

Burlingame, California
December 1, 1978

WESTERN COLLEGE READING ASSOCIATION
Board of Directors Meeting

The Board of Directors of the Western College Reading Association met in Burlingame, California, at the Hyatt House, December 1, 1978. President Patricia Heard presided.

Board members present: President Patricia Heard, President-Elect Elaine Cohen, Past-President Margaret Coda-Messerle, Secretary Jacquie Bonner and Treasurer John Woolley. Other officers and guests present: Newsletter Editor Jo Ann Wells, Past-President June Dempsey and GTU Representative Pam Harris.

I. CALL TO ORDER

President Pat Heard called the meeting to order at 8:27 a.m.

II. REVIEW OF THE AGENDA

The agenda was reviewed and one item, Placement Bureau, was added.

III. MINUTES

Board members had received the minutes in the mail for the September 8-9 Board meeting. Corrections are listed separately. Margaret recommended that the Secretary continue including details.

Moved (Woolley), seconded (Cohen) that minutes be approved as corrected.

PASSED

The need still exists for an index of the WCRA minutes, particularly the motions passed. Margaret referred to the categories described by Elizabeth Johnson as a beginning organizer. June Dempsey still has the list of the categories which she will forward to Pat. June will also forward her copies of previous minutes to Elaine.

IV. TREASURER'S REPORT

- A. Budget guidelines and membership list. John Woolley submitted a copy of the tax return to IRS (Attachment #1). John presented recommendations (Attachment #2) based on consultation with a colleague who advises similar organizations regarding accounting systems:

1. Contract the services of the Oxford Mailing Service to handle master mailing and annual membership rosters.
2. Establish a yearly organizational calendar to coincide with the fiscal year of the WCRA 5/1 to 4/30 or another consistent and effective date. Margaret suggested we first review the by-laws to avoid any conflicts in election of officers and their function as a board.
3. Establish an Audit Committee of WCRA members to review the yearly financial records of WCRA.
4. Increase the annual membership dues from \$5 to \$10.
5. Establish an insurance account because insurance is a specific item. As the Board approves expenditures, those should be attached to specific budget categories by the Treasurer.
6. Authorize overexpenditures in the Treasurer's and Secretary's accounts to allow for unbudgeted expenditures not to exceed \$350 over the budgeted amount.

Moved (Woolley), seconded (MCM) to authorize overexpenditures in the Treasurer's and Secretary's accounts to allow for unbudgeted expenditures.

PASSED

7. Request that all reimbursement or payment of expenses be submitted to the Treasurer on a standardized reimbursement form when possible.

Moved (Woolley), seconded (Cohen) that all reimbursement expenses be submitted to the Treasurer on the standardized reimbursement form when possible.

PASSED

Pat recommended that we delay action on recommendations #1 until its appearance on the agenda, #2 until we can check by-laws, #3 until the by-laws discussion, and #4 until the financial status of organization is reviewed.

- B. Status of the budget. While discussing the previous fiscal year's income and expenses, June was concerned whether or not the conference fees reflect some of the income from dues and Proceedings. John said those were reflected on the balance between the income and the expense of the Proceedings. The Board continued to discuss the need for clarification on income and expense items.

Moved (Woolley), seconded (Bonner) that we footnote the categories of dues and Proceedings of the previous fiscal year's income expenses to note that approximately half the income was deposited in the conference income (\$5 dues x 600 members), (\$5 Proceedings x 600 members).

PASSED

Moved (Woolley), seconded (Bonner) that the President-Elect verify and submit all conference expenses to the Treasurer before payment is made.

PASSED

June recommended that a letter be sent to Lucille Morris, John's colleague, thanking her for the budget recommendations.

The Board discussed rising costs and responded to John's recommendation to raise dues.

Moved (Woolley), seconded (Bonner) that WCRA dues be increased to \$15.00 effective the next fiscal year.

PASSED

V. AN ALTERNATIVE TO THE "BUSINESS MANAGER" PROPOSAL

Margaret reported on her meeting with the person directing the Oxford Mailing Service, an alternative to the "business manager" proposal.

Moved (Woolley), seconded (MCM) to contract with the Oxford Mailing Service in Santa Fe Springs to be responsible for mailings and keeping membership lists current.

PASSED

Moved (Woolley), seconded (Bonner) that expenditures for these services not exceed \$1,500.00 and the services be evaluated at the next Board meeting.

PASSED

VI. PROGRAM CHAIRPERSON'S REPORT (Attachment #3)

A. GTU Representative Pam Harris

1. Members must explain their needs and plans in writing to GTU. Members should book air tickets through GTU rather than their local ticket agents. Ground transportation returning to the airport is not provided except for those who go to Kona because members will be leaving at different times. If people would like to remain at the Hyatt, their room rate will be the same as the convention rate.
2. The luau will be held at the Royal Hawaiian Hotel.

The Board recessed at 11:45 a.m. for lunch.

The meeting was resumed at 1:05 p.m.

- B. Board members should arrive April 6 and plan to meet April 7 from 8:00 a.m. - 9:00 p.m., Wednesday 8:00 - 10:00 a.m. and with the state directors Tuesday April 10 from 3:30 - 5:00 p.m.
- C. Conference status. Elaine outlined the Hawaii conference program which includes 34-35 section meetings. The post-conference institutes include:
1. Work institute to formulate a model for evaluation systems in learning assistance programs
 2. The steps to abstract reasoning
 3. Tutor training model
 4. Overcoming math anxiety

Members may select three out of the four institutes. Presenters will receive a brochure describing how to make an effective presentation when they receive information about how to prepare for publishing in the Proceedings.

- D. Conference packets. Suggested inclusions were new WCRA brochures, recommendations for speakers, participation and evaluation forms and questionnaires for contents of Newsletter.
- E. Agenda, format for general session on Sunday:

Introduction of speakers
Voting on by-laws
Introduction of candidates
Distinguished Service Awards
Scholarship Awards

At the Monday general session, the ballots will be distributed as members walk in. Voting will be completed before the keynote speech by Dr. Herber. Officers will be announced after the speech. The Secretary will tape the keynote speech.

On Tuesday, three simulated program visits are scheduled for one hour and fifteen minutes.

Publishers' hospitality. At the Tuscon conference, it was recommended that publishers be offered, as a group, the option to host a cocktail party. This year the time option will be prior to the luau.

- F. Board responsibilities

Treasurer. Responsibilities will differ from previous conferences because members will have pre-registered. Those helping at the registration table will collect conference fees. GTU will also be assisting.

VII. COORDINATOR OF STATE DIRECTORS REPORT (Attachment #4)

Margaret sent letters to state directors September 25 and November 27. Four appointments were announced.

The Board recessed for ten minutes at 2:35.

VIII. BY-LAWS COMMITTEE REPORT

To understand the report, refer to the copy of the constitution from Paul Hollingsworth dated August 18 as well as the copy from Margaret Coda-Messerle marked Holmes March 19, 1975 plus the by-laws from Paul dated October 20 and the original report from the By-Laws Committee dated August 18. The August 18 mailing is the product of the committees' revisions completed at the Long Beach conference and includes only "housekeeping" not substantive changes such as changing chairman to chairperson. The committee also brought the constitution into line with the by-laws acted upon at the Denver conference. Pat reported that parliamentary resources stated that organizations our size do not usually have both a constitution and by-laws. If they do, they usually leave the constitution as is and change the by-laws as their working document. The Board concurred with Pat's findings. The by-laws will supersede the constitution. If a point is not addressed by the by-laws, the Board will refer to the constitution. June recommended that for future Board members the constitution be the document of the past.

The Board then reviewed the recommendations dated August 18, 1978 starting p. 48 in the minutes dated September 8, 1978. #1 and 2 will remain as is because the constitution will be the historical document.

#3 and 4 reflect the line of succession and will be recommended to the membership at Hawaii conference.

#5. Because of Pat's concern about nominations and balloting, she drafted a letter to the Board and to Paul dated October 6, 1978 (Attachment #5). Pat's #1 is the same as the committee's recommendation. Pat's #2. If a quorum was not present, the revision would allow a mail ballot.

Moved (Woolley), seconded (Cohen) that Board accept changes as presented.

PASSED

Pat's #3. Moved (Woolley), seconded (Cohen) to read as changed.

PASSED

The Board interrupted work on by-laws to hear the S & A report.

IX. SCHOLARSHIP & AWARDS COMMITTEE REPORT

Donna Davidson mailed announcements to over 1600 institutions. Two

requests for information and two letters of nomination have been received thus far. Deadlines are January 15 for nominations, February 1 for applications and February 15 for recommendations on scholarships and awards to Pat who will forward information to the Board. The S & A chairperson or someone well-known to the person will present the awards.

The scholarship recipient will send a written report to the San Francisco conference; the recipient's photo and biographical sketch will appear in the Newsletter.

Moved (Cohen), seconded (Woolley) that #f under #3 of S & A Committee functions, as described in December 1977 minutes, will read: The S & A Committee will arrange for the scholarship award to be disbursed through the Scholarship and Financial Aids Office of his/her college upon evidence of enrollment in an appropriate graduate program.

PASSED

X. BY-LAWS (cont'd)

Pat's #3a. Moved (Woolley), seconded (Cohen) as stated.

PASSED

Pat's #3b. Moved (Woolley), seconded (Cohen) as stated.

PASSED

Pat's #3c. Moved (Woolley), seconded (MCM) as corrected.

PASSED

Pat's #3d. Moved (Woolley), seconded (Bonner) as stated.

PASSED

Pat's #3e. Moved (Cohen), seconded (Woolley) that the Nominating Committee chairperson will issue absentee ballots upon written request by members.

PASSED

Pat's #3f. Moved (Cohen), seconded (Bonner) as stated.

PASSED

Pat's #3g. Moved (Cohen), seconded (Cohen) as stated.

PASSED

Pat's #3h. Moved (MCM), seconded (Cohen) as stated.

PASSED

Pat's #3i. Moved (Woolley), seconded (Bonner) as stated.

