

College Reading and Learning Association
Executive Board Meeting
Reno, Nevada/February 14 & 15, 2000

Monday, February 14, 2000

1. Acceptance of agenda
2. Approval of minutes
3. Hotel tour
4. 2000 Conference plans
5. 1999 Joint CRLA/NADE Symposium update
6. 1999 Conference report
7. Budget

Tuesday, February 15, 2000

1. Budget continued - as needed
2. States and Regions requests
3. Executive Assistant
 - Proposal
 - Job descriptions
4. Learning Assistance Center Book/original task force
5. Membership
 - Coupons
 - Tutor Training Handbook
 - Other
6. JCRL
7. Web site
8. Past Officers' Council
9. Request for funding - Gail Platt
10. Request for funding - Gladys Shaw
11. Open positions or soon-to-be
 - Wed site master
 - Exhibits chair
 - SIG leaders

12. ACDEA - Bylaws

13. CAS in Higher Education Standards and Guidelines for Educational Services for Distance
Learners - draft copy

Wednesday, February 16, 2000

Exploring sites for future conferences

Increasing political action and awareness among membership

Terminology: CRLA not synonymous with developmental education

Issues facing organization

Other

COLLEGE READING AND LEARNING ASSOCIATION

BOARD MEETING

DATE: Monday, February 14, 2000

LOCATION: Executive Board Room, John Ascuga's Nugget

SUMMARY OF MINUTES

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

Pat called the meeting to order at 8:15 a.m. Pacific Time

1. AGENDA

Pat called for additional items to added to the agenda. Molly requested that the CRLA Newsletter be added. Mike wanted to discuss the anticipated opening for the Evaluations Chair that Jan Norton currently holds. Pat announced that the CRLA display board needs to updated and that announced that Karen Smith no longer wants to maintain it. The last additional item placed on the agenda was the Strategic Plan.

MOTION: Tom moved that the agenda and the additional items be accepted. Pat seconded. **PASSED**

2. MINUTES

Valerie requested that the minutes from the last conference call be tabled. Tom asked that copies of the minutes be sent in hard copy form instead of e-mail. Pat suggested that Valerie send the minutes via e-mail attachment first and if someone has difficulty opening the document, Valerie will send a hard copy to that individual.

3. NEWSLETTER

Molly had questions regarding the information about the Awards and Scholarship requirements. She wants to place this information in the newsletter. She needs to know the amount of each award and the number of awards available. Molly would also like to know the names of the recipients from the conference in New Orleans. David Lamire was the recipient for research and Gennie Manning for scholarship. This is unconfirmed. Molly will have to follow up on this information with the Awards and Scholarship Chair. The following is a summary of the Awards and their respective amounts:

Research awards—one each for quantitative and qualitative research.
Scholarship awards. Two \$500 awards to assist members to continue their educational goals. Two \$100 Distinguished awards—one each for qualitative and quantitative research. The Kellogg Award is for \$500 to assist a member to attend the Kellogg Institute each summer.

Gretchen announced what she had in the budget to cover all of the awards. The deadline for the awards with the exception of the Kellogg is August 15. The deadline for the Kellogg is April 1. The Awards and Scholarship chairperson reported that she is not responsible for the Robert Griffith Award and this information should be listed separate from the other awards. Molly wanted to discuss the Reference Guide and to confirm that Gail Platt is the chairperson for the Political Action SIG. Molly and Vicki will work on updating the Reference Guide. She also needed more information about

the new SIGs along with a description. It was suggested that she contact Patti Dozen who is the SIG Coordinator. Gretchen mentioned that Patti spent little money (11.00) as SIG Coordinator. The SIG Coordinator's position is available at the end of the fall conference. This position will be announced in the summer newsletter. Molly expressed that she will need a disk with all the information about the upcoming position openings and relevant information that will be compatible with her computer. This may not be possible. She may have to a black and white photo copy to move forward with the publication of the newsletter. Molly gave a review of the outline of the upcoming newsletter and she is requesting feedback from the Board. She also recommended the possible purchase of a digital camera as a future purchase. It was suggested that a digital camera be borrowed from a university since the technology with these cameras can change rapidly and it would not be an efficient way to spend money on this item. Molly also discussed timelines for the primary events: the CRLA conference, Winter Institute, the Kellogg Institute, and the CRLA-NADE Symposium. The calendar should stress the activities of the Chapters, States and Regions, and SIGs. Susan also suggested that we have an electronic list to provide information to the Board and to Molly. Molly hopes to have the Newsletter ready by March 1, 2000.

