

COLLEGE READING AND LEARNING ASSOCIATION

BOARD CONFERENCE CALL

JULY 8, 1998

SUMMARY OF MINUTES

Members on-line: Kathy Carpenter, *President*; Vince Orlando, *Past-president*; Michael O'Hear, *President-elect*; Sylvia Mioduski, *Treasurer*; Lorraine Dreiblatt, *Secretary*; Rosalind Lee, *Membership Chair*.

Absent Member: Roz Bethke, *Newsletter Editor*.

1. The meeting was called to order at 10:00 CDT with agenda approval.

2. Election results

It was moved and passed to accept election results, Pat Jonason, president; Gretchen Starks-Martin, treasurer.

3. Conference update

Mike reported that the "Call to Conference" will be sent by August. Three corporate sponsors have been obtained to off set some of the meals. The Board will meet on Monday and Tuesday before the conference and again on Friday and Saturday afternoons. SIG breakfasts have been scheduled as well as a get acquainted Ice Cream Social for Newcomers.

4. Mailing Service

After visiting both Data Navigation Services and the Executive Services Group, Rosalind recommended that Executive Services Group be hired by CRLA as the mailing service. The years fees will be about \$5000 with a partial lock box. Appreciation was extended to Rosalind and Vince for their effort in obtaining this service.

5. Newsletter

The ad for Executive Administrator's position will be included in the next newsletter.

6. Membership Coordinator

It was suggested that the position be filled by a member living close to the treasurer.

7. Awards and Scholarship Committee

Board suggested that the silent auction be continued.

8. Treasurer's report

The books were closed on June 29 with all bills submitted through July 14 paid.

9. Chair, Awards and Scholarship Committee

Tom Gier was appointed to fill this position for 1998 - 2001..

10. Committee reports

- Tina Dakin and Maureen Cronin are submitting a bid for Reno as conference site for 2000.
- The Past Officers Committee has selected three people to plan symposium with NADE. Information about contracts with NADE and MCLA to be sent to Karen Agee.
- The draft of the Strategic Plan will be sent to members with Kathy's presidential letter. The final draft will be voted on at the Salt Lake City Conference.
- Proposed by-law changes will be mailed in September which is more than 30 days prior to Conference.
- The summer symposium was not discussed with NADE Board. Kathy will encourage further action.
- Becky Johnen will present information about the CAS Learning Assistance Standards at the Conference. Subsequently, the information will also be included in the journal.
- The criteria for the Long and Outstanding Service Award is as follows:
 - Ten years membership in CRLA
 - Service to either state/regional or national levels
 - Nomination letters should include qualification of nominee based on criteria
 - Self-nominations encouraged
 - Committee will recommend nominees to the Board.
- Vince has information about site to be put on Web. Board requests report from Susan Halter for August conference call. Those on the Quick Reference List will be encouraged to put the CRLA website address at bottom of all e-mail correspondence.
- Journal report received from Jim Bell and Maureen Hewelett. Kathy will write to institution praising their work.
- An example of committee report format to be available at Conference for membership review.
- No final copy available of LAC Monograph

11. ITCP Mentor Certification Proposal

Proposal from Gladys Shaw accepted with changes - 3.0 GPA, learning disabilities to be added as elective topic.

12. National Council for Developmental Education

The Board agreed to reduce rate to \$250 for exhibiting at Conference for NCDE with the stipulation that the participants register and advertising remain the same.

13. Nonprofit Corporate Report

Board approved new mailing service address be included.

Next conference call, August 28.

Meeting adjourned at 12:00 pm CDT.

Minutes approved September 2, 1998.

COLLEGE READING AND LEARNING ASSOCIATION

BOARD CONFERENCE CALL

July 8, 1998

MINUTES

Members on-line: Kathy Carpenter, *President*; Vince Orlando, *Past-president*; Michael O'Hear, *President-elect*; Sylvia Mioduski, *Treasurer*; Lorraine Dreiblatt, *Secretary*; Rosalind Lee, *Membership Chair*.

Absent Member: Roz Bethke, *Newsletter Editor*.

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

1. *Agenda approval (Attachment A)*

Vince moved that the agenda be approved as amended. Mike seconded. PASSED.

2. *Election results*

Lorraine moved to accept election results, Pat Jonason, *President*; Gretchen Starks-Martin, *Treasurer*. Sylvia seconded. PASSED.

3. *Conference update*

Mike reported the following:

- a. Call to Conference to be sent by August.
- b. Mike will go to Salt Lake next weekend to discuss plans with hotel and local people.
- c. Currently three corporate sponsors for meals have been obtained with more sought.
- d. Expenses will be paid for Board members; those for Pat and Gretchen only on days of attendance at Board meetings.
- e. Board meetings planned for all day Monday and Tuesday, Friday 3-5 pm; Saturday pm until conclusion of business.
- f. There will be a \$25 refund for those members canceling before the conference; none after conference commences.
- g. SIG breakfasts have been scheduled.
- h. Information to SIG leaders has been sent. Carol Wills responded by sending a very complete newsletter to the Reading SIG members (*Attachment B*).

i.. There will be a get acquainted activity, an Ice Cream Social for Newcomers. The first hour is for Newcomers; the second for all members as a "Welcome Back" event.

4. *Mailing Service*

Rosalind reported on selection of mailing service. She recommended Executive Services Group with yearly fees to be about \$5000 (*Attachment C*). She also recommended that we request a partial lock box. Sylvia is requested to clarify this service and negotiate cost. The yearly fee covers services of a partial lock box. The new printing of the membership insert will need the new address. The Board extended its appreciation to Rosalind and Vince for their effort in getting new mailing services. Kathy will include the information about ECG in her letter and also call Data Navigation Services to express our appreciation for their bid, explaining that the decision was made based on the difference between labels, storage, and experience.

Vince moved that Executive Services Group be hired by CRLA as recommended by Rosalind Lee. Sylvia seconded. PASSED.

5. *Newsletter*

Roz was not on line, but Kathy reported that the ad for the Executive Assistant Position will be included in the next newsletter to be mailed this month.

6. *Membership Coordinator*

It was suggested that the position be filled by a member living close to the treasurer. Further discussion about the position will be held in August conference call.

7. *Awards and Scholarship Committee*

Board suggested that the silent auction be continued at the conference for scholarship funds.

8. *Treasurer's report*

The books were closed on June 29; all bills submitted through July 14 will be paid. The year ended with reserves.

9. *Chair, Awards and Scholarship Committee*

Vince moved that Tom Gier be appointed chair of the Awards and Scholarship Committee. Sylvia seconded. PASSED.

10. *Reports*

a. *Site Selection*

Tina Dakin and Maureen Cronin are submitting a bid for Reno as the conference site for 2000.

b. *POC*

Committee has selected three people to plan symposium with NADE. They are currently electing a chair-elect.

c. *Professional Development Committee*

Kathy will e-mail Karen Agee to give her information about contracts with NADE and MCLA (*Attachment D*)

d. *Strategic Planning Committee*

Becky strongly suggests that entire text of plan be sent with Kathy's letter requesting comments and concerns. The final draft to be distributed at Conference. Finalization will be discussed in September Conference Call.

Sylvia moved that the Board accept the draft to be included in July letter with plans of input to be presented to Becky before August 30 to be discussed in September Board Conference Call. Mike seconded. PASSED.

e. By-laws

By-laws supersede Constitution (*Attachment E*). By-laws which will be mailed in September which is more than 30 days prior to Conference will be brought to membership at Conference. The Board accepts changes to by-laws, and requests formal letter from Denise to be sent. The new mailing service will send this information to the membership.

Vince moved to accept Denise's report which will be sent as stated. Mike seconded. PASSED.
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f. Summer symposium

Was not discussed at NADE; therefore, no further action can ensue. Kathy will follow up with e-mails to encourage action.

g. CAS Directory

Report from Don Cremer to Kathy that corrections have been made. Becky will make presentation at Conference. This information will be included in Newsletter and Journal.

h. Long and Outstanding Service Award

The criteria is ten years of membership in CRLA with service either to state/regional or national levels; membership current. Nomination letters should include qualification of nominee based on criteria. Self-nominations are encouraged. The committee consists of Tom Gier and Valerie Smith Stephens.

i. Website

Vince has information about site sent by Mike to be put on web. The Board requests a report from Susan Halter for the August conference call. It was decided that CRLA addresses of Quick Reference List should be at the bottom of all e-mail correspondence.

j. Journal Report

Kathy will write to the institution praising Jim Bell's and Maureen Hewlett's excellence. (*Attachment F*)

k. Report Format

An example of committee report format will be sent by Kathy to all chairs with reports made available at the Conference for membership review.

l. LAC Monograph

No information has been received although chapters have been submitted; therefore, no final copy is available presently.

m. Archives

No bill has been submitted.

11. ITCP Mentor Certification Proposal

Proposal from Gladys was discussed (*Attachment G*) Question of GPA was discussed with recommendation for flexibility in language. Board recommended that Learning Disabilities be added to elective topics.