PASSED

Pat's #3j. was eliminated because of the complexities of balloting.

Pat's #3k. Moved (Cohen), seconded (Bonner) as corrected.

PASSED

Pat's #4. Moved (Woolley), seconded (Cohen) as stated.

PASSED

Returning to the report of the By-Laws Committee, p. 50 of September 8 minutes, the Board reviewed #7 on Article VII.

Moved (Woolley), seconded (Cohen), add to the quorum statement: . . . Association as of December 31 prior to the annual conference.

PASSED

7. The Board agreed that members will be given a written ballot regarding the by-laws at the Hawaii conference.

#8. In a letter to Paul dated October 6, Pat explained some potential problems in Article X regarding disposition of assets.

Moved (MCM), seconded (Cohen) that Board accept the procedure recommended by IRS which would be to allocate the monies to charitable organizations.

PASSED

Moved (Cohen), seconded (Woolley) to change the current Article X describing amendment procedure to Article XI.

PASSED

Moved (Cohen), seconded (Woolley) Article XI, sec. 2 to read no amendment may be adopted unless it is approved by a two-third (2/3) majority of the votes cast at the business meeting.

PASSED

#10. Pat clarified that as long as we contribute membership dues to the scholarship fund, we do not need a separate scholarship organization under 5101C3; but if we receive separate contributions, we will need to establish the separate organization. The issue was referred to S & A chairperson, Donna Davidson.

#11. Moved (Woolley), seconded (Cohen) that Article IV, section 7 October 20 should read: The Treasurer shall receive and record the receipts of all dues and other income of the association. He/she shall make a financial report at each general and special meeting of the membership and of the Board and shall write and sign all checks for all authorized expenditures. At the end of each fiscal year, there shall be a review of the financial records by a committee of three (3) members to be appointed by the President.

PASSED

Moved (Woolley), seconded (Cohen) Article V will read: The fiscal year will be May 1 to April 30.

PASSED

John listed his reasons for recommending a yearly calendar and the Board discussed the pros and cons.

Moved (Cohen), seconded (MCM) that the dates of membership coincide with the fiscal year.

PASSED

After further discussion, the Board rescinded the motion.

Meeting was recessed at 5:35.

The meeting was resumed at 9:10 a.m. December 2.

XI. PROCEEDINGS EDITOR'S REPORT (Attachment #6)

Pat read the report submitted by Gwyn Enright. Pat asked John to check with Oxford Mailing Service to find out if it would store and mail the Proceedings.

XII. INSIGHTS EDITOR'S REPORT (Attachment #7)

Moved (MCM), seconded (Cohen) President correspond with the editor of Insights to ask the editor to request manuscripts for the second issue.

PASSED

XIII. NOMINATIONS COMMITTEE REPORT

Pat reported for Gene Kerstiens who said he had asked candidates to submit information to the Newsletter. Pat will report to Gene when the candidates will be introduced. Gene also was concerned about procedure for absentee ballots. Pat suggested that a request form be included in the Newsletter which can be mailed to Margaret for an absentee ballot.

Pat also reported on her review of three references on Roberts Rules of Order.

1. The majority of votes cast means a majority of eligible votes cast not counting absentions unless otherwise specified.
2. If the Board has just passed a motion, it can rescind the motion with a 2/3 vote. If significant time lapses, a notice of motion must be given.

XIV. PLACEMENT BUREAU REPORT (Attachment #8)

Pat presented Betty Levinson's report on the Placement Bureau.

XV. MINORITY ADVISORY COMMITTEE REPORT

Elaine talked with Don Yamamoto, the chairperson, who plans to design a needs assessment to learn how many minorities are delivering learning assistance services and what they perceive as needs in training. Pat suggested that Don write an article for the Newsletter describing the needs for funding and training programs. Jacquie will write to Don about contacting HEW for information. Pat further recommended that the Newsletter should describe training programs for persons interested in learning assistance.

XVI. PRESIDENT'S REPORT

- A. New appointments. Don Yamamoto at the University of Colorado has accepted the appointment to replace Ernest Gourdine as chairperson of the Minority Advisory Committee.
- B. Liaison with other organizations.
 1. IRA meeting in Atlanta. Silver Standfill, who agreed to be the WCRA representative for the co-sponsored meeting, requested a list of all WCRA members east of the Mississippi and then sent letters to those members asking if they wanted to participate. The outcome was a panel presentation entitled, "College Reading into Action" with Silver as chairperson. Presenters and topics included Kate Sandberg -- WCRA origins and goals; Florence Schale -- innovative methods for rapid reading; Ted Coulter -- how to use the computer in the reading classroom; Mary Dunn -- annotated bibliography of materials for ABE, GED, and ESL; Sandra Burkett -- annotated bibliography on building critical thinking skills and Jane Davisson -- calling college reading into action. Becky Patterson was hostess.
 2. Status of letters with other organizations. Margaret asked the state directors to keep us informed about other conferences. Jo Ann is sending Newsletters to other organizations offering them an opportunity to publicize their conferences. Pat will write official letters to presidents of other national organizations as soon as we print a new brochure.

Pat suggested two approaches: the Board select five national organizations and leave liaison with the state and regional associations to state directors, or keep current with the California associations where comparable organizations do not exist. As mentioned at the September Board meeting, these member liaisons would (1) report relevant information to our Newsletter, (2) report to our program chairperson topics and persons to present at our conference

(and we did agree that the SF program chairperson will arrange co-sponsored presentations), and (3) keep other organizations up-dated on our activities. The Board suggested six national organizations: IRA, ACPA, NARDSPE, NCDE, NRC and CRA. John recommended CAPED and CCCTA and volunteered to be our liaison to the latter. Margaret volunteered to be the liaison to NCDE. Names of members were suggested to Pat for liaisons with other organizations.

XVII. CONFERENCE SITE CHAIRPERSON'S REPORT

- A. June Dempsey recommended that the Board reserve tentative dates for the Fall meeting: September 14, 15 and 16 or September 28, 29 and 30 at the Hyatt Union Square in San Francisco. The Board suggested June arrange a Thursday night and, if not, Friday at 1:00 p.m. or late August 24, 25 and 26. The proposed late Fall Board meeting dates are November 15, 16 and 17. All meeting and exhibit room space is complimentary and the commitment is written. Proposed 1980 conference dates are March 27, 28 and 29.
- B. June read a letter from Ann Faulkner who submitted a bid from the Dallas County Community College District to host the annual WCRA conference in Dallas, Texas, April 21, 22 and 23 and accepted the role of 1981 conference manager assisted by representatives from each of the seven colleges in the district. June pointed out that the dates need clarification because of Spring holidays.
- C. June also read a letter from Dr. Priest, Chancellor of the seven colleges in the Dallas County District, which stated the district would provide the supportive services requested for the conference.
- D. Conference site. June reported on her visits to two facilities, North Park Inn and Dunfey's Royal Coach Conference Center, distributed brochures, described the advantages and disadvantages, read letters of commitment, but suggested that the conference manager should be happy with the selection, thus Ann will stay at both hotels to inspect the facilities.

Moved (Woolley), seconded (Cohen) to select Dallas as the 1981 cite presuming the dates can be April 9, 10 and 11.

PASSED

Moved (Woolley), seconded (Cohen) to give Ann and June the authority to select the conference hotel.

PASSED

XVIII. NEWSLETTER EDITOR'S REPORT (Attachment #9)

- A. Columns. Jo Ann Wells presented a list of newsletter columns, described their purpose, the person responsible and the frequency of appearance.

Two other columns were recommended: (1) staff training and development, and (2) evaluation.

- B. Advertising. Jo Ann will set up insertion requests for advertising in the Newsletter.

Moved (Cohen), seconded (Woolley) to accept new costs for Newsletter advertising.

PASSED

- C. WCRA logo and colors. Jo Ann unveiled several sketches for a logo and lettering, colors of ink, color and textures of paper for stationery, brochures and Newsletters.

Moved (Cohen), seconded (MCM) to use the lettering as the logo and heading on the light grey paper.

PASSED

The Board preferred a quality paper and the dark brown ink.

Moved (MCM), seconded (Cohen) to increase the Newsletter's budget to \$600.00 for the balance of the fiscal year.

PASSED

Moved (Woolley), seconded (Cohen) because of costs, a membership list will not be mailed routinely to members.

PASSED

Moved (MCM), seconded (Bonner) to direct Karen Smith to submit to Pat Heard three (3) bids for 2500 brochures which will include quality and color of paper, ink, type and final layout. Upon Pat's approval, the brochures will be printed.

PASSED

Gift suggestions. June recommended we offer special WCRA gifts for sale to members.

Moved (Cohen), seconded (MCM) that June provide us with information about WCRA gift items.

PASSED

Meeting adjourned at 1:00 p.m.

et al

AGENDA

WCRA Board Meeting - December 1-2, 1978

Burlingame Hyatt Hotel

Friday, December 1

1. Call to Order - 8:00 AM
2. Review of Agenda
3. Secretary's Report (Jacquelyn Bonner)
 - a. Approval of September, 1978 minutes
 - b. Status of policies catalog project
4. Treasurer's Report (John Woolley)
 - a. Status of current accounts and budget
 - b. Over-all budget guidelines, policies, income vs. expenses, recommendations, etc.
 - c. Audit procedures proposal
 - d. Membership lists - new data processing possibilities (Prog via Woolley)
5. An alternative to "business manager" proposal (Seymour Prog via Pat Heard, Margaret Coda-Messerle, and John Woolley)
6. Program Chairperson's Report (Elaine Cohen)
 - a. Hawaii conference status - proposed schedules, program features, current response, etc.)
 - b. GTU representative - Pam Harris
 - c. Dates, times for board meetings in Hawaii
 - d. Agenda, format for general sessions
 - e. Conference packets: contents - forms? polls? etc.?
7. Coordinator of State Directors report (Margaret Coda-Messerle)
8. Conference Site Chairperson's Report (June Dempsey)

9. By-laws Committee report - continued discussion from Sept. meeting (Paul Hollingsworth via Pat Heard)

- a. Changes in election procedures
- b. Definition of quorum; date determined; provisions if no quorum
- c. Disposal of assets
- d. Scholarship Fund organization for tax exemption
(including one recommendation under Scholarship & Awards report)
- e. Auditing provisions (included under Treasurer's report)

Adjournment planned for around 6:00 PM.