4. PALS

Molly also wanted to know who the liasons are and there are different lists from different sources. She wanted to have an accurate listing in the CRLA newsletter. Pat will give to Molly an official list. Sam Noble may also be able to assist her with this task. Vicki will ask states and regions to include the Board in correspondence to Mike. Molly and Vicki will work together to make an updated list for the Reference Guide.

The Board took a tour of the hotel with Gina Asueta, Director of Convention Services at 11:00 a.m. Lindsey Brown, Sales Manager also provided a tour of the Hospitality Suite and later joined the Board meeting.

CONFERNCE 2000

After the tour, the Board discussed the following: moving the meeting rooms and the location of the SIGs meeting rooms to allow conference participants easier access. Since the SIG meetings are not mandatory, they can be located further from the main area of the conference. Susan suggested that the participants ask for rooms on the East side of the hotel so that they will not have to cross the hotel in order to attend conference sessions and meetings. Gina reviewed with the Board the hotel's guidelines. For example, a tentative schedule must be submitted to the hotel six months before the conference and a detailed schedule 60 days before the conference. All audio visual equipment must be provided by the hotel. All alcoholic beverages for the hospitality suite must be provided by the hotel.

Lindsey Brown, Sales Manager also provided a tour of the Hospitality Suite. Tina Dakin and Maureen Cronin Co-onsite Chairs for the Reno conference joined the Board meeting.

Lindsey and Gina went over the contract with Board line by line. Additionally, the following items were discussed: Board meeting prior to the conference will take place Monday, Tuesday. After the conference there will be a Board meeting on Saturday. Room requests should be submitted to Tom by September 1, 2000. Individuals with complimentary transportation (hotel limo) will be arranged by Tom. Tom also discussed using the Business Center. He asked about the \$25 an hour charge--- if it could be made more flexible, especially for the use of the computers. E-mail access only may be an option. The master account should be used for all Business Center use. Billing to the individual's room may also be easier. Tom will provide a list of who can sign to the master account. Finally, Tom expressed appreciation to Gina and Lindsey and to the other hotel staff.

The Board went to lunch at 11:30 a.m. Resumed at 1:15 p.m.

Tom expressed concern over the low numbers of conference attendees that attended conference sessions on Saturday. It was agreed that the schedule should remain the same for now. Tours for the conference will be arranged by an outside vendor ex:

Grayline Bus company. Tom received a suggestion via Donna Wood, Exhibits Chair that at the conference, planners be distributed and it should include the conference program. The discussion continued to have the program designed and made by the mailing service. The advantage would be that everything would be handled by one source. The call to conference is projected between \$2000-3000 this cost includes postage.

Mike moved that Tom contact with member services (ESG) for plans to make the call to conference and the programs. Valerie seconded. PASSED

More discussion about the conference and Tom via Kathy Carpenter discussed the idea of informing members that the dress code is casual at the conference. This idea was brought up as a suggestion to follow the NADE conference. There was a note in their conference program about this. It was decided that this was unnecessary and that people would dress the way they felt most comfortable. A suggestion was made that Tina Dakin, On-site Co-chair have a voice mail system and fax a machine to handle the many calls she would receive for registration purposes. The cost would be covered by CRLA.

Tom made a motion to support Tina Dakin, On-site co-chair in obtaining voice mail, purchasing an answering machine and a fax machine after checking with her institution. Mike seconded. PASSED

Susan suggested that Tina's e-mail Address be displayed so that individuals can contact her with questions about the conference. Another concern about the exhibits getting them advertised. It was suggested that a booklet be developed to showcase the exhibits. Tom will discuss the budget for the conference at a later date. Tom discussed the keynote speaker, Gary Soto, for the opening session and the on to Spokane conference. Pat asked if the keynote speakers will bring books. Tom offered to have a booth in the exhibit hall where they can autograph books. The cost for the opening session keynote speaker is \$2,500. The on to Spokane keynote speaker, Robb Sherfield, will do an institute in addition to giving the luncheon speech. The fee for his speech will be \$500 (plus his room). Pat suggested that his publisher attend the conference and the publisher may be willing to cover some of his expenses. Tom wanted to make sure that there was a balance of the genders of the speakers. However, these are outstanding speakers. Tina offered to ask Megan MacIntosh, from the University of Nevada at Reno, to do a institute about college teaching excellence. Another concern was the registration form. It needs to be organized so that it is clear for all members to register properly.