Lorraine moved to accept Peer Mentor Program Proposal as submitted by Gladys Shaw with changes - 3.0 GPA, learning disabilities to be added as elective topic. Mike seconded. PASSED.

12. National Council for Developmental Education

NCDE requested a reduction in fees for exhibiting at the Conference. The Board agreed to reduce rate to \$250 with the stipulation that the participants register for the Conference and the advertising remain the same.

13. Nonprofit Corporate Report

The Board approved new mailing service address be included.

14. Presidential letter

Kathy reviewed the proposed contents.

Next conference call, August 28.

Meeting adjourned at 12:00 pm CDT.

COLLEGE READING AND LEARNING ASSOCIATION

**BOARD CONFERENCE CALL
July 8, 1998**

List Of Attachments to the Minutes

- A. Agenda
- B. Reading SIG Newsletter
- C. Mailing service information and recommendation
- D. Professional Development Committee report
- E. By-law changes
- F. Journal of College Reading and Learning Annual Report
- G. Peer mental program certification requirements

July 8, 1998

Attachment A

1 Page

Subj: Agenda for July Conference Call

Date: 98-07-01 15:12:33 EDT

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

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

Hello folks:

To access the conference call board meeting at 10:00 a.m. CDT on Wednesday, July 8, with US West, dial 303-633-1829. If you have trouble getting connected, dial the conferencing services, 1-800-263-3863, give them our client ID number, which is 12822, and ask to be connected. The call reservation number is 10169977.

The Conference Call Agenda is as follows:

1. Approval of Agenda

2. Approval of Minutes

(Have we ever received or approved minutes from 12/97 conference call and the 1/98 conference call from Marilyn?)

3. Formal acceptance of election results

4. Conference updates and changes. Travel plans of board members. - *Exhibits*

5. Report on prospective mail services

6. Newsletter update

Ads for open positions: JCRL Editor and Managing Editor (Jim and Maureen will not be reapplying), Executive Asst., ITCP Coord. and Asst. Coord., Awards & Scholarship Chair (Tom Gier applied), others?

Membership Coordinator -

7. End-of-year Treasurer Report

8. Reports

A. Site Selection (2000) - Sue Brown

B. POC - Susan Deese-Roberts

C. Strategic Planning - Becky Johnen

D. Constitutional Amendments - Denise McGinty

~~E. Exhibits - Donna Wood~~

F. Professional Development - Karen Agee

G. Co-sponsored Summer Symposium (2000) - Kathy C.

H. CAS Directory - changes made - Kathy C.

I. Criteria for Griffin Long and Outstanding Service Award - Vince O.

Websites

9. ITCP Mentor Certification Proposal

10. Congratulations to Roz Bethke, Winner of Scholarship, and to Valerie Smith Stephens upon completion of her Ph.D. in Education from Rutgers.

ED.D.

*Journal
ALC Monograph
Archives*

~~11. JDE and BRIDE subscription price information - Kathy C.~~

12. Nat'l Council for Dev. Education - Cost of exhibiting

13. *Nonprofit Corporate Report*

If you have other items to be discussed, please be ready to add them to the agenda at the beginning of the conference call. Talk to you all next Wed.

14 - *New Chair Awards Com.*

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

WEB PAGE for the UNK Learning Center:
www.unk.edu/administration/departments/learning_center/main.html

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

WEB PAGE for the UNK Learning Center:
www.unk.edu/administration/departments/learning_center/main.html

Headers

Return-Path: <CARPENTERK@platte.unk.edu>

Received: from rly-za03.mx.aol.com (rly-za03.mail.aol.com [172.31.36.99]) by air-za01.mail.aol.com (v45.13) with SMTP;
Wed, 01 Jul 1998 15:12:32 -0400

Received: from platte.unk.edu (platte.UNK.edu [144.216.2.6])
by rly-za03.mx.aol.com (8.8.8/8.8.5/AOL-4.0.0)
with SMTP id PAA07594 for <ldreiblatt@aol.com>;
Wed, 1 Jul 1998 15:12:25 -0400 (EDT)

Received: by platte.unk.edu; Wed, 1 Jul 1998 14:09:55 -0500

Date: Wed, 1 Jul 1998 14:09:55 -0500

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

To: Kathy@platte.unk.edu, Carpenter@platte.unk.edu, Ph.D.@platte.unk.edu,
"Telephone:"@platte.unk.edu, 308.865.8214@platte.unk.edu,
308.865.8214@platte.unk.edu, CRLA@platte.unk.edu,
President@platte.unk.edu, "Telephone:"@platte.unk.edu,
308.236.7601@platte.unk.edu, 308.236.7601@platte.unk.edu,
Director@platte.unk.edu, of@platte.unk.edu, Learning@platte.unk.edu,
Center@platte.unk.edu, "FAX:"@platte.unk.edu,
308.865.8157@platte.unk.edu, University@platte.unk.edu,
of@platte.unk.edu, Nebraska@platte.unk.edu, at@platte.unk.edu,
Kearney@platte.unk.edu, "e-mail:"@platte.unk.edu,
carpenterk@platte.unk.edu, Kearney@platte.unk.edu, NE@platte.unk.edu,
68849@platte.unk.edu, WEB@platte.unk.edu, PAGE@platte.unk.edu,
for@platte.unk.edu, the@platte.unk.edu, UNK@platte.unk.edu,

COLLEGE READING SIG NEWSLETTER

CRLA Conference Call

July 8, 1998

Attachment B

5 Pages

June 1998

Hi-

This is just a quick note to inform all members about the upcoming CRLA conference in Salt Lake City, November 4th through the 8th.

We will again have our Roundtable Discussion in the morning before any of the sessions start. You have all brought great topics for discussion in the past; let's do it again!

Thursday, November 5th 7:30 - 8:45 AM - SIG Roundtable Discussion

Note: Preregistration NOT required----just show up !

* Bring your own breakfast (Coffee, tea, , muffins, bagels and fruit may be purchased at the hotel café.)

Note: First General Session begins at 9:00 AM

Publisher's Grand Opening: Thursday, November 5th - 5:15-8:30 PM

Publisher's Breakfast: Friday, November 6th - 7-8:30 AM (free breakfast in exhibit area)

Additional Publisher Exhibit Hours - Friday, November 6th - 10:30AM-5PM (closed for lunch)

Wednesday, November 4th - Morning Pre-Conference Institutes (select one)

- **On-Line and Beyond: Using Technology to Enhance and Deliver Developmental Courses - Broderick & Bettino**
- **Study Skills Online - MacDonald**
- **Woger Webbit's Hitchhiker's Guide to the Internet - Halter & Millsap**
- **Learning Styles: Part One - Deese-Roberts**
- **Tutor Training Today: Successful Tutors Tomorrow - Shaw & Melson**
- **Using Active Learning to Encourage Critical Thinking - Krauss & Ruscica**
- **Cognitive Research on Writing and Its Implications for Instruction: Strategies for Guiding Students to Analyze and Improve Their Skills - Best**

Wednesday, November 4th - Afternoon Pre-Conference Institutes
(select one)

- A Helicopter View of Learning Assistance - De Frain
- G.A.P.: A Strategy for Transforming Information Into Knowledge Through Technology - Caverly
- ESL Students and Computers: Both a Challenge and a Formula For Success - Schlender
- Learning Styles: Part Two - Deese-Roberts
- Number-Crunching Story-Telling, & Seeking Accountability: A Panel Presentation on Research & Evaluation Emphasizing Participant Interaction - Stern, Norton, & Foster
- Peer Tutoring! Today's Challenge, Tomorrow's Success! - Baril & Wright
- Dealing With Conflict Before It Deals With You - Jones

I have enclosed the list of 80 sessions scheduled for Thursday, Friday, and Saturday so you may begin planning for the conference. Saturday afternoon post-conferences are as follows:

- Ideas and Exercises for This Monday - Sherfield
- Using the Internet and Web Pages in Paired Reading and Study Strategies Classes - Starks-Martin, Fillenworth, Czech, and Williams
- How the Brain Learns: Research, Theory, and Classroom Application - Smilkstein
- Creating a Learning Skills Center - Shultz, Stottlemeyer, Omar, and Dakin

I am also pleased to be able to include a handout for evaluating information on the internet. Linda Barrette, Director of Library Services at John A. Logan College, compiled the list and presented it at the Ed Tech Conference in California. She has created an excellent resource for teaching critical thinking via the internet.

The College Reading SIG currently acts as a reference/contact source for all members. Please contact me if you would like the names and addresses of other SIG members near you who could possibly provide support or who have volunteered to act as unofficial "experts" in specific areas.

As always, I look forward to your suggestions regarding the SIG, the newsletter, and SIG meetings.

Carol Wills
381 Nova Lane, Menlo Park, CA 94025
Phone - 650-325-0268 Fax - 650-328-5147

Email - crtwills@pacbell.net (Please note that the CRLA Newsletter had a typo in my email address. However, my email is not working right now. It should be repaired by September. I am beginning to think my computer does not like email!)

Have a great summer!