Saturday, December 2

- 10. Call to Order - 8:00 AM
- 11. Newsletter Editor's Report (JoAnn Wells)
- 12. Proceedings Editor's Report (Gwyn Enright via Pat Heard)
- 13. Insights Editors's Report (Randy Silverston via Pat Heard)
- 14. President's Report (Pat Heard)
 - a. New appointments
 - b. Liaison with other organizations
 - 1. IRA Atlanta plans for co-sponsored meeting
 - 2. Status of letters of liaison with other organizations
 - 3. Status of WCRA members in liaison roles
- 15. Nominations Committee report (Gene Kerstiens via Pat Heard)
- 16. Scholarship and Awards Committee report (Donna Davidson?)
- 17. WCRA brochure (Karen Smith via Pat Heard)
- 18. Approval of expenses for this board meeting

Adjournment planned for around 1:00 PM.

ADDITIONS TO THE AGENDA:

19. _____

20. _____

21. _____



WESTERN COLLEGE READING ASSOCIATION
READING • LEARNING ASSISTANCE • DEVELOPMENTAL EDUCATION • TUTORIAL SERVICES

October 13, 1978

Internal Revenue Service Center
Fresno, California 93888

Gentlemen:

Please find enclosed our organization's (the Western College Reading Association) initial tax return as a tax exempt organization (#95-3177158).

As the new Treasurer for the WCRA, it was my responsibility to file this return. It became evident while preparing this return that I had computed the filing deadline in error. I had incorrectly judged that our organizational filing date would be October 15th. I apologize for my lapse in this matter.

Very truly yours,

A handwritten signature in cursive script, which appears to read "John L. Woolley".

John L. Woolley, Treasurer
Western College Reading Association

JLW:mjl
Encs.

Form **990**
Department of the Treasury
Internal Revenue Service

Return of Organization Exempt from Income Tax

1977

Under section 501(c) of the Internal Revenue Code (Except Private Foundation)

For the calendar year 1977, or fiscal year beginning May 1, 1977, and ending April 30, 1978

Please type, print or attach label. See instruction O.	Name of organization Western College Reading Association	A Employer identification number (See instruction O) 95-3177158
	Address (number and street) c/o John Woolley, Oxnard College, P.O. Box 1600	B If gross receipts are not normally more than \$10,000 (see general instruction A(5)) check here and do not complete Parts I and II. ▶ N/A
	City or town, State, and ZIP code Oxnard, CA. 93032	C If exemption application is pending, check here. ▶ N/A
		D If address changed, check here. ▶ N/A
E Enter exemption Code paragraph ▶ 501(c) (<u>6</u>). Check appropriate box, if applicable—Exempt under section ▶ <input type="checkbox"/> 501(e) OR <input type="checkbox"/> 501(f).		F Fair market value of assets at end of year (see instruction P). ▶ \$21,201

Part I All Organizations With Gross Receipts of More Than \$10,000—Complete Part I and Lines 1 through 8, Part II. If Line 8, Part I is Over \$25,000 Also Complete Lines 9 Through 43, Part II. For rounding off money items to whole dollar amounts—see instructions.

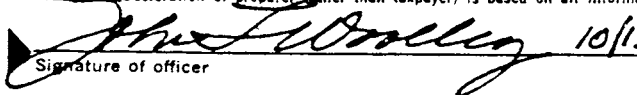
Receipts (Revenues)	1 Gross sales and receipts from all sources (from line 8, Part II), other than shown on lines 5 and 6.	<u>-0-</u>	\$ 765
	2 Cost of goods sold	<u>-0-</u>	
	3 Cost or other basis and sales expenses of assets sold	<u>-0-</u>	
	4 Gross income (line 1 less sum of lines 2 and 3)		\$ 765
	5 Gross dues and assessments from members and affiliates		35,485
	6 Gross contributions, gifts, grants and similar amounts received (see instructions)		<u>-0-</u>
	7 Total (add lines 4, 5 and 6)		\$ 36,250
	8 Gross receipts for filing requirements tests (add lines 1, 5 and 6)	\$ 36,250	
Expenses and Disbursements	9 Expenses attributable to amount on line 4	\$ -0-	
	10 Expenses attributable to amount on line 6	<u>-0-</u>	
	11 Other program-related disbursements	\$ 34,277	34,277
	12 Excess of receipts over expenses and disbursements (line 7 less sum of lines 9, 10 and 11) Increase or (Decrease) in net worth (see instructions)		\$ 1,973
Assets and Liabilities		Beginning of year	End of year
	13 Total assets	\$ 19,228	\$ 21,201
	14 Total liabilities	<u>-0-</u>	<u>-0-</u>
	15 Net worth	\$ 19,228	\$ 21,201

16 Have you engaged in any activities which have not previously been reported to the Internal Revenue Service? If "Yes," attach a detailed description of such activities	Yes	No
17 Have any changes not previously reported to the Internal Revenue Service been made in your governing instrument, articles of incorporation, or bylaws or other instruments of similar import? If "Yes," attach a copy of the changes		X
18 (a) Is this a group return filed on behalf of affiliated organizations covered by a group exemption letter? (See instruction G.)		X
(b) Is this a return filed by an affiliated organization covered by a group exemption letter?		X
If "Yes," enter your central or parent organization's four-digit group exemption number (GEN). (See instruction G.) ▶		
19 Have you filed a tax return on Form 990-T, "Exempt Organization Business Income Tax Return," for this year?		X
20 Was there a liquidation, dissolution, termination or substantial contraction during the year? (See instruction N.) If "Yes," attach a schedule for the disposition(s) for the year(s) showing type of asset disposed of, the date(s) disposed, the cost or other basis, the fair market value on date of disposition and the names and addresses of the recipients of the assets		X
21 (a) Enter amount expended directly or indirectly for political purposes	\$ -0-	
(b) Did you file Form 1120-POL, "U.S. Income Tax Return of Certain Political Organizations," for this year?		X
22 Clubs exempt under section 501(c)(7): (a) Enter initiation fees and capital contributions included in line 5	N/A	
(b) Enter gross receipts from general public for use of club facilities included in line 1. (See instruction 22.)	N/A	
(c) Does your organizing instrument or any written policy statement provide for discrimination against any person because of race, color or religion?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
23 Organizations exempt under section 501(c)(12) enter: (a) The total amount of gross income received from members or shareholders	N/A	
(b) The total amount of gross income received from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.)	N/A	

24 If you operate a school (see instructions for Part VI, Schedule A), do you certify that you have complied with the applicable requirements of sections 4.01 through 4.05 of Rev. Proc. 75-50, 1975-2 C.B. 587, covering racial nondiscrimination? If "No," attach an explanation ☐ Yes ☐ No

25 The books are in care of ▶ **John Woolley** Telephone No. ▶ **805-487-7785, Ext. 236**
Located at ▶ **Oxnard College (3471 S. Saviers Rd.) P.O. Box 1600, Oxnard, CA. 93032**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief it is true, correct, and complete. Declaration of preparer (other than taxpayer) is based on all information of which the preparer has any knowledge.

Signature of officer 	Date 10/13/78	Paid preparer's signature (see instructions)
Treasurer		Paid preparer's address (or employer's name and address)

WESTERN COLLEGE READING ASSOCIATION

SCHEDULE OF OTHER DISBURSEMENTS, FORM 990, PART II, LINE 19 FOR YEAR ENDED APRIL 30, 19

Conference Expense	\$ 20,250
Refunds	917
Newsletter	1,858
Proceedings (Conferences)	3,905
Reimbursement of Executive Board Expenses	5,448
Placement Service	564
Reimbursement of State Directors' Expenses	279
Clerical, Postage, Supplies	<u>1,056</u>
TOTAL OTHER DISBURSEMENTS	<u><u>\$ 34,277</u></u>



WESTERN COLLEGE READING ASSOCIATION

READING • LEARNING ASSISTANCE • DEVELOPMENTAL EDUCATION • TUTORIAL SERVICES

December 1, 1978

TO: WCRA ~~Executive~~ Board of Directors

FROM: John Woolley, Treasurer JW

SUBJECT: Treasurer's Recommendations Based Upon Review of WCRA
Fiscal Operations

The following are my recommendations to the WCRA Executive Board:

1. Contract the services of the Oxford Mailing Service to handle master mailing and annual membership rosters.

COST: \$1,000

2. Establish the yearly organization calendar to coincide with the fiscal year of the WCRA 5/1 to 4/30. Membership rosters, fiscal reports, terms of office, etc.

COST: None

3. Establish an Audit Committee to review the yearly financial records of the Organization.

COST: \$350 annual savings

4. Increase the annual membership dues from \$5 to \$10.

COST: \$4,000 increase in
income

5. Establish an Insurance Account. Bill was paid (\$572.00) to protect the organization and its property (Proceedings). This expense was not budgeted.

COST: \$572 annually

6. Authorize overexpenditure in the Treasurer's and Secretary's accounts to allow for unbudgeted expenditures.

COST: \$700 (\$350 Treasurer)
(\$350 Secretary)

7. Request that all reimbursement or payment of expenses be submitted to the Treasurer on a standardized reimbursement form when possible.