The Board took a break so that Tina, Vicki, Gretchen and Tom to discuss the registration form.

CONFERENCE 1999

Pat gave an update on the New Orleans conference. There was concern about the states and regions dinner. Gretchen asked that she been given clear instructions about what she should say at this event regarding budgets and reimbursement forms. Pat asked if there was enough time for dinner. Did it conflict with the Newcomers reception? Molly heard that it was very successful. She also asked how many chapters exists. Vicki confirmed that there are seven chapters. The Past Officers Council went very well according to Susan. Another item discussed was the conference web site. It must be kept up to date. More on this item will be discussed tomorrow. The tours very very easy to plan and well attended. However, it was suggested that more time be given to people to board the buses. The airline discount of five percent was not very helpful. The maximum amount of travel vouchers was two for any conference, Tom stated that people could go on the web and get a much better rate. It was a lot of difficulty to have a specific airline. Due the airline industry changes it is no longer necessary to select a designated airline. Everyone is competing to get best rate. Tickets should be collected at all food functions. It helps to keep accurate records. If there are any extra meals they should be given to people who are working the conference. Susan stressed that it is important to keep good records to work with the hotel and this would keep costs down. Pat reported that many conference attendees wanted handouts for a sessions. It would be a good idea to a copy to the resource room where copies can be made

there. Tom shared that many of the presenters often waited until the last minute to prepare a handout. Molly asked that an announcement be made telling presenters how many people will be in each session room and also they are expected to bring handouts to the conference if they do not send a copy of the handout before the conference. Mike suggested that presenters e-mail a copy of their handout prior to the conference. Vicki recommended that presenters clearly list their e-mail address and people can contact them for additional information. Susan remarked that it would be helpful to conference presenters be given a summary of what comments were made about past presentations, such as: presenter did not stick to topic, presenter read from the handout, presenter did not seem clear and finally, a comment that there were too few handouts. This will provide future presenters an idea of what to expect and how they will be evaluated. Susan asked about providing discounts on registration to presenters with the expectation that they bring handouts. It may be too expensive to offer this benefit. Also, not all presenters are CRLA members. Tom expressed concerned about resume builders—not CRLA members who just attend the conference just to promote themselves. Gretchen reported that there is a big problem from graduate students who are not experienced in giving presentations. Pat stated that proposals must be reviewed carefully and to have people to assist the conference chair in selecting the best proposals with the understanding that the committee can only select the

best proposals that are submitted. The next item discussed was the fee for conference insurance. Pat will pass this information on to Tom. The evaluations from the exhibitors were not good. Many of them were not pleased with the service provided by GES. However, there were some positive comments. In total, there were not many responses from the evaluations. The Houghton-Mifflin banner was not displayed and not all of the banners were given equal display time at the conference. The banners should be displayed in the registrations area. Susan asked if there was a way to track how many people contact the publishers. What is the benefit for the publishers coming to the CRLA? If we have this information, it will assist in planning future conferences for the length of time that they stay. There also a need to make sure that the publishers are not a distraction to the General Session, Perhaps opening the exhibit hall earlier so that more people could see the publishers. How many days should the publishers be at the conference? Vicki wondered if they should have the opportunity to be open on Thursday. Susan suggested offering a sneak preview Thursday afternoon at the coffee break and the Grand Opening later that evening with a big reception. Pat stated that not everyone could be pleased. Tom went over each of the evaluations. The publishers requested improved nametags. Donna will follow up on this and setting up the times for the publishers to set up their displays. Pat stated that it is really important that all the banners is prominently be displayed. On the matter of