Selected Websites
for Evaluating Information on the Internet

Linda J. Barrette, Ph.D.
Director, Library Services
John A. Logan College
700 Logan College Road
Carterville, IL 62918
Voice: 618-985-3741
Fax: 618-985-3899
email: lindab@jal.cc.il.us
Web: <http://www.jal.cc.il.us>

Evaluating Web Resources

<http://www.science.widener.edu/~withers/webeval.htm>

UCLA College Library Instruction: Thinking Critically about WWW Resources

<http://library.ucla.edu/libraries/college/instruct/critical.htm>

Resource Selection and Information Evaluation

<http://alexia.lia.uiuc.edu/~janicke/Evaluate.html>

Evaluation of Internet Information

<http://thorplus.lib.purdue.edu/~techman/eval.html>

Evaluating WorldWide Web Information

http://thorplus.lib.purdue.edu/library_info/instruction/gsl75/3gsl75/evaluation.html

Kathy Schrock's Guide for Educators - Critical Evaluation Surveys

<http://www.capecod.net/schrockguie/eval.htm>

Evaluating Internet Resources

<http://www.albany.edu/library/internet/evaluate.html>

Critically Analyzing Information

<http://www.library.cornell.edu/okuref/research/skill26.htm>

ICYouSee: T is for Thinking

<http://www.ithaca.edu/library/Training/hott.html>

ED's Oasis Evaluation Guidelines

<http://www.edsoasis.org/guide2.html>

Evaluating Quality on the Net

<http://www.tiac.net/users/hope/findqual.html>

Evaluation of information sources

<http://www.vuw.ac.nz/~agsmith/evaln/evaln.htm>

Thursday Concurrent Sessions

- 01 Maria C. Rose, Tutor-Training Handbooks-A Valuable Tutor Resource
- 02 Pamela V. Thomas, Jeanne L. Higbee, Involvement in Learning: Promoting Achievement in Developmental Mathematics
- 03 Lonna Smith, A Practical Implementation of the Reading/Writing Connection
- 04 Linda Johnson, Karen Agee, Revisited: Using New and Electronic Formulas to Make Judgments About Text
- 05 Margaret Fritz, Teaching Concepts to Today's Students
- 06 Anna S. McNeill, Teresa Massey, Pan Dusenberry, Defining "College Readiness" in Terms of Student Competence: A Statewide Faculty Collaboration Around Standards, Criteria, and Assessments
- 07 Linda Best, Carolyn Carmichael, Terry Fung, Sharon Haussmann, Working Together to Enhance Student Success: The Collaborative Efforts of a Developmental Studies Program's Administrators and Faculty
- 08 Zola Gordy, Navigating Change Through Systems Thinking
- 09 JoAnn Yaworski, Reading Comprehension and Technology: A State-of-the-Art Classroom
- 10 Heather Newburg, Nina Rynberg, A Center for Learning: Combining Developmental Education and Academic Support
- 11 Deborah Dorff, Tracy Jordan, Using Tutor Programs to Enhance Your Adult Basic Education Program
- 12 Sue Wickham, Pat Halverson, Margie Ranch, The Work-Ready Curriculum: Stepping from the Classroom to the Factory Floor
- 13 Russ Hodges, Two Steps to 2000: A New Era of Academic Success Courses Emerges
- 14 Maggie Miller, Transform Word Attack Into Word Play!
- 15 David C. Caverly, Technology in Developmental Education: A Review of the Research
- 16 Jan Norton, What Works: Practical Tips from Learning Center Managers
- 17 Martina Keck, College Students with Learning Disabilities and Recorded Textbooks: An Accommodation That Warrants Further Research .
- 18 JoAnne Greenbaum, Kathryn Bartle Angus, Enhancing Critical Thinking Through Writing Activities
- 19 Jan Swinton, Creating a Community of Readers
- 20 Lorraine Leishman, Rika Snip, Reading Comprehension: From Question to Answer
- 21 Biswa Bhowmick, Stephanie Mukherjee, Using Total Quality Management to Enhance Tutorial Services of Learning Centers
- 22 Maureen Connolly, Natalie Miller, Questioning Quest
- 23 Cheryl Lewis, Carla Hatfield, Using MyersBriggs Type Indicator for Today's Successes and Tomorrow's Challenges
- 24 Maria Alicia Vetter, John Holst, The Sixties Curriculum: A Thematic Approach to Study Skills Instruction in a University Developmental Reading Program for Special Admissions Students
- 25 Kathleen Baca, Susan Wood, Fostering Independent Thinking: Setting Standards from Course Concepts
- 26 Roberta Alexander, Jan Lombardi, Collaborative Work Groups for Extensive Reading: You Can Have Your Cake and Eat It Too!
- 27 Shevawn Eaton, *Chi Alpha Epsilon*: The Impact of an Honor Society for Special Admits on Campus
- 28 Jeanne L. Higbee, Pamela V. Thomas, Activities to Enhance Collaborative Learning and Persistence
- 29 Anthony R. Napoli, Lanette A. Raymond, Cheryl A. Coffey, Diane M. Bosco, Establishing Criterion-Related Validity: An Examination of the Concurrent
- 30 Ann Weesner, Explore How to Use the WWW to Ignite the Uninspired Developmental Reader

Friday Concurrent Sessions

- 31 Katherine Lovrich, Problem: Solving: An Interactive Lesson for Tutor Training
- 32 Jane Asimani, Carol Helton, Donna Thomas, Windows of Opportunity: Extending the Torch
Beyond Developmental Studies
- 33 Gail M. Platt, You Are Smarter Than You Think You Are: Applying Type to Test-Taking
Success
- 34 Marsha Sinagra, John Chaffin, Intensive Studies Program: Access to Success for At-Risk
Freshmen
- 35 Carol R. Lyon, Training Tutors to Work with International Students
- 36 Julie Hanks, Vocabulary Acquisition by Using *Newsweek*
- 37 Emily Miller Payne, Qualitative Research to Showcase Your Successful Program
- 38 Diane Hocesvar, Diversity Exercise Using Headbands
- 39 Ruth Ann Britton, Making Connections: A Collaborative Teaching/Learning Approach Integrating
Developmental and General Education Courses.
- 40 Carolyn Hopper, Multiple Intelligence: A String of Pearls for Everyday
- 41 Frank Gahren, Using Today's Concept Maps in Tomorrow's Classrooms
- 42 Susan Parmenter, Lessons to be Learned: A Study of the Implications of Workplace Literacy
Programs for Remedial Reading and Writing Courses in the Community College
- 43 Kathy Beggs, Pat Lichty, Linda Lichty, Vocabulary Pizzaz
- 44 Debra Kauzarich, Jan Norton, What Tutors Want from Training
- 45 Lanetia "Sam" Noble, Whole Language: Success Today and Tomorrow
- 46 GIFT SESSION
- JoAnn Yaworski, Teaching With Technology: An Integrated Whole-Language Skills Approach
- Carolyn S. Smith, Transfer of Learning: The Forgotten Skill
- Curtis Ricker, Using Christensen's Rhetoric in Composition Class
- 47 Ruth Wohler, Developing A Math Study Skills Course
- 48 Ann Vescial, Learning Centers: Challenges and Pitfalls
- 49 Martha Maxwell, Fellows in Learning Assistance: A Proposal
- 50 Gladys R. Shaw, Tutor Certification: Professional Standards for Tutor Training
- 51 Linda St. Clair, Creating a Bridge Between Content and Research Technologies: Integrating
Library Research and Computer Technology Into a Freshman Course
- 52 Roz Bethke, Jim Bell, Sanford Tweedie, Karen Agee, Craig Stern, Writing for CRLA Publication:
From Idea to Publication
- 53 Dana Stahl, Ann Faulkner, What Does a Nurse Have to Tell Us About Study Strategies in Nursing
- 54 Bill Horstman, Academic Honesty As a Component of College Success Courses 55
- Elizabeth Ince, Does a Short Speed-Reading Course Reap Benefits For All College Students?
- 56 Jacqueline Simon, An Analysis of Retention Efforts at Ten Colleges
- 57 Jean LaBauve, Joan Nealey, Conflict Negotiation in Collaborative Learning Groups 58
- Cynthia Peterson, David Caverly, Sheila A. Nicholson, Technology for Organizing Knowledge:
A New Support for Developmental Students
- 59 James Armstrong, Student Adaptation and Application of a Reading Strategy

Saturday Concurrent Sessions

- 60 Carmen Springer-Davis, Anna Brus, Highlighting Your Tutor Program and Rewarding Your
Tutors
- 61 Mary O'Malley, Teaching Students to Use Graphic Organizers
- 62 Donna Clack, An Alternate Approach To Offering Developmental Education: College
Success/Electronics Fundamentals
- 63 Terry L. Cook, A Freshman Success Distance Education Course? Skills Needed on Both Sides of
the Camera
- 64 Bernard Ngovo, Effectiveness of Annotation with Narrative Texts
- 65 Carol Lyon, Training Tutors to Work With International Students