COST: None

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 WESTERN COLLEGE READING ASSOCIATION
 TREASURER'S REPORT
 EXECUTIVE BOARD MEETING, SAN FRANCISCO
 DECEMBER 1, 1978

ASSETS

Checking (United California Bank)	\$ 443.54
Savings (California Federal Savings)	
Pass Book	386.31
Treasury Certificates	<u>19,187.72</u>

TOTAL \$ 20,017.57

CASH RECEIPTS

Membership Dues	\$ 950.00
Proceedings	<u>752.00</u>

TOTAL 1,702.00

INCOME

Proceedings	\$ 3,800.00
Dues 800 @ \$5.00	4,000.00
Interest	1,250.00
Conference	8,875.00
Advertising/Newsletter	<u>200.00</u>

TOTAL \$ 18,125.00

EXPENSES

	AMOUNT <u>BUDGETED</u>	<u>EXPENDITURES</u>	<u>BALANCE</u>
1. President	\$ 200.00	\$ -0-	\$ 200.00
2. Previous President	300.00	-0-	300.00
3. Nominating Committee	830.00	509.24	320.76
4. Coordinator of State Directors	300.00	54.66	245.34
5. Conference Site Selection	300.00	-0-	300.00
6. Treasurer	500.00	713.50	- 213.50
7. Secretary	350.00	488.00	- 138.00
8. State Directors	1,100.00	35.00	1,065.00
9. Newsletter	2,250.00	1,397.09	852.91
10. Proceedings	3,883.00	-0-	3,883.00
11. Placement	500.00	135.00	365.00
12. Insights	1,500.00	-0-	1,500.00
13. Bylaws Committee	500.00	588.98	- 88.98
14. Minority Affairs	700.00	559.73	140.27
15. Preliminary Conference	1,000.00	661.77	338.23
16. Executive Board	3,000.00	1,480.85	1,519.15
17. Scholarships/Awards	1,165.00	-0-	1,165.00
18. Archivist	950.00	215.15	738.85
19. Insurance	572.00	572.00	-0-
20. Conference	<u>6,460.00</u>	<u>-0-</u>	<u>6,460.00</u>
TOTALS	26,360.00	7,410.97	18,953.03

Total paid memberships as of November 29, 1978: 786

Submitted by,


 John J. Wooten, Treasurer



WESTERN COLLEGE READING ASSOCIATION

READING • LEARNING ASSISTANCE • DEVELOPMENTAL EDUCATION • TUTORIAL SERVICES

December 1, 1978

TO: WCRA ~~Executive~~ Board of Directors
FROM: John Woolley, WCRA Treasurer JW
SUBJECT: Previous Fiscal Year's (1977-78) Income and Expenses

INCOME (1977-78)

Dues	\$ 2,869.00
Proceedings	1,472.85
Miscellaneous	53.00
Interest	765.09
Conference	<u>22,741.65</u>
TOTAL	\$ 27,901.59

EXPENSES (1977-78)

Conference	\$ 11,816.81
Refunds	916.60
President	63.58
Treasurer	736.72
Secretary	3.20
Newsletter	1,858.34
Proceedings	3,905.20
Executive Board	4,078.45
Nominating Committee	771.44
Bylaws Committee	464.39
Readability Committee	134.35
Placement	563.57
State Directors	279.17
Clerical, Postage, Supplies	<u>1,055.85</u>
	\$ 26,647.67

Internal Revenue Service Center
Western Region

Department of the Treasury
3212:mbw:so:NS

Date:

JUN 30 1978

Social Security or
Employer Identification Number:
95-3177158
Document Locator Number:
none
Tax Period:
April 30, 1978
Form Number:
990

Western College Reading Association
c/o John Woolley Oxnard College
P.O. Box 1600
Oxnard, CA 93032

Dear Taxpayer:

Thank you for telling us why your return was filed late or why the tax was paid late. The item checked below applies to your case.

- ☒ Based on your explanation, we are eliminating the penalty charge. If the amount appears on any statement you receive in the future, please disregard it, as we are removing it from your account. If your return is later examined, your explanation may be reconsidered in light of the facts developed by the examiner. Interest must be paid on any unpaid tax, however regardless of the circumstances; it is required by law.
- ☐ We have sent your explanation to our Internal Revenue Service office at the address shown below, since they are now responsible for collecting the balance due on your account. They will let you know whether the penalty charge can be cancelled. If you have any questions about your account, they will be glad to help you.

☐

Thank you for your cooperation.

Sincerely yours,

Ruth Habs

Chief, Correspondence Section

☐ Your explanation was sent to:

TWELFTH ANNUAL WCRA CONFERENCE
HYATT REGENCY, HONOLULU
APRIL 7-10, 1979

Post Conference Institutes
Kailua-Kona, Hawaii
April 11-15

1979 CONFERENCE PREVIEW

Keynote Speaker

Dr. Harold L. Herber, Professor of Education, Reading and Language Arts Center, Syracuse University, will be the feature speaker at the second General Session. Dr. Herber's publications include Teaching Reading in the Content Areas (Prentice-Hall, 1970, 1978); Success with Words (Scholastic Book Services, 1964, 1974); Go, a series for teaching reading in social studies, science, literature, and math, grades 4 through 8 (Scholastic Book Services, 1973-1975); "Questioning is Not the Answer," Journal of Reading, April, 1975; Reading across the Curriculum, 1977; and many others.

Dr. Herber will discuss STRATEGIES FOR MAKING READING INSTRUCTION A NATURAL PART OF THE CURRICULUM. The focus of the presentation will be two-fold: (1) on instructional strategies applied before students read specific material which aids their comprehension of that material, and (2) on instructional strategies applied as students read which guide students' skill development and their acquisition of course content. Dr. Herber will specifically illustrate these strategies during his presentation.

Post Conference Institutes

Post Conference Institutes will be held at the Kona Hilton, Kailua-Kona, Hawaii, April 12-14. The 1979 Post Conference Institutes will provide an opportunity for professional interaction and creativity concerning topics of vital interest to WCRA members. Participants may register for up to three Institutes.

Institute I: Work Institute to Formulate a Model for Evaluation Systems In Learning Assistance Programs. (Limited to 15 participants.)

The major objective of this Institute will be to develop a model of evaluation of learning assistance which is generalizable to a variety of programs. In order to accomplish this objective, the participants will be asked to work together in groups to define evaluation terms, identify the objectives of evaluation, and determine acceptable data collecting procedures.

Participants should be actively involved with a learning assistance program, knowledgeable of the development and status of the learning assistance movement, and interested in achieving consensus on a controversial aspect of the field: evaluation and accountability.

Staff: Carol Clymer, Ed.D., has been Coordinator of Learning Assistance at New Mexico State University in the Drop-In Lab for two years. Her doctoral dissertation was on evaluation of learning assistance programs in the United

States. In addition, all participants will act as staff, since all will be working and contributing actively to achieve the objectives.

WCRA members interested in sharing ideas and opinions about learning assistance program evaluation should contact Carol Clymer before the conference. Suggestions should be sent to: Carol Clymer, Coordinator of Learning Assistance, Box 5278, New Mexico State University, Las Cruces, New Mexico, 88003.

Institute II: STAR, Steps to Abstract Reasoning; A Program for Teaching Reasoning within Content Areas.

The objectives of this Institute are to distinguish reasoning patterns of students, use the learning cycle approach to teaching for self-regulation, select and utilize test items and teaching strategies that will encourage self-regulation. Participants do not have to be versed in Piagetian theory. Participants should be prepared to work, and should bring a course syllabus and at least two classroom tests.

Staff: Catherine Warrick, Ph.D., Dean of Experimental Studies, Metropolitan State College, Denver, Colorado. Dr. Warrick originated the STAR Program in 1977 and has written several articles about the evaluation of STAR.

Institute III: Tutor Training: A Recipe for Success.

The objectives of this Institute are to offer participants an opportunity to learn about a successful tutor training program, to experience part of a tutor training program first-hand, to receive tutor training materials, and to consult with experienced trainers regarding establishing programs at their institutions. The Institute is especially appropriate for Tutorial Coordinators, Learning Center Directors, and others who would like to design a tutor training program for their institutions.

Resource people: Beryl E. Brown, Coordinator, UCSD Tutorial Program. Two years experience with Tutorial Program, including seven quarters of tutor training. Previous experience: University of Michigan and Indiana University faculty in Educational Psychology. Suzanne McKewon, Coordinator, UCSD Reading and Study Skills Program. One year experience as coordinator. Previous experience: San Diego Community College District Reading Development teacher. Director, Reading Development Center, Huntington Beach. Reading Specialist credentialed. Dr. Kenneth Majer, Director, Office of Academic Support and Instructional Services, UCSD. Currently participating in UCSD tutor training at UCSD, faculty member at Indiana University and Director of training program for graduate teaching assistants, staff member at Southwest Regional Laboratories (SWRL). Other Resource Persons: Experienced Learning Center Directors or tutor trainers will be asked to lead afternoon groups to focus on problems specific to participants' programs.

Institute IV: Overcoming Math Anxiety for Learning Skills Counselors.
(Limited to 12.)

The goal of this Institute is to help participants overcome their math anxiety and to increase their confidence when working with mathematics or science students. The Institute is designed to meet the needs of learning skills counselors who do not have a mathematics or science background who experience math anxiety and who must work with or who avoid working with mathematics and science students.

Dr. Jason L. Frand, the workshop leader, is the mathematics/science learning skills specialist at UCLA. His academic preparation consists of BS and MS in Mathematics and Ph.D. in Education (focusing on the learning of mathematics). He has participated in a special training program conducted by Sheila Tobias, author of Overcoming Math Anxiety, and has worked with numerous students and conducted groups on this topic.

Maker, Janet. "Reading in the Content Areas."

McKewon, Susan. "The Response Class: A Linking of Reading, Writing, and Speaking the College Setting."

Olgin, Manuel. "Committee on Minority Affairs: Report on Minority Internship Program."

Mayfield, Craig. "How to Write a Study Skills Textbook for Your College."

Brown, Susan. "A Degree Credit Personalized Competency-based, Self-paced Learning Skills Course for University Students."

Rupley, William and Clark, Francis. "A Model for Individualizing Instruction."

Steiner, Nancy. "Personalized Systems of Instruction."

Coil, Ann and Ballback, Jane. "The Reading/Study Process: Philosophical and Psychological Threads that Unify Instruction at the College-University Level."