registration Pat recommended that it be done on a spreadsheet and there should be a break out for city, state and zip. Pat also displayed a model of how she organized everything. Vicki asked for a copy and Tina should get a copy as well to assist her in planning. Pat wanted to send a letter to all first time conference attendees and to all attendees who were not CRLA members asking them to come to another conference and to those non members to join the association. 22 percent of the conference participants used the credit card and there were no returned checks. In the future joining CRLA and registration can be done on the web site with a credit card. A long-term goal will be to have a paid staff to hand association business. Pat went over the geographic locations attending the conference; this will help in deciding where to hold future conferences. Pat also reported on the SIGs—who signed up for which one? Vicki remarked that she only received only two newsletters. Molly asked what do they get for the \$5.00. The SIG coordinators need to send copies to the Board. Tom gave the example that SIG leaders may send out newsletters on their own and the Board may not be aware of this. The SIGs need to inform Vicki of their activities and requests mailing labels. This is important because they may miss people that Vicki has on file. The SIG Coordinator needs to keep everyone aware that they can submit reimbursement forms for mailing and other expenses. The SIG Coordinator must pass along any information about their activities to the Board. Susan requested that the

Onsite report form be re-established for each conference chair. This would greatly assist in conference planning from year to year. She is willing to create a form to accomplish this in her role as Executive Assistant. Pat reported on the low number of people staying at the host hotel. This could be that many people could not get reservations and stayed at other hotels. When rooms did become available they did not go CRLA conference participants. Pat advised Tom to plan early and to delegate as much as possible. Keep records for everything. It would also be helpful to conference attendees if there were a meal price guideline printed in the pre-conference bulletin so that they can plan their meal expenses.

5.CRLA-NADE SYMPOSIUM UPDATE

Susan reported that the calls to the Symposium materials will be sent out by Friday, February 18, 2000. Twenty-one presenters were selected and the program is complete. There no evening events planned except for the reception on the first night of the symposium. Three rounds of seven sessions and a plenary session are scheduled for Friday morning. The symposium begins Wednesday

afternoon and ends on Friday afternoon. There will be space for 250 and 50 of those will be presenters. Confirmation letters will be sent. No spaces will be held and purchase orders will not be accepted. Payment must accompany registration. Conference information about transportation will be provided. A presenter listing will be sent along with the topics to be discussed at the conference. Susan requested from the Board a listing as to who should attend receive comp rooms. Gretchen asked if there is going to a profit. The seed money will be returned if there is a profit. Susan feels that it should break even. Any profit will be spilt between the two organizations. Officers are not expected to attend this conference since there will not be a Board meeting scheduled. Susan gave a sampling of the topics that will be presented.

6.BUDGET

Pat submitted to the GES bill to Gretchen. Gretchen announced that she will have more to report after she goes over the budget with Pat. She gave an estimate of the operational budget for 1999. Gretchen went over the budget line by line. As of January 31, 2000 we have in the Account 44, 853.32. As of January 31, 2000 there is 62,082.52 in the conference account. These are estimates and a more complete report will be submitted at a later date.

7.JCRL JOURNAL

David Lamire has organized a form to authors stating that all manuscripts is their original work. He is also following the recommended guidelines by APA to correct the unfortunate plagiarism incident that took place in the last edition of the journal.

10.MEMBERSHIP AND TUTOR TRAINING HANDBOOK

The feedback is very positive from International Tutor Certification Committee and Peer Tutoring SIG. They are very excited about having another Tutoring Handbook. If a new book could be developed it would be welcomed. A revised copy of the book is not recommended. A topical book could be developed and Susan is interested in becoming a co-editor with the understanding that another person to assist her. She also reported that people are very interested and ready for a new book. A publisher needs to be selected. This topic will be continued in the near future.

The Board concluded the first day of meetings at 5:00 p.m.

COLLEGE READING AND LEARNING ASSOCIATION

BOARD MEETING

DATE: February 16, 2000

LOCATION: John Ascuga's Nugget Hotel

SUMMARY OF MINUTES

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

Pat called the meeting to order at 9:00 a.m. Pacific Time

1.LAC HANDBOOK

Mike gave a history of the LAC hand book. There seems to some disenchantment from members of a task force that were asked to participate in developing the LAC handbook. The members did do some preliminary work and they were not recognized for their contributions. Since Susan participated with the task force, Pat asked if she would like to be recognized. Susan responded that she would like to be recognized. Tom asked if the Board had access to the list of all of the task force members. Susan stated that Karen Smith may have one since she is the Archivist. Susan will call Karen and ask her for the list. Tom wanted to be sure that we did not overlook anyone. Pat will send a letter once she gets a complete list.