- 66 Nicole Boulais, Jill Laing, Tutoring Today: A Panel Discussion About Tutoring Special Populations
- 67 Gregory L. Anderson, Rachelle Darabi, Two Classes Becoming Culturally Aware: One Step At A Time
- 68 Rick Stepp-Bolling, Quality in the Classroom
- 69 Forrest Williams, Deborah Marrott, Developmental Writing in the 21st Century: Evaluating a Computer-Mediated Composition Program
- 70 Jack Truschel, Academic Advising Models for the Undecided Student
- 71 Johanna Dvorak, The Impact of a College Tutoring Program: Tutor and Student Perspectives
- 72 Faye Ross, Learning to Learn Through Test Analysis
- 73 Gerald Giles, Values and Self-Image: Keys to Today's Successes and Meeting Tomorrow's Challenges
- 74 Patricia Mulcahy-Ernt, What Do College Readers Read?
- 75 Hunter R. Boylan, Five Trends That Will Shape the Future of Learning Assistance and Developmental Education
- 76 Susan Halter, Joe Millsap, Patrica Haydel, College Reading Instruction: Who Needs It?
- 77 Vivian Snyder, Doug Smith, Sandra Mahoney, Peggy Rosson, A Peer-Delivered Retention Model That Blends the Best of Academic Affairs and Student Affairs
- 78 Jann Hickey, Succeeding In College With Attention Deficit Disorder
- 79 Michele L. Simpson, Sally Randall, Wendy Yount, Issue-Based Units: A Vehicle for Preparing Students for the Challenges of Critical Thinking
- 80 JoAnn Carter-Wells, David J.W. Vanderhoof, Carla Thomson, A Course Partnership Across the Continent: Using Technology to Blend and Support Curriculum



READING • LEARNING ASSISTANCE • DEVELOPMENTAL EDUCATION • TUTORIAL SERVICES

Monday, June 29, 1998

Memo to: CRLA Board

I enclose the site report for the two firms I visited in June as well as additional material from both.

Data Navigation:

- email correspondence of June 8, 1998
- letter of June 9, 1998
- sample brochure

Executive Services Group:

- letter of June 16, 1998
- bid with addendum for optional services (3-pages)
- background and references (1 page)
- printing estimates (1 page)
- sample labels
- sample letterhead of CTPA
- sample products type-set and printed by Executive Services Group
 - two-colour separation is done on site
 - full colour is printed elsewhere under their supervision

My recommendation is Executive Services Group.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read 'Rosalind', is written in dark ink.

Rosalind Lee
Membership Coordinator

SITE REPORT on MAILING SERVICES

Association management is becoming a business in its own right! Both Executive Services Group of Auburn, CA and Data Navigation of Albuquerque, NM are looking to expand by managing more small to medium sized organizations. Both companies are friendly, family-oriented and relatively small.

EXECUTIVE SERVICES GROUP

Executive Services Group (ESG) began as a company in 1986, but its partners, Judy and Tug Miller, have acted as Executive Directors for the California Travel Parks Association (CTPA) since 1981. CTPA is an association of RV (recreational vehicle) park and campground owners in California, Nevada and Oregon. As executive directors, the Millers have managed the CTPA, including taking minutes at all board meetings, printing all of the materials for CTPA (samples enclosed) and performing other functions. They have helped expand CTPA's membership and the services offered to its members, including developing and running a school for RV park owners. Through this involvement, they began their business.

The company currently has a staff of seven, owns its own building, and operates a graphics department, data entry services, a mailing service, a printshop and the school for RV park owners. Their clients comprise of local firms who use their individual services. ESG still manages the California Travel Parks Association and they also perform some management functions for a restaurant association. They have hired a consultant to help them expand the association management side of their business. That consultant is Tom McKee, husband to CRLA member Susan McKee who worked the conference registration table in Sacramento. When Susan learned of our need for a mailing service, she referred us to ESG.

ESG's plan for expansion is to hire additional staff where needed, e.g. in the printshop, for data entry or in graphics.

Debbie Sipe, the person with whom we have had email contact, is the office manager. She is the person who would be handling most of CRLA's work.

DATA NAVIGATION

Data Navigation is a home office owned and operated by CRLA member Deborah Weaver Parker and her husband Tom Parker. Tom is a former CRLA member who left education to run this business. They have an additional staff member, Joanne, who enters data and helps in association management. Tom Parker would be the person handling the CRLA account.

Joanne has helped to manage the Society for Cognitive Rehabilitation which has about 3000 members. She was in charge of the minutes of their meetings, other correspondence and has organized their 3-day training seminar/conference. I believe they are no longer working for this society. Joanne does much of the data entry for Data Navigation.

Data Navigation's two main clients are Albuquerque Quality Network (AQN) and The Women's Housing Coalition. AQN sponsors and runs seminars in human resource development. AQN has a membership of about 500 and is composed of businesses and individuals interested in the "quality" movement. Data Navigation plays the role of executive assistant for AQN, and makes up and prints many of their materials (sample enclosed).

The Women's Housing Coalition is a local non-profit organization which helps low-income women and their families with affordable housing. Data Navigation is in charge of the bookkeeping for the buildings which the Coalition owns and rents.

Their plan for expansion is for Deborah to reduce her hours at her employment to work the business.

References

I spoke with two of the references each company provided. As expected, all gave glowing recommendations. For both ESG and Data Navigation, the references spoke of the integrity of the owners, a personal interest in the account, promptness of service and reasonable costs with no unexpected billings.

COMPARISON

From the perspective of membership coordinator and given the problems we have had in the past, I was looking for accuracy, promptness, and flexibility and patience.

Accuracy

Accurate data entry ensures faster mail delivery and fewer pieces of returned mail. Both companies assured me they had "very detailed-oriented" people entering data.

Promptness

Both companies assured me that labels or lists ("reports") would be sent out within 24-48 hours of receipt of the request. Judging from the size of both operations and their respective efficiency, this seems reasonable.

Flexibility & Patience

Recall that the previous mailing service with whom we contracted, Neighborhood Data and Mail, eventually asked to be released because of the detailed work required. Small and numerous changes in area codes, zip codes, titles as well as irregular requests

for labels (for SIG leaders, state leaders and other sub-groups of CRLA) gave him "brain" trouble.

I wanted to make sure each company was aware of this issue and asked for assurance that ours was the type of job they were expecting and could handle. Both companies assured me that they were accustomed to dealing with minute changes. Executive Services Group included a statement to that effect in their more recent letter of June 16, 1998. They also showed me a catalogue of RV parks which they type-set and print where they recently had to change numerous area codes.

CRLA has at least two other areas where a mailing service needs to be flexible. The first is the variety of forms which CRLA members use for membership application. A member may use a national version, a state version, a Newsletter version or a personal check. Alternatively, a state leader may simply send in a list of names. Each mode represents a different data entry pattern. Both companies stated this would not be a problem.

The second area concerns the changing amount of work CRLA might require. The board of CRLA changes with each election and each new board member brings a different amount of institutional support. For example, one year CRLA could be asking the mailing service to stuff envelopes and do a bulk mailing from their site and in the following year, a CRLA board member could be doing this from his/her own institution. Thus the range and amount of services required of a mailing service may vary from year-to-year. Both ESG and Data Navigation are comfortable working within a range that would be affected by this difference.

Ability to work with CRLA data

Both companies were provided with a disk containing CRLA sample data. The disk held approximately 360 records of members from 1995-1998. (The records were of members who had indicated approval on their membership form for their names to go to external companies. I deleted all home phone numbers.) ESG made the original request for sample data to explore compatibility between our two programs. I decided to supply Data Navigation with a sample too.

Data Navigation was able to take the records and export them to a different program to read the data. Tom Parker, the resident expert on data manipulation, also offered an option whereby he would place the data on a web site. Access would only be allowed for CRLA executive board members who were given a password.

We did not attempt to bring data back from them to me in a format where I would try to read it with Filemaker Pro. They decided that if they were awarded the CRLA contract they would purchase the latest version of Filemaker Pro to be fully compatible (see letter from Data Navigation dated June 9, 1998). [They have since purchased Filemaker Pro.]

They claimed they could make up labels with bar codes from our data. However, they do not have the software required by the US Postal Service.

Executive Services Group uses Filemaker Pro as well as other database programs. They were able to open and read the sample data disk. In the trial, Debbie changed the name of my university and saved that change to see if I could read it at home. When I opened the data disk here, I could read it with no problem.

ESG owns the software and has the certification required by the US Postal Service for automated bulk mailing. They used the program to generate a label run with the sample data. I have enclosed two portions of the label run with this report. One is bar-coded and the other comes from the section that could not be bar-coded.

The program automatically runs each address through a US national database, then produces labels based on the addresses. For each address it recognizes, the program automatically inserts the "zip plus 4". It also inserts an invisible "plus 2." Each label contains the post office to which the piece goes (top line), the bar code (bottom line) and the individual sack and tray numbers (numbers on the far right of the second and third lines, respectively). Addresses not recognized by the program are sorted to the end of the run and those labels are printed with different sack and tray numbers. These are typically non-US addresses or the very long addresses complicated by university name, department name, building name, hall number, room number, etc. A report which compiles these non-conforming addresses makes it easy to see why each address was rejected by the program, and makes it easy to correct or adjust. ESG claimed this was the "cleanest" list they had encountered in a long time <insert smile>.