Ho, Vern. "The New Brain Theory in Teaching Reading."

Rank, Janice. "One that Works! An Integrated Program of Basic Skills."

Gummins, Richard. "Strategies for Retaining 'Exit Prone' Students (Low ACT, Non-traditional, Minorities, etc.)."

Levinson, Betty and Cohn, Florence. "Summer 'Hype' for High Risk Readers."

6:00 p.m. Hawaiian Luau (feast), Royal Hawaiian Hotel

Monday, April 9

8:00-12:00 Registration (local)
7:30-9:00 Complimentary Continental Breakfast,
Publisher's Exhibits Area
9:00-noon Publisher's Exhibits
9:00-10:30 Second General Session
Dr. Harold L. Herber, STRATEGIES FOR
MAKING READING INSTRUCTION A NATURAL
PART OF THE CURRICULUM
10:45-11:45 Round Two, Section Meetings

Speakers:

Bean, Thomas and Searfoss, Lyndon. "Guiding Comprehension in the Learning Assistance Setting."
Rubi, Ernest. "Using Listen-Read Procedures to Teach College Reading."
Brown, Beryl. "Tutor Training: A Recipe for Success."
Cookston, Delryn Fleming and Spivey, Nancy Nelson. "Locus of Control: An Important Student Variable in the College Learning Center?"
O'Hear, Michael. "The Returning Remain: A Study Skills Program for Returning Adult Students."
Dean, John. "Now Have Enough Things Dark."
Kopfstein, Robert. "Study Skills: A Gestalt Approach."

1:30-evening Polynesian Cultural Center Tour

Tuesday, April 10

8:00-8:45 State Meetings
8:45-3:30 Publisher's Exhibits
9:00-10:15 Round Three, Section Meetings

Speakers:

Saunders, Sue. "Teaching Reading to Non-English Speaking Adults."
Xenakis, Frances. "Learning Assistance Support System for Disadvantaged Nursing Students."
Cox, Gordon. "Differential Effects of Cognitive Control Systems on Reading Rate, Flexibility and Comprehension."
Smith-Gold, David and Killian, Rodney. "The Relationship between Critical Thinking, Cognitive Development, and Reading."
Cohen, Diane Scrafton. "Time Management: Packages for Students; Pointers for Professionals."
Deacon, Ruth and Konshak, Dennis. "Content Area Reading and Structuralism, OR Joffe Let Loose Amid the Disciplines."

Dempsey, June. "Tutor Training."

9:00-10:15 Program Visits
10:30-11:30 Round Four, Section Meetings

Speakers:

White, Frances. "Educational Approaches to Teaching Students with Learning Difficulties."

Schoenbeck, Paul and Leeds. "Motivation of Functionally Illiterate Adults in English Grammar and Basic Mathematics (Reading is the 'Key')."

Lenier, Minnette. "I Remember It Well--Specific Methods of Helping College Students Improve Memory and Concentration." "Words-Words-Words. Teaching Vocabulary to Low Motivation, Low Ability Students." "Catch Them Before They Fall--A New Program in Assessing College Students who are Academically Unprepared." "How to Integrate High Interest Activities in the Traditional College Reading Class."

Powell, John. "Dichotomies in Language Education and in Philosophy of Language."

Yuthas, Ladessa. "Issues and Innovations in the Teaching of College Reading."

Bennett, Bruce. "The Training Needs of Learning Center Directors: Results of a Survey."

Cheney, Merlin. "Structure and Service in a Multi-level Academic Assistance Center."

Spencer, David. "Instantiation: One Difference between Adults and Children When Reading."

Smith, Karen. "Competency-based Testing for Diagnosis and Evaluation of Textreading Skills."

11:45-12:30 Round Five, Section Meetings

Speakers:

Dellens, Michael. "Math Anxiety: What Can a Learning Center Do About It?"

Enright, Gwyn. "A Systematic Program to Insure the Transfer of Learning Skills to College Content Courses."

Broderick, William. "Vocational/Technical Reading: Helping Vocational Students Succeed at the Community College Level."

Lauridsen, Kurt. "New Directors in Old Learning Assistance Centers."

O'Dell, Kathleen. "Student Self-Selection of Textbook - Reading Method."

Spalding, Norma. "Modifying Commercial Programs for Use with Minority College Students."

Negrete-Karzag, Elizabeth. "Implement an Audio-Visual Vocabulary Program in Your College."

1:30-4:30 Leeward Community College Tour
1:30-3:30 Round Six, Section Meetings

Speakers:

Schlender, Anna-Marie. "Are Oral Reading Tests Fair to Black Students?"
Basile, Donald. "The Competency Testing of Reading and Writing Skills."
Musgrave, Thomas and Jensen, Don. "Maslows Hierarchy of Needs and Its Importance to the Developmental Education Process."
Lee, Grace. "Basic Processes in Reading for the 'New Freshman.'"
Lyman, Elizabeth. "Teaching Grammar and the Communication Skills."
Seely, Michael. "Technique and Design for Tutorial Instruction in the Composition Classroom: Composition Program at Ventura College."
Hess, Mary. "New Roads to Travel in the College Reading Program."
Smith, Christine. "Developing a College Reading Program."
Beverly, Theria. "The Alternative Learning Center: An Innovative Strategy for the 80's."
Boyle, John. "From an English-Reading Program to a Learning Assistance Center: One Year in the Life of a Program and an Instructor."
Wasson, Barbara and Byers, Maxine. "Well-rounded Developmental Center."
Kusumoki, Karen. "A Survey of Learning Centers/Laboratories in Hawaii."

Wednesday, April 11

Departure Day from Honolulu

Noon Hotel Check-out Time
Mid Afternoon Arrival at Kailua-Kona, Hawaii
Evening Kona Hilton Hotel
No-Host Cocktails
Paniolo Dinner

Thursday, April 12

Kailua-Kona

8:00-10:00 Institute II, STAR
10:00-12:00 Institute III, Tutor Training
Institute I, Evaluation Model
1:00-3:00 Institute I, Evaluation Model
Institute III, Tutor Training
3:00-5:00 Institute III, Tutor Training
Institute I, Evaluation

Friday, April 13

8:00-10:00	Institute II, STAR
10:00-12:00	Institute IV, Math Anxiety
1:00-3:00	Institute IV, Math Anxiety
3:30-5:30	Institute IV, Math Anxiety

TWELFTH ANNUAL CONFERENCE
WESTERN COLLEGE READING ASSOCIATION
APRIL 7-10, HONOLULU, HAWAII

POST CONFERENCE INSTITUTES
APRIL 11-15, KAILUA-KONA, HAWAII

PROGRAM PREVIEW

Dear Colleagues:

The Twelfth Annual Conference of the Western College Reading Association will be held at the Hyatt Regency Hotel, Honolulu, Hawaii, April 7-10, 1979, with Post-Conference Institutes at the Kona Hilton, Kailua-Kona, Hawaii, April 11-15, 1979.

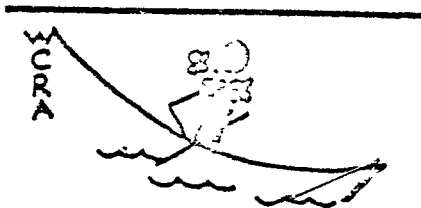
The Western College Reading Association is a group of student-oriented professionals active in the fields of reading, learning assistance, developmental education, and tutorial services at the college-adult level. Inherently diverse in membership, WCRA's most vital function and over-all purpose is to provide a forum for the interchange of ideas, methods, and information to improve student learning and to facilitate the professional growth of its members.

WCRA members give practical application to their research and work toward the implementation of innovative strategies to enhance student learning. In a spirit of community, members share each other's successful experience so that they can benefit from it and learn from each other's critical research so they will not be condemned to repeat it.

Welcome to the Twelfth Annual Conference of the Western College Reading Association!

Sincerely,

Elaine Cohen
President-elect



COLLEGE LEARNING:
DIFFERENT STROKES FOR
DIFFERENT FOLKS

IMPORTANT INFORMATION

Official Coordination Center

The Western College Reading Association has appointed

Group Travel Unlimited, Inc.
P.O. Box 2198
Honolulu, Hawaii 96805

as the official Coordination Center for the 1979 Annual Conference. Group Travel Unlimited, a long established and highly regarded firm in the islands, will serve you in the following areas: Hotel accommodations . . . Ground services . . . Air transportation . . . Optional tours . . . Independent arrangements.

The advantage of obtaining your travel and housing reservations through GTU provides for one coordination center to handle your travel plans on an efficient basis.

Reservations

Please complete the enclosed REGISTRATION/RESERVATION FORM with your hotel and transportation requirements and send it to GTU. Hawaii hotels have deadlines when all rooms must be either sold or guaranteed. Therefore, all reservations received after February 21, 1979 will be handled on a space available basis. There is a \$10 communications charge for late requests received after February 21.

Registration

The WCRA Conference Registration Fee is \$25 which covers the Honolulu Conference registration, Annual Dues and the Proceedings. An additional fee of \$5 will apply for each Institute Session during the Post-Conference at Kailua-Kona, Hawaii. Please complete the enclosed REGISTRATION/RESERVATION FORM and include prepayment made payable to:

WESTERN COLLEGE READING ASSOCIATION.

GTU will forward prepaid registrations to the association.

WCRA Optional Tour

A special tour to the Leeward Community College campus has been arranged for Tuesday, April 10. The buses will leave Hyatt Regency Waikiki at 1:00 p.m. and return at approximately 4:30 p.m. The per person cost is \$6.50 and includes refreshments at the college. Prepayment for the tour is required and must accompany the REGISTRATION/RESERVATION FORM.