MOTION: Tom moved that the Board send a letter of appreciation and a book if the task force is less than five. If there are more than five members, just a letter will be sent. Mike seconded. **PASSED**

2. Fellows

Pat announced that the induction for Fellows will take place on March 16, 2000. There will be a special recognition at the CRLA Banquet. These individuals names will be printed in the conference program booklet and an article will be printed in the summer newsletter. The next induction will take place at the next CRLA Conference.

3. SITE SELECTION

Mike asked the States and Regions about hosting the next conference after 2001. PA/NJ expressed interest. Susan recommended that the conference move to the middle or eastern part of the country for example, Denver, CO or Philadelphia, PA. Mike will contact the States and Regions which group would be ready to host the conference. Colorado will be the first choice, followed by Minneapolis. It was discussed that it has been awhile since the conference was held in California. Mike will contact Sue Brown, Site Selection chair to explore possible sites. Conference registration was discussed. It was suggested that an outside professional group handle this task. The time for outsourcing may have come, but we need to go

slowly. Susan volunteered to look for a group within CRLA to handle the registration task. Tom stressed that we not lose the personal touch that CRLA is known for. Mike suggested that we ask the POC to participate in registration. Also, it was suggested that the Board pay for the registration fees for the Evaluation Chair, Exhibits Chair and the Registration Chair. Mike advised that we take care of the volunteers who work in key positions. Pat suggested that the Board look at the key people who could benefit from having their fees waived for registration at the next conference call. Susan requested that we develop a formal plan to who should have their registration fee waived. Mike asked about how institutions could receive discounts to new people for coming to the CRLA conference for the first time or giving a discount to an individual a discount for recruiting another person for coming to CRLA. As the membership grays, we need to replace the people who are retiring. Susan thought a reduced membership fee for new members for the first year. The Board needs to discuss the options that we could offer new members.

Molly suggested a newcomers SIG and get these members involved. Gretchen suggested that an article about the upcoming conference in regional newsletters. Vicki thought post cards and brochures about the conference through the States and Regions. The On-Site chair could do this task. Molly asked if there could be a booth advertising the upcoming Spokane, WA conference at the Reno, NV conference.

Regarding advertising for the next conference-- this should not be done until Friday. The group hosting the conference next would do the same thing. Susan expressed that a policy regarding this should be developed. Mike will continue to work on securing a conference site for 2002. In the future the Board needs to discuss Institutional memberships, registration waivers and complimentary registration for the registration staff. The POC can offer assistance at the conference perhaps at the registration table. Gretchen asked for guidelines for incoming Board members. Susan will put this in writing so that they know what events they are expected to attend and do.

The Board took a break for lunch at 11:30 a.m.

Karen Smith sent to Pat an e-mail Note expressing her concern over the use of the term Developmental Education.

She expressed that is not the main Function of CRLA. It is one of only four divisions of CRLA. This is the goal of NADE. CRLA is about academic support. That is our primary focus. Karen asked that we stop using the term Developmental Education by officers when speaking to and about the collective membership as developmental educators. Another item for discussion was the need to find out what individuals do at their institution on the registration for the

conference and what there area of interests are regarding academic support. Mike suggested that we change the Strategic Plan from developmental education to learning assistance. The Board needs to become more aware that we are more inclusive. Susan asked Pat to include this in her Presidential column in the next CRLA newsletter. Pat asked if the Glossary of Terms for Learning Assistance needs revision. Susan responded that the glossary is out of date. Tom will send to Susan a document a listing of academic support services that students need. This document will clearly define what we should be doing for students. Math needs to be represented and Political Action need to be explored. Pat asked Mike to remind States and Regions to have a representative to the Political Action Committee. Susan asked if the Board should implement a CRLA List serve. Communicating electronically is a wave of the future. The Board discussed ways to become politically active and network with organizations that have strong ties with states and national legislature. Gretchen stated that the Board should be active in Political Action. Susan recommended that a workshop on the political process be offered as a session to conference participants to learn how to become politically active. Mike suggested that this be discussed at the Leadership meeting. A panel of leaders who have experience in this area should be invited to offer information. Mike and Tom will plan how to have a scheduled a meeting time.