They ran three other reports associated with this label run. I think these are for submission to the post office. I have not included them here but can send you a copy if you wish.

These bar-coded labels, which must number >200 for a reduced rate, distinguish "Automated Bulk Mailing" from "bulk mailing." Bulk mailing simply means one applies a label or address to a piece and pays a reduced amount for postage. Then you cross your fingers that it will reach its destination. In "Automated Bulk Mailing" more of the work is done at the front end using the indicated sack and tray numbers. This gives an even cheaper postal rate than regular bulk mailing. In addition, automated bulk gets handled immediately after first class mail. As Debbie explained the process to me, it was obvious that ESG knew the system well.

(Note: automated bulk mailing would be used for all the mailouts except SIG and state/regional lists because those addresses number less than 200. For these cases, labels would be made directly from the Filemaker Pro program as they are now.)

Security of information

ESG backs up their work daily on a duplicate tape. The tape is couriered daily to their bank, ensuring that a current backup is always off-site.

Data Navigation was looking into purchasing a zip drive to backup their data when I met with them.

Optional Mail Handling (Bid Addendum)

As I spoke with each company, it became clear that the paperflow the board first envisioned might be awkward and time-consuming. Mail, usually membership applications, would be sent to the main CRLA PO box. The mailing service would then bundle the unopened mail and send it weekly to the treasurer or other officer. The treasurer would open the mail, deposit the checks, then send a copy of the membership application form back to the mailing service to process. This re-routing could create a delay of two or more weeks from receipt of an application to its actual processing.

Based on this time-lag and because each company has handled checks for their clients, I asked them to submit an addendum to their original bid to address the following two options:

1. They open the mail, process the applications, stamp the checks "for deposit only" and mail the checks and applications to the treasurer, keeping a copy of the applications for trouble-shooting. Any applications with problems would go unprocessed to the treasurer directly for follow-up.
2. They open a lock-box with a local bank.

ESG provided a revised contract with these optional features. The contract is enclosed. (I think some prices of the options may be negotiable.)

Data Navigation is looking into the options (see letter of June 9, 1998 and email correspondence dated June 8, 1998).

RECOMMENDATION

I recommend Executive Services Group (ESG) of Auburn, CA based on the following:

1. Executive Services Group has much more knowledge of the requirements of the US Postal Service regarding mailing labels and Automated Bulk handling. They were able to take CRLA data, run it through the National Database for address verification, insert the "zip plus 4 plus 2" into the addresses, and produce the bar-coded labels along with the requisite CASS report(s). As US Postal Service requirements become more and more stringent (the *Newsletter* editor and previous *JCRL* editor both spoke of the increasing complexity of bulk mailing in the US) and as CRLA membership increases, this capability will become more important.
2. ESG is a larger and more comprehensive company with a stronger infrastructure. They have more personnel, equipment and space. This benefits CRLA by ensuring that there are additional people who will look after our account and that our information is backed up and secure.
3. Based on supplementary information about CRLA they learned through our meeting, ESG produced a more detailed bid and an addendum within a short period of time. The addendum and accompanying letter addressed the issues I had brought forward, e.g. confidentiality of data. The more detailed bid includes a timeline for sending out renewals. This speaks to their experience and familiarity in working with associations.
4. When I discussed the possibility of future expansion of our contract to include storing materials such as letterhead and brochures and printing them, both companies were willing to accommodate that expansion. However, where Data Navigation would need to make the room for storage, ESG already has storage capacity in its warehouse. In addition, to print materials, Data Navigation would be taking all orders to an outside source, e.g. Kinko's, whereas ESG would be able to print in-house, making the process more efficient and cheaper.

Data Navigation

Charting solutions to your information needs

June 9, 1998

Rosalind Lee
Kwantlen University College
8771 Lansdowne Road
Richmond, BC V6X 3V8
Canada

Dear Rosalind:

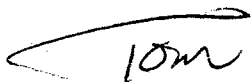
Please find enclosed the sample print materials that you requested. These will demonstrate the quality of work that we do in this area.

We have done further research on the cross-platform compatibility issue and have determined that the best solution is for us to purchase File Maker Pro and the capability to write to Mac disks. We believe this is a better solution than our working in our current data base program and having JoAnne convert the data back and forth. We will do this at our own expense if we are awarded the CRLA contract.

We are still researching the bank/lock-box option. We are also willing to secure bonding if CRLA decides to have us handle the checks. Again, we would do this at our expense.

Thank you again for considering Data Navigation as your membership database/mailing service provider. As JoAnne mentioned in our meeting, our specialty is flexibility, and we stand ready to respond to your current and future needs as an organization. Please let us know if you have any additional questions or concerns.

Sincerely,



Tom Parker

From parker@data-nav.com Mon Jun 29 09:25:28 1998
Date: Mon, 08 Jun 1998 21:08:51 -0700
From: Deborah Weaver Parker <parker@data-nav.com>
To: Rosalind Lee <rosalind@Kwantlen.BC.CA>
Subject: Visit

Thank you for taking the time to come and visit us in Albuquerque. I hope the rest of your visit to New Mexico went well and that you returned home safely.

I wanted to follow-up on a couple of things with you:

1. JoAnne has ordered FileMaker Pro 4.0 for her system and will receive it on Tuesday (6/9). She will install it as soon as possible and do a trial conversion of the data base from the Windows platform back into FileMaker Pro. We will then send you the new disk for you to test on your system. I do need to know for sure, however, which version of FileMaker Pro you are using. Thanks.
2. I have the sample fliers, etc. and will send them to you at the same time I send the disk. You should have the entire packet by the end of the week.
3. I hope you get the opportunity to communicate with Retha Shiplet. I'm sorry that I did not set up a private meeting for you with her. I'm sure that she will be happy to answer any questions you might have about us.

Thank you again for considering Data Navigation as your membership data base/mailling service provider. I believe that we are ideally suited to serve you with our depth of experience--more than 30 years combined experience in working with non-profit boards--and with our depth of experience--administrative support, bulk mail, database development and analysis, web design, etc. Please see our brochure and our web site for a more complete list of the range of services we provide.

We enjoyed our visit with you very much and look forward to the opportunity to serve CRLA by providing quality, comprehensive services to meet the changing needs of the organization and its board.

Please let us know if we can answer any further questions.

Sincerely,

Executive Services Group

Management, Publishing and Education

June 16, 1998

Rosalind Lee - CRLA, Membership Coordinator
Academic & Career Preparation Dept.
Kwantlen University College
8771 Lansdowne Road
Richmond, BC V6X 3V8 Canada

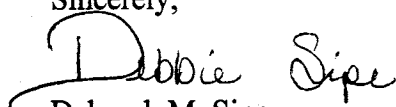
Dear Rosalind,

Attached you will find a contract for services based on our discussion of June 4th. After today's meeting a final draft can be prepared based on any changes. ESG understands that CRLA has several concerns in choosing an outside management firm as addressed below.

- ◆ ESG expects address changes and updates that will range from a complete change to just a small title or area code change. ESG will keep a journal of all changes made.
- ◆ ESG will provide CRLA with a sample of labels and generated postal reports for approval prior to contract signing.
- ◆ ESG will inform & review CRLA of all postal regulations.
- ◆ The flow of paperwork can be adjusted and changed based on what is working and what is not working between this office and the appropriate board members.
- ◆ ESG will provide references to CRLA from current clients for whom we process and handle money.
- ◆ ESG will forward incorrect membership applications to the treasurer to be resolved. As we become more familiar with CRLA and its applications and programs we may start to do it ourselves and would like to leave this area up for negotiation.
- ◆ ESG, by providing labels and a disk, demonstrates its compatibility with CRLA's database.
- ◆ ESG has included in the contract a promise to return all CRLA property to its Board of Directors upon termination of the contract.

I hope that I have addressed the main concerns that CRLA presented to us. If there are others we will be glad to discuss them as well.

Sincerely,


Deborah M. Sipe
Account Representative

Executive Services Group

Management, Publishing and Education

Contract for Services for the College Reading & Learning Association

Monthly Management Fee

\$100.00

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

Database Management Fee

\$100.00

- Address corrections, additions, deletions of active & inactive lists
- Annual purge of inactive list
- Storage & Back-up of active & inactive lists
- 2 disks exported into Filemaker Pro 4.0 each month and sent to secretary & membership chair (includes cost of disks & packaging) Extra charges will apply if disks are required more often.