TRAVEL AND HOUSING PACKAGES

WCRA Conference Package--Honolulu--April 7-11
(ITWCRA-GTUUH4)

Included in Package:

- *Lei greeting on arrival Honolulu
- *Four (4) nights accommodations at Hyatt Regency Waikiki (choice of ocean view or mountain view rooms)
- *Transfer between Honolulu airport and hotel on arrival, including baggage transfer
- *Hawaiian Luau (feast) on Sunday, April 8 at Royal Hawaiian Hotel. Enjoy many tempting selections of Hawaiian delicacies plus native entertainment featuring the ancient and modern songs and dances of Hawaii (includes dinner, show, tax and tip)
- *Spend an afternoon and evening at the Polynesian Cultural Center on Monday, April 9 (includes round trip transfers, admission, dinner and show)
- *Arrival/departure portorage fees at Hyatt Regency; airport portorage on arrival Honolulu
- *All applicable Hawaii State tax (based on current 4%)

Per Person Cost:	Sharing Twin Room	Single Room	Sharing Triple Room
HYATT REGENCY			
Mountain View	\$185	\$301	\$160
Ocean View	206	343	174

Family plan is available. Children 12 years and younger are free when sharing room with parent(s). REMINDER . . . check-out time at Hawaii hotels is at 12:00 Noon!

DEPOSIT: A deposit of \$75 per person must accompany the REGISTRATION/RESERVATION FORM in order to secure hotel accommodations.

NOT INCLUDED IN WCRA CONFERENCE PACKAGE: All airfare (to be added separately); meals and meal tips (except those specified); tips to maids, driver-guides, escorts, etc.; departure transfer between hotel and Honolulu airport; airport portorage fee on departure; WCRA Registration Fee; items of a purely personal nature.

How to Estimate Your Trip Cost:

GTU will schedule people at the lowest possible airfare at the time of the conference. Select the class desired and add this to the applicable hotel plan shown above to estimate your trip cost.

EXAMPLE:

NOTE: Participants staying fewer or more than four (4) nights at Hyatt Regency Waikiki will be credited or invoiced based on the type of accommodations confirmed.

Airfare (San Francisco/Honolulu/San Francisco)	
Coach fare	\$265.10
Hotel Plan (Sharing Twin Room) Hyatt Regency,	
Mountain View	185.00
TOTAL PER PERSON (Airfare/Hotel Plan)	\$450.10

WCRA POST-CONFERENCE PACKAGE
Kailua-Kona, Hawaii--April 11-15

Included in Package:

- *Transfer between Hyatt Regency and Honolulu airport on departure, including baggage transfer
- *Four (4) nights accommodations at Kona Hilton; superior category rooms
- *Arrival/departure transfers between Ke'ahole airport and Kona Hilton, including baggage transfer
- *Hawaiian Paniolo dinner on Wednesday, April 11 at Kona Hilton. A fun gathering which includes informal dining and entertainment (includes tax and tip)
- *Arrival/departure portorage fees at Kona Hilton; airport portorage on arrival at Ke'ahole airport
- *Hawaiian common fare airfare
- *All applicable Hawaii State tax (based on current 4%)

Per Person Cost:	Sharing	Single	Sharing
	Twin Room	Room	Triple Room
Kona Hilton	\$193	\$328	\$164

NOT INCLUDED IN WCRA POST-CONFERENCE PACKAGE: Airfare between the Mainland and Hawaii and return; meals and meal tips (except those specified); tips to maids, driver-guides, escorts, etc.; airport portorage fee on departure from Kona; WCRA Registration Fee; items of a purely personal nature.

DEPOSIT: A deposit of \$75 per person must accompany the REGISTRATION/RESERVATION FORM in order to secure hotel accommodations.

NOTE: Participants staying fewer or more than four (4) nights at Kona Hilton will be credited or invoiced based on the type of accommodations confirmed. Family plan is available. Children regardless of age are free when sharing room with parent(s). REMINDER . . . check-out time at Hawaii hotels is at 12:00 Noon!

WESTERN COLLEGE READING ASSOCIATION
12th Annual Conference—April 7-15, 1979
Honolulu, Hawaii and Kailua-Kona, Hawaii
REGISTRATION/RESERVATION FORM

LAST NAME _____ FIRST _____ MIDDLE INITIAL _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 INSTITUTION _____ JOB TITLE _____
 PHONE () _____ SCHOOL () _____ HOME
 NUMBER IN PARTY (Also list spouse's first name and names/ages of children)

I/We desire the following (please check and fill in as indicated)

WCRA TRAVEL AND HOUSING PACKAGES

____ Conference Package—Honolulu Arrival Date _____ Departure Date _____
 ____ Ocean View ____ Mountain View
 ____ Post-Conference Package—Kailua-Kona Arrival Date _____ Departure Date _____
 HOTEL ACCOMMODATIONS DESIRED: ____ Sharing Twin Room ____ Single Room
 ____ Other (Please specify) _____

WCRA OPTIONAL TOURS

____ Leeward Community College Tour (Please specify number of seats desired)
 ____ Post Tour to Maui—Apr. 13-15

AIR TRANSPORTATION

Class of Service: ____ First Class ____ Coach ____ IIT ____ Economy
 Flight Arrangements: Please confirm flight(s) for my party FROM _____ (Hometown)
 to Hawaii on _____ (date) and return to Hometown on _____ (date).
 Stopover: (if desired) City _____ Date From _____ To _____

PAYMENT FOR AIR TICKETS: I will pay for air travel on the basis of:

____ Personal Check ____ Credit Card Name* _____
 Card Number _____ Expiration Date _____

*If using Mastercharge, specify INTERBANK NUMBER _____

Driver's License Number or Social Security Number _____

Group travel Unlimited, Inc. is hereby authorized to charge entire airfare(s) to my credit card based on their statement sent to me in connection with the Western College Reading Association Conference. (The charge authorization will be held in our file until such time as air tickets are actually issued).

Date

Authorized signature of credit card holder

INDEPENDENT ARRANGEMENTS

Please confirm the following independent arrangements: (Indicate your preference for individual travel in Honolulu, to the Neighbor Islands, car rental information, etc.)

SUMMARY OF ENCLOSED PAYMENTS

WCRA REGISTRATION: Honolulu Conference Fee @ \$25 per person \$ _____

Post-Conference Institutes @ \$5 per Institute (maximum of 3) I, II, III, IV _____

TOTAL WCRA REGISTRATION FEE \$ _____

NOTE: Please make check for above payable to **WESTERN COLLEGE READING ASSOCIATION**

WCRA Conference Package—Honolulu—deposit @ \$75 per person \$ _____

WCRA Post-Conference Package—Kailua-Kona—deposit @ \$75 per person _____

WCRA Post-Tour Package—Maui—deposit @ \$75 per person _____

Optional Leeward Community College Tour @ \$6.50 per person _____

TOTAL \$ _____

NOTE: Please make check for above payable to **GROUP TRAVEL UNLIMITED, INC.**

Mail this form and both payments to:

WCRA Coordination Center
 GROUP TRAVEL UNLIMITED, INC.
 P.O. Box 2198
 Honolulu, Hawaii 96805



WESTERN COLLEGE READING ASSOCIATION
READING • LEARNING ASSISTANCE • DEVELOPMENTAL EDUCATION • TUTORIAL SERVICES

Learning Assistance Support System
California State University, Long Beach
Long Beach, California 90840
November 27, 1978

Dear State/Province Director:

Several items of interest--

1. Enclosed is the recent WCRA Newsletter. In my last letter to you I indicated that the new WCRA brochures are unavailable (they may be ready by the beginning of the new year) and suggested that in lieu of the brochure you may wish to mail a newsletter to a prospective member. I had originally thought I would be able to mail several copies of the Newsletter to you for distribution purposes; however, the printing costs prohibit this. Therefore, please zerox from this copy.
2. JoAnn Wells, WCRA Newsletter Editor, recently called me to ask that I again urge you to submit state news to her. As you probably read in this issue, JoAnn plans a number of newsletter changes. Among these, semi-regular columns. Both she and I would hope that you would submit enough interesting state news that your contributions would warrant a regular newsletter column. Please let other members know what's happening in your state.
3. Also included in this packet are several copies of an insert Elaine Cohen recently wrote to accompany the Hawaii brochure and the original blue sheet insert I have already provided you with. Now that you have all the promotional literature available, I would encourage you to distribute this information as soon as possible. As I indicated to you earlier, this literature has already been mailed to all WCRA members, along with a mass mailing to all western U.S. post-secondary institutions of learning. I suggest your copies be sent to prospective members and interested professionals you are aware of within your state.
4. Since I last corresponded with you, a few other state directors have been appointed. In fact, we now have a full and complete roster of state and provincial directors. The recently appointed state directors are:

New Mexico: Carol Clymer
School: University Drop-In Lab
Box 5278
New Mexico State University
Las Cruces, New Mexico 88003

Home: 441 Ethel
Las Cruces, New Mexico 88001

Wyoming: Dr. Patsy McGinley
School: Division of Counseling and Testing
Knight Hall
University of Wyoming
Laramie, Wyoming 82071

Home Phone: 307-745-4184

Northern California
Co-Director: Charles Hunter
School : San Jose City College
San Jose, California 95114
408-298-2181

Home : 208 Meadow Oak,
Saratoga, California 95070
408-257-3944

Texas Co-Director: Bette Wise
School: St. Mary's University of San Antonio
One Camino Santa Maria
San Antonio, Texas 78284

5. You may have noticed in the recent Newsletter that the 1978-1979 address listing for many of the state/provincial directors was misrepresented. Therefore, when the newsletter secretary typed up the copy from my listing (the same listing I sent you in my last letter) she inadvertently left out the parentheses. Parentheses were used to indicate the college or university that the state director is associated with when home address was cited as the mailing address. I have brought this error to JoAnn's attention and the listing will be corrected for the next issue.

In addition, I had an incorrect zip code for Ann Faulkner. Please correct your listing. Her correct college zip code is 75211.