**Pat scheduled the next conference call for Wednesday, March 22, 2000 at 3:00 p.m.
Eastern Standard Time.**

Pat adjourned the meeting at 1:00 p.m.

COLLEGE READING AND LEARNING ASSOCIATION

BOARD MEETING

DATE: February 15, 2000

LOCATION: John Ascuga's Nugget Hotel

SUMMARY OF MINUTES

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

Pat called the meeting to order at 8:30 a.m. Pacific Time

1. STATES AND REGIONS

Mike reported a \$500 request from the California chapter to pay for a speaker, Enrique Salvador at their conference on March 10, 2000.

MOTION: Tom moved that the California chapter be given \$500 for their conference. Valerie seconded. **PASSED**

Mike gave an overview of the upcoming conferences held by chapters: The Heartland chapter is scheduled for April 6 & 7, The PA/NJ chapter is April 7, and the New Mexico chapter is April 29. He also stated that the CRLA Display Board needs to be updated and suggested that additional display boards need to be purchased. A question was raised as to who is responsible for maintaining the display board. It was thought that the Archivist was responsible for this task. Susan checked the job description and discovered that the Archivist is not responsible for maintaining the display board. Tom thought the display board should be handled by the Membership Coordinator or by the mailing

service. Vicki was concerned about storage for the display boards because of their size. Susan stated that the mailing service may be the most logically place to store the display boards and Tom expressed concern of shipping the display boards from place to place. Molly asked about using a Velcro display board. Pat wondered if they would be too bulky to transport. Susan volunteered to investigate the types of display boards available along with various prices. Molly offered to send to her information about the display board that she uses at her school for recruitment purposes.

MOTION: Tom moved that Pat purchase three display boards—two primary boards and one secondary board. Mike seconded. PASSED

Vicki asked about the table banner. She offered to find material and make a new one. Susan asked if she could help and Pat asked about the size of the table runner. She will also try to find out where the current drape is being stored. It was suggested that having two CRLA banners/drapes would be a good idea. Pat also requested that a CRLA inventory be conducted. For example, we need to know how many CRLA stamps, ink pads and other CRLA office supplies we have. Every State, Region and key

Executive members should have these items.

2. EXECUTIVE ASSISTANT

Susan is learning about her new position. She also expressed appreciation to the Board. One of the many tasks she wants to accomplish is creating an On-Site manual. This where the Executive Assistant help organize the procedures for each committee chairperson for the conference. Susan requested the Board to offer suggestions for the manual. Susan made a list of priority packets for the new officers (ex: job descriptions) and she also asked for suggestions to make the job descriptions more complete. Susan will also work on updating the Procedures Manual. Pat would like to see a revision date on all updated forms. Susan's main goal is to update the job descriptions. Her ideal goal is to make things more smoothly is not to tell people what to do or to how to do something, her role will be to share with them the task that need to be done and when they must be completed. Susan's goal is to develop the Executive Assistant's position to one that will be an asset to the Board. Susan also advised the Board to consider the following positions are ex officio: Membership Chair, Newsletter Editor and Executive Assistant. According to the By-laws, the Newsletter Editor is an ex officio position. Finally, Susan reported that the main role of the Executive Assistant is to provide

continuous information between the transition of old and new Board members.

Mike moved that the positions of Newsletter Editor, Membership Coordinator and Executive Assistant be a non-voting ex officio Board members. Tom seconded. PASSED

EGS representative Debbie Sipe joined the Board meeting.

3. MEMBERSHIP SERVICES

Executive Services Group (ESG) representative, Debbie Sipe. She gave a brief history of her company. Tom asked about exhibit companies and which company she would recommend. There are two companies available: GSE or Freedman. Vicki asked about the cost to reproduce the Tutor Handbook. Debbie gave the following costs: 250 book \$8 ea. 500 books \$7.50 ea., and 1000 books \$7 ea. The cost of the handbook is \$20 plus shipping. Vicki gave Debbie two disks with the handbook on it. Mike suggested that we purchase only 250 books for now and that we wait until the information is updated before printing more. Susan asked if there was a motion to update the handbook. Mike reported that Karen Handcock and Tom Gier – they may be willing be able to make minor corrections. It is unclear if Karen Handcock will be willing to update the manual. Gretchen shared that 14 handbooks were sold. Vicki has only 11 left. A new manual is needed.