Charge for individual items

Bulk Mail Complete Membership Run

\$ 35.00*

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

1st class Complete Membership Run

\$ 15.00*

Membership Subset Label Run & Printout

\$ 12.50*

1st Annual Renewal Mailing ** (November)

\$100.00

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

2nd Annual Renewal Mailing ** (January)

\$ 75.00

(Label run, stuff, collate, mail, based on 700 pieces)

3rd Annual Renewal Mailing ** (March)

\$ 50.00

(Label run, stuff, collate, mail, based on 400 pieces)

Annual Thank you for renewing ** \$300.00
(Complete membership card, collate 2 pieces, stuff, label
and mail weekly as they are received based on apx. 650
pieces)

Annual Thank you for joining ** \$200.00
(Complete membership card, collate 4 pieces, stuff, label
and mail weekly as they are received based on apx. 350
pieces)

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

** Mailing pieces and supplies to be provided by CRLA

Optional Services

☐ **Partial Lock Box** **\$ 85.00**

ESG will open all mail; process renewals & applications; forward checks and applications weekly to treasurer; forward remainder of mail weekly to appropriate board member; and send photo copies of applications/renewals monthly to membership coordinator along with disk.

☐ **Full Lock Box** **\$150.00**

In addition to the previous option, ESG will open & maintain a checking account and deposit all monies weekly. ESG will forward a deposit receipt weekly along with a copy of the check and its source to the current treasurer.

☐ **Telephone and Answering Service** **\$ 75.00**

Provide an answering service for CRLA. ESG would answer questions in reference to conference dates, membership status, basic membership benefit questions and other related questions. All other callers will be directed to call the appropriate board member.

You may choose to use the main ESG line that would be answered "Executive Services Group" or our current phone system has space for one additional line. CRLA could pay for the cost of its own dedicated phone line that would be answered "College Reading & Learning Association." The price above is only for the answering portion, not the equipment, installation costs or monthly phone charges.

Printing **to be quoted**

ESG has its own in-house publishing and printing department. We are familiar with association promotional pieces from membership brochures to conference registration packets. We currently print newsletters for two other associations, newsletters for individual clients, an annual 100-page guide, and a book for another client, in addition to forms, brochures, stationery & promotional pieces for more than 200 other individual clients. Samples will be provided along with any requested printing quotes.

Additional Services**to be negotiated**

ESG, as a management firm for other associations, is always on the lookout for additional member services that could benefit CRLA members. For example, one of our other clients has a group program with AT&T that gives each member an additional 5% discount off their phone bill for simply being a member. AT&T pays that client \$1000 annually which is used to market the program. Plus they supply all the printed literature. We may be able to negotiate a similar program for CRLA.

Payment

Selected services will be billed monthly with invoices payable within 30 days and sent to the current CRLA treasurer. Prices do not include actual postage. We have a postal meter with 100 different "department" numbers. We would assign one of these "departments" to CRLA and invoice the association monthly.

Confidentiality

ESG agrees that no information of CRLA members will be sold or given to an outside source without first obtaining permission from that member. ESG will only release labels, reports, or other membership information to a CRLA Board Member, Committee Chair or other pre-approved list.

Review

This contract will be reviewed after 6 months and may be readjusted based on experience.

Situs

This contract shall be governed by the laws of the State of California.

Entire Agreement

This contract constitutes the whole agreement between the parties relating to management services, and there are no terms other than those contained herein. No variation hereof shall be deemed valid unless in writing and signed by the parties hereto, and no discharge of the terms hereof shall be deemed valid unless by full performance by the parties hereto or by a writing signed by the parties hereto. No waiver by either party of any provision or condition of this Contract by him or it to be performed shall be deemed a waiver of that or any other provision or condition at the same or any prior subsequent time.

Records

All records, files data, property, funds and inventory belonging to CRLA shall be turned over to the Board of Directors upon termination of the contract.

Signed this day _____ of _____ in the year _____.

ESG Account Representative

CRLA President

Executive Services Group

Management, Publishing and Education

Background & References

Executive Services Group has been in business since 1986. Tug & Judy Miller, along with Debbie Sipe, have been managing associations since 1981. ESG has administered association functions from just publishing a newsletter to complete management. ESG currently has 5 full time and 2 part time staff. We are located in Auburn, California and work out of a building owned by Tug & Judy Miller. Our current computer system consists of Pentium II pcs with a main server, 4 workstations, a laptop & graphics station all networked together. Databases include Access, Alpha5 & Filemaker Pro 4.0. We also use Microsoft Office 97 which includes Word 7.0, Excel 5.0 and Powerpoint. Our graphic artist uses Ventura Publishing & Corel Suite 7.0. We have an offset press and bindery department.

Affiliations

Member of the California Society of Association Executives (CSAE).

Co-Chair of the Education Task Force

Member of the American Society of Association Executives (ASAE).

National Fire Protection Agency, National Electrical Code

References

Jan Totten

Personnel Management Advisors

(916) 966-9744

Tom McKee

McKee & Associates

(916) 635-3164

Ron Medenwald

Santee Lakes Regional Park

1st Vice President of the California Travel Parks Association

(619) 258-4684

Executive Services Group

Management, Publishing and Education

Printing Estimates for CRLA

Brochure - 8 1/2 x 7"

Features: Front cover bleeds top and bottom, glossy stock
2 color - Black & PMS 320

	1000	3000	5000
Brochure - printed, folded & cut to size	\$216.00	\$404.00	\$594.00
each	0.22	0.13	0.12

* Plus Typesetting: \$80

Letterhead - 8 1/2 x 11"

Features: One color - PMS 320

	1000	2500	5000
**Printed on Strathmore 24# linen	\$87.00	\$157.00	\$273.00
each	0.09	0.06	0.05

*Plus Typesetting: \$30

Membership Card

Features: One color - PMS 320

	500	1000	2000
White or cream 110# index	\$70.00	\$74.00	\$84.00
each	0.14	0.07	0.04

*Plus Typesetting: \$40

*In order to do the typesetting for these jobs, a very clean copy of the logo for scanning or a .tif image on disk must be provided.

Applicable shipping is extra.

Subj: accreditation
Date: 98-07-08 10:47:28 EDT
From: CARPENTERK@platte.unk.edu (KATHY CARPENTER, PH.D.)

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

Just received this at 9:30 this a.m. so don't know if we will be able to work with it today or not.

KC

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

WEB PAGE for the UNK Learning Center:

www.unk.edu/administration/departments/learning_center/main.html

From: SMTP%"Karen.Agee@uni.edu" 7-JUL-1998 17:48:04.35

To: CARPENTERK

CC:

Subj: Report of Professional Development Committee

Return-Path: <Karen.Agee@uni.edu>

Received: from viper.uni.edu ([134.161.1.16]) by platte.unk.edu with ESMTP
for carpenterk@platte.unk.EDU; Tue, 7 Jul 1998 17:48:04 -0500

Received: from uni.edu by uni.edu (PMDF V5.1-10 #U2748)

id <01I24KIJ6GTC8WZG71@uni.edu> for carpenterk@platte.unk.EDU; Tue,
7 Jul 1998 17:50:19 CDT

Date: Tue, 07 Jul 1998 17:50:19 -0500 (CDT)

From: Karen.Agee@uni.edu

Subject: Report of Professional Development Committee

To: carpenterk@platte.unk.EDU

Message-id: <01I24KIJ6HMA8WZG71@uni.edu>

X-VMS-To: IN%"carpenterk@platte.unk.edu"

MIME-version: 1.0

TO: Kathy Carpenter

FROM: Karen Agee

Gwyn Enright

Ann Faulkner

Rosa Hall

Jan Norton

DATE: July 7, 1998

RE: Report of the Professional Development Committee

The Professional Development Committee appointed by the CRLA Executive Board has at the request of the Board read and considered the Tentative Outline of a National Certification Program for Developmental Education Professionals. It is the opinion of the committee that the proposal has some merit and warrants further consideration by the CRLA Executive Board.

The committee seeks clarification concerning the proposal for a national certification program. The following list of questions follows the organization of the proposal itself.

RATIONALE

1. Is there a correlation between level of training of developmental educators and the success of their students? (Supply references and cite sources.)
2. Is there a correlation between level of training of learning center personnel and the success of their student clients?
3. Is there a cause-and-effect relationship between getting more training and ensuring one's students' success? (Correlation does not imply causation.)
4. Is training synonymous with education in this context?
5. Are learning assistance professionals with training and/or professional education compensated by their institutions with higher pay?
6. Should the phrase, "practicing without a license," be more sensitively worded? Was it chosen to offend professionals with years of experience but no graduate degree?
7. Does the ACDEA already exist?

PURPOSES

8. Would the "national" certification program include Canadians?
9. Have the institutes and graduate programs been unable to meet demand? Or would we be drawing learners away from their programs if we "increase the number of professional development opportunities available"?

PLAN OF ACTION

Professional Competencies

10. If professional development committees of member associations of ACDEA and the graduate programs cannot achieve unanimity on the list of basic and advanced competencies, how will disagreements be resolved?
11. Does "distance education" exist separately from graduate programs?

Workshops and Institutes

12. Does attendance at a workshop indicate that learning has occurred?
13. What will it mean that workshops have been "piloted and field tested" at the national conference? Is an evaluation process planned for the presentations?

Other Certification Activities/Experiences

14. How does serving as an officer in a professional organization demonstrate certifiable competence?
15. Should participant evaluations of a concurrent conference session be considered in determining credit toward certification?
16. What distance education activities are sponsored by professional associations and graduate programs?