6. As you can imagine, Elaine Cohen is in the midst of planning activities for the Hawaii Conference. She needs your help on a matter. During each annual conference time is scheduled for state and regional meetings. Since there are never enough meeting rooms available to allow each state a separate room and, furthermore, in a number of cases state membership size and goals do not warrant a separate state function, it has been our policy to group some states with others. In the past there has been some dissatisfaction with the groupings. Elaine would like your input on this. Below are listings of state and regional meeting arrangements which were used for prior conferences. Using these as a few alternatives out of many possibilities, please send me as soon as possible a note stating which other state(s), if any, you would like to meet with. I will then relay that information to Elaine.

- a. Long Beach Conference State and Regional Meetings
 - Northern California
 - Southern California
 - Oregon, Washington, Alaska, Nevada, and Hawaii
 - Utah, Idaho, Colorado, Montana, Wyoming, and Arizona
 - New Mexico, Texas, and Oklahoma
 - Canadian Provinces
 - Others
- b. Denver Conference State and Regional Meetings
 - same as for Long Beach Conference
- c. Oakland Conference State and Regional Meetings
 - same as above except that Canada was lumped with other Northwest states (i.e., Alaska, Canada, Hawaii, Nevada, Oregon, and Washington)

7. I hope that each one of you enjoy the holiday season.

Aloha,



Margaret Coda-Messerle
Coordinator of State Directors

cc: Board of Directors

P.S. If you have need for more, I have more Hawaii brochures, blue insert sheets, and registration forms available to you upon request.



WESTERN COLLEGE READING ASSOCIATION

READING • LEARNING ASSISTANCE • DEVELOPMENTAL EDUCATION • TUTORIAL SERVICE

Memo to: WCRA Board of Directors and Paul Hollingsworth
From: Pat Heard *ph*
Date: October 6, 1978

After writing the enclosed letter to Paul Hollingsworth, it occurred to me that I might facilitate discussions of revisions in Article VI at the December meeting by presenting a different version - one which I think reflects the current state of our discussions and omits the change to a mailed ballot election...i.e., it may be easier for us to discuss this version item-by-item than starting with the one recently submitted by the by-laws committee:

Change Article VI of the By-Laws and Article IX of the Constitution as follows:

1. The rules contained in Robert's Rules of Order, Revised shall govern all meetings of the Association in all cases where they are applicable, unless any such rule shall be inconsistent with the Articles of Incorporation or these By-laws.
2. In all meetings any member may demand a roll call vote: except for those procedures which provide for a mail ballot and except for the election of officers. A choice of methods of voting shall be made at the discretion of the Board of Directors.
3. Not later than *13 months* *an election of officers* ~~one month~~ prior to ~~the preceding annual conference,~~ the president shall appoint a nomination committee chairperson selected from the available past presidents. The chairperson shall appoint *four* a nominating committee consisting of ~~one other past president and three~~ members *(4)* ~~other members~~ to be approved by the president to proceed as follows:
 - a. The nominating committee shall confer in face-to-face meeting and select from the membership at least two (2) members for each of the offices of president-elect, secretary and treasurer.
 - b. The committee shall make available to each nominee and his/her institution the duties and responsibilities of the office. The candidate for office must give his/her written consent to run for that office so nominated.
 - c. The nominating committee shall submit to the Board of Directors the names of at least (2) members for each of the offices of president-elect, secretary and treasurer ~~within~~ six months prior to the annual conference.
 - d. Information about all candidates will be submitted to the membership three months prior to the annual conference and provisions for absentee voting will be publicized concurrently.

- chairperson issue*
- e. The nominating committee ~~will have made absentee ballots available to the (nominating committee chairperson? coordinator of state directors?) who will issue them upon written request by members.~~
 - f. Absentee ballots must have been received no later than fifteen (15) days prior to the annual conference. An absentee ballot is a ballot from a member who is absent from the conference.
 - g. Except as provided in Article III, Section 1, all officers except the president and immediate past president shall be elected at the annual meeting of the membership.
 - h. After the report of the nominating committee, the president shall give an opportunity to propose nominations from the floor for each elective office.
 - i. Voting shall be by secret ballot. A majority of the votes cast shall be necessary for election.
 - ~~j. Results of the voting will be made known at the general business meeting.~~
 - k. Ballots shall be sealed immediately following the count and be available for verification as requested in writing for thirty (30) days from the day of the ~~general business meeting of the Association.~~ *election.*
4. If a quorum as defined by Article VII of the Bylaws is not present at the scheduled general business meetings, business requiring voting - including the election of officers - shall be concluded by mail ballot sent to the general membership.

I think this represents a combination of the By-laws committee recommendations, the current state of evolution of our discussion of some of those items, and I've just inserted the current by-laws provisions where there were "voids" - all of this just as a basis for hopefully helping us tackle this as easily as possible in December.



*- see p. 4
(any info on this?)
ph*

WESTERN COLLEGE READING ASSOCIATION
READING • LEARNING ASSISTANCE • DEVELOPMENTAL EDUCATION • TUTORIAL SERVICES

Patricia Heard
c/o RASSL Learning Services
A332 Jester, U.T.-Austin
Austin, Texas 78784
October 6, 1978

Dr. Paul Hollingsworth
College of Education
Reading-Study Center
University of Nevada - Reno
Reno, Nevada 89557

Dear Paul:

At last I'm able to follow-up details from the September 9-10 WCRA board meeting and to summarize for you the discussion and disposition of recommendations from your by-laws committee meeting. All of us appreciated the time and thought that had gone into your report, especially with the continuing concerns about your wife's illness, and I speak for all of us in sending you both a wish and a prayer for her return to good health soon. As you recommended, I did talk to Selma Wilf for clarification of some aspects of the report before the board meeting, but Selma and I decided there was no need for her to attend the board meeting in your stead. In retrospect, it probably would have been better to have a by-laws committee member there, and you'll note in subsequent paragraphs of this letter that we have delayed action on many of the recommendations until the December 1-2 board meeting in San Francisco in hopes that you'll be able to join us.

First of all, regarding the copies of current by-laws and constitution which you sent to each board member indicating these were up-to-date as of August 18, 1978:

- a. As soon as we began discussion of your first recommendation to delete Article IV - 4h, Margaret observed that the constitution she has had in her own files for some time already has that item deleted. She had some concerns that though she thought she had sent you last year the "current" copy of the constitution, yours may not be up to date. We therefore decided to delay discussion of all recommendations for constitutional revision until Margaret has a chance to send you and the rest of us what she thinks is the currently revised one. Mine, which I also received last year from Margaret, is the same as yours.
- b. Your copy of the by-laws indicating that they were updated as of August 18, 1978, actually failed to include the changes approved at the Long Beach conference in Article II 5 & 6 and Article IV 8 & 3e. Also, the first sentence of Article IV 3a is omitted from your copy, and there was some confusion about the existence of Article X (which does exist). At any rate I'm enclosing for you copies of what we used as the current by-laws for purposes of discussing your recommendations.

Hollingsworth, p. 2 - October 6, 1978

Now let me just go down the list of recommendations numbered as your committee numbered them on August 18:

1. Action delayed - pending Margaret distributing her version of the updated constitution to you and all of us.
2. Action delayed - same reason as above.
3. Tentatively approved - to be finalized at December board meeting.
4. Tentatively approved - to be finalized at December board meeting.
5. As you might imagine, there was a lot of discussion about the suggested revisions of the election process, further complicated by Gene Kerstiens' nominating committee report which culminated in his recommending other by-laws changes: (1) to require only one past-president on the committee because past-presidents are becoming scarce and over-worked, and (2) to require only one candidate nominated per office because good candidates are also becoming scarce. The board is generally inclined at this point to favor the former recommendation but not the latter. At any rate, though each item in recommendation #5 was discussed, we decided to delay final action until the December board meeting. The following represents the general trend of the discussion at this point:

1. OK - same as before.
2. add "and except for election of officers" at end of first sentence
3. Change first eleven words to "Not later than one month prior to the preceding annual conference" --- to allow nominating committee chairperson a chance to begin scouting candidates at annual conference
- Change to "nominating committee consisting of 4 other members to be approved the the president..." (or at least 1 other pres., 3 members)
 - a. After the first four words, add "confer in face-to-face meeting and..."
 - b. OK
 - c. After the first five words, add "give his/her written consent..."
 - d. probably OK no matter what election system is adopted
 - e. f. g. -

The board is generally disinclined to move toward a complete mail ballot (only) system. Though we assume your committee felt it would be the only way to absolutely insure against the problem of a lack of quorum that we almost had in Long Beach and may have in Hawaii, we feel that at most conferences we'll ultimately get wider participation in the election by keeping the conference vote. We did discuss ways to promote more participation in the election at the conference to be sure we'd have a quorum, and the following questions arose:

Hollingsworth, p. 3 - October 6, 1978

- (1) The current by-laws are unclear about whether an election has to be held in the general session ~~which~~ ~~shall be held~~. Could ballots be distributed in registration packets and thereby ensure that all registrants (surely a "quorum") had had a chance to vote (whether they do or not)?
- (2) If ballots must be distributed only in the general session, can't the "quorum" be the number of people who actually entered the room and received ballots and a chance to vote - whether they do or not? Can it be the same for such things as by-laws amendments and other business which requires a "quorum?"

Though it's a good idea to break up Article VI-3 into more sections as your committee did (and it should be done no matter what the mode of election), two items were omitted that were important parts of the current version: Last sentence of "e" should be "A majority of votes cast shall be necessary for election." An "h." should be added to read "Ballots shall be sealed immediately following the count and be available for verification for 30 days from the day of the general business meeting of the Association." "Nominations from the floor" will have to be reincluded if we refine the current process rather than moving to a mailed ballot.

6. Generally favored as a possible solution to the "no quorum" problem.
7. We talked a lot about this one, too. Were generally inclined toward the end of the discussion to be moving toward December 31 as a better date than February 1 - partly due to Seymour's report that he counted dues received after December 31 as dues for the next conference year rather than the current one. In other words, December 31 would presumably be the point of the year when the membership no longer reflects the non-renewals from the previous year and does not yet reflect the new people signing up just for the upcoming conference in the new year.
8. Since there is an Article X in the By-laws already, this item about dissolution would have to be Article XI.