Gretchen moved that we reprint 100 Tutor Training Manuals and explore the possibilities of having a new Tutor Training Manual created. Mike seconded. PASSED

Tom amended the motion by requesting that individuals be asked to be editors for the second edition of Tutor Training Handbooks. The Board will request proposals for a second edition. Mike seconded. PASSED

Tom

Susan expressed interest in this
And will request assistance from

Geir and Karen Handcock to serve as co-editors. A request for proposals for editors and chapters via the CRLA newsletter will be made. A discussion about which publishing company be selected. In the past, books were created in house. The Learning Assistance Center handbook was published by H&H. It was stressed that we need a pre-commitment from the publishers or CRLA could create the handbook in house. If a series is developed a plan needs to be developed an example: four books within ten years. Deadlines are a critical issue. Authors and editors must meet deadlines. Susan also recommends that we use a publisher so that our materials would be distributed at a libraries, community colleges and the like. This will increase our exposure. A important question to be addressed is what is the goal for selling the manual. This should be considered before we ask for editors. Pat stated that the benefits of using a publisher outweigh the cons for printing the handbook in house. Pat asked if a publisher would be more interested in publishing a series from a professional association. Tom asked about the financial benefits of publishing in house as opposed to using a publisher. Pat went over the financial benefits of selling the LAC as an example. 25% of the profit went to CRLA for the first

100 and 50% of the profit went to CRLA after that.

The Board went into Executive Session at 10:45 a.m.--- came out at 11:15 a.m.

Mike moved that he will (along with Pat) inquire about the interest in creating a series of a new Tutor Training Handbooks with H&H Publishing or other publishers so that the Board can make a decision in the near future about whether CRLA monographs should be created in house or with a publishing company. Tom seconded. PASSED

Vicki stated she met with Tom and Tina to discuss the registration forms and these issues were resolved. She asked about the procedure regarding new SIGs: Humor and the Freshman Year Experience. They are not official, yet they are in place and accepted. Her concern is that the proper procedure be implemented.

The Board went into Executive session at 11:15 a.m.—came out at 11:30 a.m.

Susan recommends that detailed information be provided to the SIG Coordinator from the Executive Assistant.

The Board went into Executive session at 11:35 a.m. – came out at 12:00 p.m.

Vicki will remind SIG leaders about mailing list for members. Tom and Pat would also like this information as well. Debbie volunteered to send SIG mailing list to SIG leaders 3 times a year via e-mail. This would also help in finding out who is responding or not responding. After the conference a new mailing list for SIGs will be mailed in March and 3 times after that. Vicki reported that the Counseling and Helping Relationships SIG chairperson is open as Research and Evaluation. There was a question as to who is the Workforce Literacy SIG leader.

The Board went to lunch at 12:15 p.m. Resumed at 1:30 p.m.

Vicki continued with her report. She sent a mailing to promote the LAC Handbook. Vicki also plans to send a mailing asking those participants attending the conference who are not members to join CRLA. Pat will sent her a list of those individuals. Vicki asked if there should be a policy about which organizations or company should be given mailing lists. Another item discussed about the corporate sponsors. If they donate money, the corporate sponsor would receive one set of mailing labels (free of charge) with the understanding that they can't sell the list to another division of the corporation for one year. Also, if a company wants a mailing list (for professional purposes) they may purchase a list for \$100.

7

CRLA web page. Susan remarked that the Board consider hiring a professional to maintain the web page for keep it up to date and to insure accurate information. A job description is still needed for the position. Tom asked if Debbie's company could provide this service.

Gretchen moved that the Board ask Debbie for a quote to maintain the CRLA web page. Mike seconded. PASSED

Susan asked if anyone knew the why CRLA's web page is a "dot. net" Shouldn't it be "dot. org?" Molly also offered to look for a Webmaster.