Support for Certification

17. Should an attempt be made to acquaint open-position search committees with the certification process?
18. How do accrediting associations determine their standards for accreditation? Besides sending a letter, are there other means of influencing those associations?

Rewarding Certified Professionals

19. Would certificants want their own computer network?
20. Would professional associations urge members to achieve certification if certificants pay less into the organization? Do AMA and ABA waive fees for their certificants?

Implementation

21. Has CRLA's Executive Board already approved this proposal in principle?
22. Is planning for the fall 1998 conference already so far advanced that Step 3 (and subsequent steps) will have to be postponed a year?

In addition to these questions, the committee of course has observations to make on the proposed list of basic and advanced certification competencies that comprise Appendix I. In the interest of brevity for purposes of this report, however, we will not make those observations here.

To clarify an item in Appendix II, it is our understanding that National-Louis University offers an Ed.D. in Adult Education and M.A.D.E. degrees in Adult Education, Adult Education (Online), and Developmental Studies. The M.A.D.E. degrees in Developmental Studies may bear a Math Specialization, Reading Specialization, or Writing Specialization.

Please let us know if the CRLA Executive Board has any further charge for our committee.

Headers

Return-Path: <CARPENTERK@platte.unk.edu>

Received: from relay13.mx.aol.com (relay13.mail.aol.com [172.31.109.13]) by air19.mail.aol.com (v45.16) with SMTP; Wed, 08 Jul 1998 10:47:27 -0400

Received: from platte.unk.edu (platte.UNK.edu [144.216.2.6])

by relay13.mx.aol.com (8.8.8/8.8.5/AOL-4.0.0)

with SMTP id KAA27659 for <ldreiblatt@aol.com>;

Wed, 8 Jul 1998 10:47:23 -0400 (EDT)

Received: by platte.unk.edu; Wed, 8 Jul 1998 9:44:57 -0500

Date: Wed, 8 Jul 1998 9:44:57 -0500

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

To: Kathy@platte.unk.edu, Carpenter@platte.unk.edu, Ph.D.@platte.unk.edu,

"Telephone:"@platte.unk.edu, 308.865.8214@platte.unk.edu,

308.865.8214@platte.unk.edu, CRLA@platte.unk.edu,

President@platte.unk.edu, "Telephone:"@platte.unk.edu,

308.236.7601@platte.unk.edu, 308.236.7601@platte.unk.edu,

Director@platte.unk.edu, of@platte.unk.edu, Learning@platte.unk.edu,

Center@platte.unk.edu, "FAX:"@platte.unk.edu,

308.865.8157@platte.unk.edu, University@platte.unk.edu,

of@platte.unk.edu, Nebraska@platte.unk.edu, at@platte.unk.edu,

Kearney@platte.unk.edu, "e-mail:"@platte.unk.edu,

carpenterk@platte.unk.edu, Kearney@platte.unk.edu, NE@platte.unk.edu,

To: Dr. Kathy Carpenter, President CRLA
From: Dr. Denise McGinty Swann, Bylaws Chair
Date: July 6, 1998
Re: Bylaws recommendations

On the next page, I have made some recommendations (underlined) for changes in the Bylaws. These changes include adding a statement to an article in the Bylaws that the Bylaws supersede the Constitution. In this way, the Constitution does not have to be rewritten. Also, other recommendations include amendments to the parliamentary procedure, the quorum, and the addition of either an 'article' or a 'policy' regarding the International Tutor Certification Program.

I will keep looking through the Bylaws for any other needed amendments. I think that if the membership will vote on these recommendations and accept the current Bylaws, we will not have to worry about the Bylaws being in tune with the Constitution.

I would appreciate it if you would let me know that you have received this information. If you have any questions, please call or e-mail me.

Recommended Changes for Bylaws

1. With regard to Karen Smith's concern that changes had been made in the Bylaws and not the Constitution, she is correct. However, in reviewing Board votes I found that on December 1, 1978, the Board voted and passed a recommendation that the "Bylaws would be changed, leaving the Constitution as is. The Bylaws would supersede the Constitution." I do not know whether or not the membership voted this in place (This could be determined by examining the minutes from 1979-1980.), but rather than rewrite the Constitution, I suggest that we add the following to Article XI.

Change Article XI—Amendments number 1 to read:
These Bylaws as amended and approved by the membership will supersede the Constitution. These Bylaws may be amended.....

2. The next recommended changes are in Article VII—Parliamentary Procedure.

Article VII, 3. D. Reads:

Information about all candidates, one official ballot, and a properly addressed return envelope will be mailed by a date set by the Board to all members in good standing.

Change to read:
Information about all candidates, one official ballot with instructions for completing the ballot, and a properly addressed and stamped (or to read: and unstamped) return envelope with a space on the outside of the envelope for the voter's signature will be mailed by a date set by the Board to all members in good standing.

Article VII, 3. G. Reads:

Voting shall be by secret mail ballot. All votes received on or before the date set by the Board will be included in the final count. A majority of the votes cast shall be necessary for election.

Change to read:

Voting shall be by secret mail ballot. All votes postmarked on or before the date set by the Board and received no later than 7 days after the set date will be included in the final count.

All signatures on return envelopes will be checked against a list of eligible voting members before they are included in the final count (as outlined in Robert's Rules of Order). The folded and unread votes will be held in a receptacle until the time the votes are to be counted. A majority of the votes cast shall be necessary for election. In the event of a tie, based on votes postmarked by the set date and received within seven days, the balloting for that office should be repeated as many times as necessary to obtain a majority vote for a single candidate. (Robert's Rules of Order)

We could also add the statement below,

In the event that an error occurs in the mailing or content of ballots, the Board can vote to either correct the error and extend the return time, or it can annul the first balloting and mail new ballots.

3. Also, there was a motion passed by the Board (4/11/92) for Article VIII –Quorum that "membership of those eligible to vote no longer determined by December 31 limit." I have no record that this was approved by the membership and it is still written as December 31 in the Bylaws. I suggest that we vote to change this.

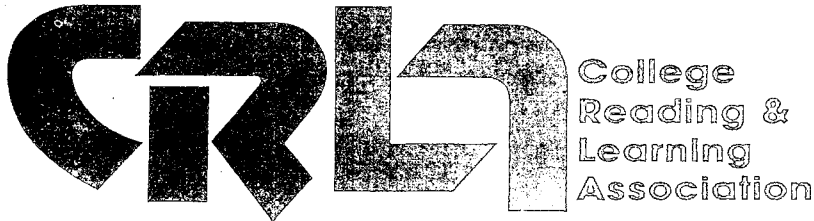
Change Article VIII to read:

A quorum for a regular or special membership meeting or for a mail ballot shall be at least ten percent (10%) of the membership of the Association at the time of the vote.

4. Lastly, there is nothing in the Bylaws regarding the International Tutor Certification Program (ITCP). In Article V–Officers, the president approves personnel of committees. I believe the ITCP started as a committee, but has grown into a program. I suggest that we add a 'policy' or an 'article' regarding ITCP at the end of the Bylaws and ask the membership to approve this. There is already a 'policy' at the end of the Bylaws for the formation of state/regional chapters. ITCP could also be handled this way.

Denise McGinty Swann, Ph.D.
Director, Learning Skills Center
University of Texas at Austin
(512) 471-3614, 475-8733
fax: (512) 475-6838

<http://www.utexas.edu/student/lsc>



Journal of College Reading and Learning Annual Report, 1997-98

1. General

Two issues of *JCRL* were published, both on time, both with good articles and case studies, and both well received. All manuscripts submitted were double-blind reviewed by at least two readers. All manuscripts were returned with a decision within two months plus mailing time. Most manuscripts and reviews were handled electronically.

2. Soliciting Manuscripts

A variety of methods was employed:

- At the CRLA conference, a booth operated in the Publishers' area at CRLA conference, "Information for Authors" handouts were available several places, selected presenters were invited to write for *JCRL*, and a highly successful workshop on writing for the journal was presented with author Nancy Wood.
- Editorial Advisory Board members and CRLA Executive were send white originals and turquoise copies of "Information for Authors" and asked to distribute them at conferences.
- When individuals wrote about their research on listservs such as WCENTER and LRNASST, Jim often sent them personal e-mails inviting submissions.
- When conferences unlikely to be attended by Editorial Advisory Board members were announced on listservs, Jim often sent promotional material to the contact person and asked to have the material displayed.
- *JCRL* was available on Expanded Academic Index for much of the year.
- Jim encouraged the CRLA web site and provided *JCRL* information.
- Some people were personally invited to write responses to case studies (the submissions underwent regular double-blind peer review).
- A few presenters at AERA received letters inviting them to submit their research.
- During the first weeks in March, 1998, Maureen searched the web for addresses of organizations and individuals that were potential candidates for manuscript submissions. Some 300 e-mail messages were sent to such candidates. The results of that effort were rather disappointing. We receive two submissions--one was inappropriate for *JCRL*, and one will be published.
- "Call for Manuscripts" advertisements were placed in the following journals:

<i>Educational Researcher</i>	- April 98 issue 1/2 page
<i>Psychonomic Bulletin</i>	- June 98 issue full page
<i>Journal of Experimental Education</i>	- June 98 issue 1/2 page
<i>Journal of Developmental Education</i>	- Sept 98 issue 1/2 page
<i>Teaching English in the 2-Year College</i>	- Sept 98 issue 1/2 page

For the coming year, Jim and Maureen have developed some new tactics with regards to obtaining manuscripts. For example, Maureen will be contacting:
 --non-CRLA members who have had articles published in back issues of *JCRL* (i.e., 1990 to 1997)

--authors of articles published in some back issues of the *Journal of Developmental Education*

--individuals who have presented posters or presentations related to our field of interest at conferences (e.g., AHEAD, NADE, Canadian Psychological Association)

--assistant professors and graduate students at various postsecondary institutions in the USA and Canada

3. Indexing

We attempted to have *JCRL* "indexed" in several relevant publications and data bases.