After discussion of the pros and cons of apportioning the remaining monies to the various state groups, there was some general concern that state groups might generally be more "leaderless" than the organization itself if it were about to dissolve. With some states even now having problems in keeping good state director leadership, etc., we felt it would probably be best just to leave the responsibility for disposing of the assets in the hands of the board of directors - using the more general guidelines in that publication 557 of I.R.S.: "Upon the dissolution of the association, the Board of Directors shall, after paying or making provision for the payment of all of the liabilities of the association, dispose of all of the assets of the association exclusively for the purposes of the association in such manner, or to such organization or organizations organized and operated exclusively for educational purposes as shall at time qualify as an exempt organization or organizations under section 501 (c) (3) of the Internal Revenue Code of 1954 as the Board of Directors shall determine."

Hollingsworth, p. 4 - October 6, 1978

9. Thank you for the clarification of "officers" of the Association. Our appointive officers (e.g., editors, parliamentarian) have been advised of their correct status.
10. There seems to be some discrepancy between Seymour's IRS advisor and yours concerning whether or not we need a separate Scholarship Corporation. We wondered whether the confusion might be that Seymour had in mind creating a scholarship fund to which members and non-members might make direct, tax exempt donations - rather than making the payments only from other assets of the association - e.g., dues money, conference income, etc. Jacquelyn Bonner is going to find out more about the process of giving the scholarship to an individual but through an institution.
11. Seymour was present at the Long Beach board meeting when we got to the "certified audit" question, and began to think he might have *confuse* our auditor's comments about which kind of audit is the "expensive" one. If it is indeed a "certified" audit which is the expensive one, we'll still have to make that by-laws change.

Wow! Now I see why I waited so long to try to pull this letter together!

In addition, we encountered another technical problem with the by-laws in discussing plans for publicity about absentee ballots for Hawaii. It seems the by-laws state that these are to be returned to the "membership chairperson" --- a role that's informally fallen to the Treasurer, who in this case is himself a candidate for re-election. Since we could find nothing in previous minutes absolutely designating the Treasurer as membership chairperson, we decided to handle the situation this time by assuming that since the past-president is state directors coordinator and state directors have major membership recruitment responsibilities, we'd have this year's absentee ballots returned to Margaret. For the future, though, the by-laws should be changed to be sure that a past-president (chairperson of nominating committee?) and not a potential candidate plays this role.

Paul, I do hope you'll be able to come help us wind up the discussion of all of these items in December. If not, I'll appreciate a phone call and/or letter to get your reactions and viewpoints about all of these. The meeting will begin on Friday morning, December 1 at 8:00 AM and we hope to end by noon on Saturday, December 2. We'll be at the Hyatt in Burlingame out by the airport. Let me know which (if any) time would be most convenient for you. If I had a choice, I'd like you Friday because that would leave us time for any necessary polishing of fine wording overnight in order to approve by-laws recommendations in time for appropriate publicity before the Hawaii conference.

By the way, I hope you'll be pleased to hear that, at the Los Angeles board meeting, the board voted to voice support for the ERA itself but did not take any action on the concept of a state boycott. I hope this keeps us in Nevada's good graces and permits your continued service in this enormously important by-laws role.

Sincerely yours,



Patricia Heard



Room L-126 / 1425 Russ Boulevard / San Diego, CA 92101 / (714) 238-1181, Ext 431

October 27, 1978

Patricia Heard
c/o RASSL Learning Services
A332 Jester, U.T. - Austin
Austin, Texas 78784

Dear Pat and WCRA Board Members:

I am missing your company, but I can assure you that you will have your Proceedings in time for the holiday season. Thanks to generously volunteered time from Gene Kerstiens and from Margaret Coda-Messerle, the galleys have been proofed and are in the printer's hands. The cover will reflect our nautical theme from the annual conference.

We have two new editorial advisors. Delryn Cookston from Eastfield College and Michael O'Hear from Indiana University will be joining Bill Carnahan, Guy Smith, Ramona Fusco and me in editing the twelfth volume. Both new editorial advisors plan to meet with me in Hawaii. We are fortunate to have their fresh approaches for the Proceedings.

Unfortunately, the Proceedings insurance checker-upper ran right into my very militant neighbor lady when I was safely in Sacramento attending the League for Innovation Conference and she was dutifully feeding my cat, Jake. I can't help but think that he must have been very impressed with how well cared for the Proceedings are when Mrs. Stoddard refused to let him look around and refused to answer any questions. I did not ask her if she threatened to call the police.

However, the insurance person called me Thursday, October 26, and seemed satisfied with answers to his questions and with my neighborhood.

I wish you a very productive meeting and I hope you will phone if there are any questions about this brief report.

Editorially yours,

Gwyn Enright
WCRA Proceedings

California State University
Dominguez Hills



University College
Carson, California 90747

November 15, 1978

Ms. Patricia Heard
RASSL Learning Services
A332 Jester
University of Texas - Austin
Austin, Texas 78784

Dear Pat:

All is progressing as smoothly as could be expected with Insights. There was some initial difficulty with photo-reduction of the cover emblem but this appears to be solved as of this date.

There have been the usual delays with respect to printing, spacing, etc. of the manuscripts. It is my hope to have some mats within a few weeks and a finished product around the beginning of the new year.

I hope you have an enjoyable stay in San Francisco.

Sincerely,

R. A. Silverston, Ph.D
Director, Center for Skills and Assessment

RAS:wk

Western College Reading Association
Placement Bureau Report
November 1978

There isn't anything drastically new to report about the activities of the Placement Bureau since my last report in September. The bulletins are still mailed twice each month; the UCLA Learning Skills Center is continuing to pick up all costs for the mailings except postage; John has been amazingly fast in reimbursing the \$135.00 in bills for postage I've submitted -- this should take us through December; a brief questionnaire was sent out with the October 24 mailing. The main reasons for sending the questionnaire were to up-date the mailing list and to ask for suggestions about ways to make the bulletins more useful. I asked for comments and suggestions from everyone, but specifically asked those who wish to continue receiving the bulletin to respond by November 30 so I can prepare a new mailing list.

All I can give you is a preliminary report on the information from the questionnaire because the responses are still coming in. To date I have received 57 responses from the 147 that were sent out. Two people no longer wish to receive the mailing, one of whom is a brand new member who found her job through the very first bulletin she received in September. How about that! The most common suggestion had to do with sending more mailings so that application deadlines are not so close to the date the bulletin is received. As you know from my September report, I'm well aware of the problems of deadlines and mailings, but I don't think we can respond with more mailings. I have experimented with moving the mailing dates

around a bit to see if that helps the situation as I feel it would be too time consuming and too expensive to send bulletins every week. The second most common suggestion was that I include more local listings. I'd love to be able to accomodate these people, but obviously I have no control over the number of available positions. I was surprised to find that all but a few people responded that they are looking for a new/different position. Either they were afraid I might drop them from the mailing list if they said they were just interested in knowing what is available in the field, or we should all play "switch" every few years. I'll wait until the end of the month before I add and drop names from the bureau list, but I suspect the list will be quite a bit shorter.

I've agreed to write a brief article about the Placement Bureau for each issue of the newsletter -- JoAnn is very persuasive. If I have one or two listings with long lead times for application I will include them so the entire membership has some idea of what the bureau does.

Margaret was good enough to include a plug for the Bureau in her September 25 letter to State/Provincial Directors. I thank her for that. Until we write again

A handwritten signature in cursive script, appearing to read "Betty", with a long horizontal line extending from the top of the signature.

Betty Levinson
Placement Bureau Chair

NEWSLETTER REPORT - JoAnn Wells

WCRA Board Meeting - December 1 and 2, 1978

1. COLUMNS (semi-regular)

<u>Name/Type</u>	<u>Purpose</u>	<u>Person(s) Responsible</u>
STAR (Soon To Attain Recognition)	spotlight educators in reading, labs, learning centers, who are doing an outstanding job, but as of yet, have received little recognition; attempt will be made to feature broad WCRA representation	Jane Ballback
Grants & Training Opportunities	summarize content of reading related grants undertaken by WCRA members - both research and applicational grants that improve instructional practices	Norma Inabinette
Legislature	summarize and keep WCRA members current on legislative issues related to reading and reading related areas of WCRA	Marianne Woods
Research	share current research efforts of WCRA members; serve as reservoir so that members can publicize their efforts and other members can have resource pool for follow-up	Jane Hopper
Placement Bureau	keep members current on job placement activities or at least remind them of the services of the Placement Bureau	Betty Levinson
Materials/Techniques	share current materials that have been used successfully; emphasis not just on review of materials but practical application of them	June Dempsey et al
State Directors	share state related information on members activities and also to disseminate dates for calendar of events	Margaret Coda-Messerle w/state directors
Issues	<i>in all areas</i> discuss current issues in reading - more research oriented such as readability, discourse analysis ,etc.	Tom Bean and Mary Eilmann
President's Note	have semi-regular statement from the President re: current WCRA issues, activities, conference information, etc.	Pat Heard
President-Elect's Note	have semi-regular statement from the President- Elect - usually conference related	Elaine Cohen

1. COLUMNS

	<u>Type</u>	<u>Purpose</u>	<u>Person</u>
Board Highlights		keep members current on board meeting highlights; items of information and current board meeting action	JoAnn Wells w/ President Patricia Heard
Calendar		calendar of events - other national organizations as well as state information	JoAnn Wells/ State Directors
Other Organizations		information of activities of organizations w/reciprocal opportunities	JoAnn Wells/Patricia Heard

2. ADVERTISING

insertion requests rather than contracts Bob Kofstein/J. Wells

<u>size</u>	<u>cost</u>
5x2 1/2	30
5x5	60
5x7 3/8	90
7 3/8x10	180

3. LOGO/MASTHEAD/
COLOR OPTIONS

separate presentation for logo and masthead

color options - grey with brown lettering
 beige with brown
 beige with black
 taupe with black
 white with black
 ?????????????????