The Board took a break at 2:50 p.m.

PAST OFFICERS' COUNCIL

Pat passed out to the Board an e-mail list of suggestions from Becky Johnen. The suggestions were reviewed line by line. Susan recommends that the Past Officers continue to have a room at the next conference with a meal. POC expressed an interest in working on the Strategic Plan. They are very eager to provide assistance in any way. Susan will ask Becky to see if POC would be willing to review sections of the Strategic Plan. The Board could use the POC as an advisory board. Tom asked if POC would be interested hosting a session on retirement. Gretchen suggested

Mike moved that we establish the going rate of \$100 dollars for an organization to purchase a CRLA mailing list. The rate will increase in the year 2002. Tom seconded. PASSED

Vicki concluded her report for her expenses line by line and provided a job description including a time line for projects and the official CLRA color.

Debbie suggested that a publications form be developed to advertise books and publications with a description and order form. Pat asked if we had additional need for storage would ESG have storage to accommodate CRLA. Tom shared with Debbie the quote he was given to prepare the conference program. Debbie will also prepare a quote for the printing of the conference program. Vicki asked about how much would it cost to prepare a registration form that can be used year after year. Molly asked the Board about developing a standardized format for the CRLA newsletter that could be kept on file with a printer. Pat recommended that it be investigated. Molly agreed to do this.

4.WEB SITE

Pat reported via Vince that we needed to look for his replacement since this is Vince's last year as Webmaster.

There are a number of changes on

the

that it be a social event instead of a conference session ex: a happy hour or chocolate bar. Pat recommended that POC serve as a resource, but they must realize that the Board must be free to make their own decisions in setting policy. Susan reported on the professional certification and the program being NADE certified. Past officers talked about using NADE certification for CRLA members. Gretchen recommends that there be a CRLA member who can present at each conference willing present the CRLA Tutor Certification program. Gladys prepared a packet for each member of the committee. It needs to be made more elaborate. This could be made into a power point presentation. Mike could ask states and regions if they have a presentation on tutor certification. When the new Tutor Coordinator position job description become revised, it should include that the Coordinator should arrange for a representative to speak at conferences about Tutor Certification.

Request for Funding

The Board read a request from Gail Platt to attend the CRLA-NADE symposium (attachment A).

Mike moved that the Board approve the request from Gail Platt to attend the CRLA-NADE symposium for this one time up to \$700 with the understanding that she stays the entire conference to interact with conference participants. Tom seconded. PASSED with one abstention.

Gladys Shaw made a request for \$350 to attend the NTA conference. There was a discussion about conference fee waivers--- who should receive them (Attachment B).

Mike moved that the request for Gladys Shaw in the amount of \$350 be approved for airfare and meals-- if an additional fee waver is provided by NTA or if Gladys pays for registration. The CRLA fee waver to attend the NTA conference should go only the President. Gretchen seconded. PASSED

BUDGET

Gretchen went of over the budget line by line (attachment C). There was a discussion about the amount of money for Awards and Scholarships. Should there be money allocated for the Robert Griffin Long and Outstanding Service Award. Also discussed were the qualifications for this award and where the nominations should be sent.

Mike moved that nominations for the Griffith Award be sent directly to the CRLA President. Tom seconded. PASSED

The Board went into Executive Session at 5:15 p.m.--- came out at 5:45 p.m.

Travel will not be added to the Tutor Coordinator's budget.

Gretchen will send a revised budget at the next conference call.

OPEN POSITIONS

available:

The following positions are

Tutor Mentor Coordinator and Assistant, Evaluations Chair and Exhibits. These positions will be advertised in the next CRLA newsletter (spring). The SIG Coordinator will be advertised in the following newsletter (summer). Before a term of a committee member ends, the individual must reapply for the position.

ACDEA BYLAWS

Pat distributed the ACDEA (Attachment D) and CAS (Attachment E) drafts for the Board to read and to be prepared to discuss these items at the next conference call.

ELECTIONS

Pat gave a brief report via Kathy Carpenter. The ballots will be counted the week of March 6-10 by Kathy and two other CRLA members. The President will notify the winners and will follow up with a letter.

The Board concluded the first day of meetings at 5:58 p.m.