Indexed:

Expanded Academic Index—This full-text service is one of the major ones in academia. It has Spring 97, Fall 97, and Spring 98. We have granted them a complimentary subscription (3 copies).

ERIC—Spring 97 is indexed, and Fall 97 and Spring 98 are under consideration before ERIC issues a final letter of acceptance to index *JCRL* on a regular basis.

Canadian Education Index—This index, which gets global distribution in omnibus SilverPlatter-style products, has given us verbal approval. Official approval should come at their next meeting, sometime in the next two months. Also, they have given verbal approval to index the 1997 back issues. Complimentary subscription (1 copy) granted.

Pending:

Educational Index—They review their index every two years, so *JCRL* will not be considered until sometime next year.

Ulrich's—Application pending.

Rejected:

Institute for Scientific Information
UMI

5. Coming Year

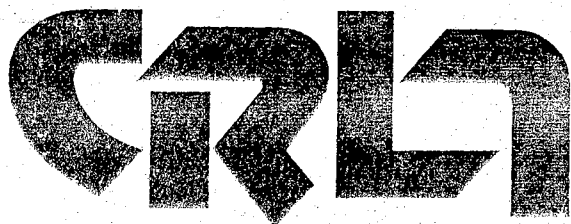
In the coming year, Maureen Hewlett will launch an innovative marketing campaign aimed at Assistant Professors who need tenure and at graduate students, as well as conference presenters. Efforts to index the journal will continue. A new Editorial Advisory Board is being formed. In addition, Lyn Benn of Sunshine Coast University in Australia will co-edit the Spring 99 issue.

Submitted by

James H. Bell, Editor, JCRL

Maureen G. Hewlett, Managing Editor, JCRL

June 1998



College
Reading &
Learning
Association

READING • LEARNING ASSISTANCE • DEVELOPMENTAL EDUCATION • TUTORIAL SERVICES

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Submitted by

James H. Bell, Editor, JCRL

Maureen G. Hewlett, Managing Editor, JCRL

June 1998

Subj: certification for peer mentors
Date: 98-07-06 09:52:37 EDT
From: CARPENTERK@platte.unk.edu (KATHY CARPENTER, PH.D.)
To: Kathy@platte.unk.edu, Carpenter@platte.unk.edu, Ph.D.@platte.unk.edu, @platte.unk.edu (Telephone:), 308.865.8214@platte.unk.edu, 308.865.8214@platte.unk.edu, CRLA@platte.unk.edu, President@platte.unk.edu, @platte.unk.edu (Telephone:), 308.236.7601@platte.unk.edu, 308.236.7601@platte.unk.edu, Director@platte.unk.edu, of@platte.unk.edu, Learning@platte.unk.edu, Center@platte.unk.edu, @platte.unk.edu (FAX:), 308.865.8157@platte.unk.edu, University@platte.unk.edu, of@platte.unk.edu, Nebraska@platte.unk.edu, at@platte.unk.edu, Kearney@platte.unk.edu, @platte.unk.edu (e-mail:), carpenterk@platte.unk.edu, Kearney@platte.unk.edu, NE@platte.unk.edu, 68849@platte.unk.edu, WEB@platte.unk.edu, PAGE@platte.unk.edu, for@platte.unk.edu, the@platte.unk.edu, UNK@platte.unk.edu, Learning@platte.unk.edu, @platte.unk.edu (Center:)

Hello folks:

Last fall I discussed with Gladys the possibility of adding a certification for peer mentors. All TRIO programs employ peer tutor/mentors, so we would have a ready audience. I used LRNASST to gather info on what topics are covered in training peer mentors and forwarded the replies to Gladys who put everything together in a proposal. After I mailed her draft to you, I realized that several of you aren't at home to receive it prior to the board call but you will be accessing your e-mail from wherever you are, so I am putting the essence of the proposal on below. It is organized along the same lines as the tutor certification guidelines.

COLLEGE READING AND LEARNING ASSOCIATION
PEER MENTOR PROGRAM CERTIFICATION REQUIREMENTS

A. Amount/Duration of Training

Option #1. Level I Tutor Certification plus 5 hours mentor training
(15 hours minimum)

Option #2. 15 hours of Peer Mentor Training

B. Training Formats - One or more of the following

1. Workshops
2. Quarter or Semester Course in Peer Mentoring
3. A combination of one of the above with no more than 3 hours of individualized self-paced training

C. Areas/Topics to be included in Peer Mentor Training

Option #1. Required

Level I Tutor Certification
The Role of the Peer Mentor
Peer Mentoring Do's and Don'ts
Professional Ethics for Peer Mentors
Establishing Rapport and Motivating Mentees

Plus elective training topics to total 15 hours including
the Level I Tutor Training hours

Option #2. Required

The Role of the Peer Mentor
Peer Mentoring Do's and Don'ts
Professional Ethics for Peer Mentors
Establishing Rapport and Motivating Mentees
Questioning and Listening Skills
Preparing to Study: Organization, Class Analysis and

Time Management
Campus and Community Resources and Referrals

Plus elective topics to total 15 hours

D. Experience

Option #1. Level I Tutor Certification plus 25 hours of Peer Mentoring Experience

Option #2. 50 hours of Peer Mentoring experience

E. Peer Mentor Selection Criteria

1. GPA of "2.5" or higher OR Documented experience equivalency
2. Interview with prospective supervisor or program director
3. Assessment of Personality Type
4. Two or more references from faculty members, counselors or former supervisors

F. Peer Mentor Evaluation Criteria

1. An evaluation process is in place
2. Evaluation occurs at least annually
3. The evaluation process includes mentees' evaluation of the Peer Mentor
4. Evaluation results are communicated to Peer Mentors

II. Intermediate Peer Mentor Certification - Level II

A. Hours of Training: Total 25

Basic Peer Mentor Certification (Level I) PLUS 10 hours of additional training

B. Modes: Same as Level I

C. Training Topics/Activities to be included in Peer Mentoring Training, Level II

Required:

Conflict Resolution
Mentoring Boundaries
Ways of Mentoring
Cultural Awareness
Academic Majors and Advising

PLUS

Electives to total 25 accumulated hours including Level I training

D. Required Mentoring Experience (Total 75 hours)

Level I Peer mentor Certification plus 25 additional hours

E. Selection Criteria - Met for Level I Certification

F. Evaluation Criteria, same as Level I

III. Master Peer Mentor Certification - Level III

- A. Amount and Duration of Training (Total 35 hours)
Level II Peer Mentor Certification PLUS 10 additional hours
- B. Modes of Training: Same as Level I
- C. Areas/Topics to be Included in Training for Peer Mentor Training Level III
Required:
 Conferencing Skills
 Constructive Criticism
 Gender Issues Awareness
 Leadership Styles
- PLUS additional topics to total 35 accumulated hours of training including Training for Levels I and II.
- D. Experience
100 accumulated hours
- E. Selection Criteria
Same as Levels I and II
- F. Evaluation Criteria
Same as Levels I and II

Elective Topics

Once the stated requirements are met at each level, elective topics may be applied to any level of Peer Mentor Certification. Elective topics already taken in a Tutor Training Program will transfer to this program.

Stress Management Confrontation Skills Wellness Training,
Conflict Resolution Assertiveness Public Speaking
Conferencing Skills Liaisons with faculty Learning Styles
Advocacy for students goal setting community resources
Critical Thinking Personality Types Learning Strategies
Team Building Problem Solving Constructive Criticism
Academic Major advising Personal Issues Sexual Harassment
Personal Safety HIV Awareness Gender Issues Awareness
Leadership Styles Privacy Act Adm.Policies/Procedures
Record Keeping Ways of Mentoring Mentoring Boundaries
Cultural Awareness
Administering and Using Self Assessment with Mentees, i.e., Inventory,
Learning Styles, Study Skills, Leadership Styles
Others as determined by needs of specific programs

Gladys (and other committee members, I'm sure) have put much work into this proposal. However, we have kept it very quiet lest some other organization "borrow" the project before CRLA had formal approval to implement it. ITCP hopes that the board will move on this as quickly as possible.