extreme value of State/Regional organizations - During the 1998 conference, states and regions were given a prime meeting time followed by a luncheon opportunity. Hopefully, this endeavor will be continued in future conference planning as it was a popular change in conference activities. The Board hopes that this change sends a message to the membership that we value our state and regional organizations and support their activities. Additionally, they will be encouraged to request Board member visitations and participation in state and regional meetings.

3. Publish a master calendar of organizational events, timelines and deadlines Such a master calendar is now being published in the spring Newsletter.

4. Timely distribution of Board minutes - Within one week, the secretary will send through e-mail the minutes of all Board meetings and Board conference calls. Corrections will be e-mailed back and then corrected copies will be e-mailed to all Board members, allowing the minutes to be formally accepted during the next meeting or conference call (hopefully within 6 weeks). Once they are accepted, an overview will be distributed to everyone on the Quick Reference List, thereby cutting the lag time from four months to less than two months.

5. Establish a three-year appointment for the conference Exhibits Chair - This position was so advertised during 1997, and Donna Wood was appointed to serve in this capacity from 1997 to 2000.

6. Formulate policy on Board approval of CRLA documents - The Board approved a policy stating that "all national CRLA documents which carry the CRLA logo will be approved by the Board prior to publication and dissemination."

#### 1997 Suggestions

1. Develop Guidelines for Newsletter Editor - The Newsletter editor is now an ex officio member of the Board and participates in all meetings and conference calls, therefore the editor is aware of all board decisions and is able to ask for board input and direction. Additionally, the Board is able to make suggestions and requests which can be immediately implemented in the Newsletter. Under the direction of the board, the editor has worked diligently to increase professional and informative aspects of the Newsletter, and she should be congratulated for the results she has achieved.



May 31, 1988



Dear All,

FINALLY!!!!!! These minutes have been titled "The Murphy Law" minutes instead of WCRLA Sacramento minutes. I had such a busy start to our spring term that I couldn't even get to transcribing them late April. While I was away for eight days in early May (unfortunately business, not pleasure) I left everything at the college's copy center figuring. Upon my return May 16 I was met with the minutes still not copied - our copy center put them non-priority status. Did I see red? I then decided to take them to an off campus print shop - one day turnaround? Well, normally, unless someone gives the Becky Johnsen order to Betty Johnsen and Ms. Johnsen doesn't return her incorrect order for a week.

Anyway, here they are. I think in the future I will take 1 to 2 vacation days following our meetings and just devote time to seeing that everything from start to finish gets done in a timely manner.

Hope things are going well for everyone. See you in Seattle in August.

*Becky*

# Attachments

1. Letter to Kaplan
2. NADE/NCDE Professional Liaison Agreement
3. NADE Salary Survey

March 11, 1998

Reich College of Education  
National Center for Developmental  
Education  
(704)262-3057

Mr. M. J. Vespo  
Kaplan Educational Centers  
Executive Offices  
888 Seventh Avenue, 21<sup>st</sup> Floor  
New York, NY 10106

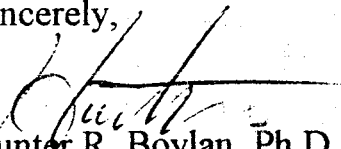
Dear Mr. Vespo:

Thank you for your offer to speak with members of the American Council of Developmental Education Associations (ACDEA). On behalf of the Council, I accept your offer to join us at the College Reading and Learning Association annual conference in Salt Lake City, Utah. The conference will be held November 4-7, 1998 at the Salt Lake City Hilton Hotel.

The Council meetings will be held on the 5<sup>th</sup> and 6<sup>th</sup> of November at a time and place to be announced. I will provide that information to you as soon as it is available.

If you have any information you would like to share with the Council before the meeting, please send it to me and I will be happy to distribute it. In the interim, feel free to contact me if you have any questions.

Sincerely,

  
Hunter R. Boylan, Ph.D.  
ACDEA Chair

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