

## **AGENDA FOR CRLA BOARD MEETING**

**Friday, Aug. 10, 2007 3:00 EDT**

**(2:00 CDT; 1:00 MDT; 12:00 PDT)**

### **Conference Call**

- 1. Call to Order – Sharon 3:00 p.m.**
- 2. Approval of the Agenda – Sharon 3:05 p.m.**
- 3. Approval of the Minutes – Dorothy 3:15 p.m.**
- 4. Treasurer – Ann 3:25 p.m.**
- 5. NewsNotes – Ann-Marie 3:35 p.m.**
- 6. Membership – Vicki 3:45 p.m.**
  - W-9**
- 7. SIGs – Valerie 4:00 p.m.**
- 8. Executive Assistant Report – Gretchen 4:10 p.m.**
  - Leadership applications: CAS and PAC**
  - Website**
  - Jo Berger remembrance (protocol): Awards Banquet & First General Session**

### **OLD BUSINESS**

- 9. 2007 Conference Report – Rick 4:20 p.m.**
- 10. 2008 Conference Report – Jan 4:30 p.m.**
- 11. E-mail discussions – Sharon 4:40 p.m.**
  - Cindy Peterson's Monograph**
  - Links for other organizations on CRLA web page:**
  - 2008 NADE Conference proposal**
  - PALS report for 2007 IRA Conference:**
  - TxCRLA revised constitution:**
  - E-mail abuses**

### **NEW BUSINESS**

- 12. PDC report – Rick 4:50 p.m.**
- 13. Corrine Johnson, conference travel request (\$552.30 Thurs.-Sat.) – Sharon 4:55 p.m.**
- 14. Annual report: format and deadline (Sept. 15—SIG & SRC; Sept. 30-leaders) – Gretchen 5 :00 p.m.**
- 15. 2008 Election Committee – Valerie 5:10 p.m.**

16. ACDEA commission meeting-Russ and Karen representatives – Gretchen 5:20 p.m.
- 17.
18. Reprint of an article from journal – Gretchen 5:30 p.m.

**OTHER**

Next meeting: \_\_\_\_\_

**ADJOURNMENT**

COLLEGE READING AND LEARNING ASSOCIATION

MINUTES  
BOARD MEETING

August 10, 2007 3:00 p.m. E.D.T.  
Conference Call

**MEMBERS PRESENT:** Sharon Taylor, President; Rick Sheets, President-Elect; Valerie Smith Stephens, Past President; Ann Wolf, Treasurer; Dorothy Bonser, Secretary; Gretchen Starks-Martin, Executive Assistant; Vicki Papineau, Membership Coordinator; Anne-Marie Schlender, *NewsNotes* Editor. **GUESTS:** Jan Norton, recently elected President-Elect, and Ed Fernandez, recently elected Secretary.

**1. Call to Order** President Sharon Taylor called the meeting to order at 3:06 p.m.

**2. Approval of the Agenda** Gretchen asked that a report on awards be added to the Agenda.

**MOTION: That the amended August 10 Agenda be approved. Ann/Rick. MOTION PASSED.**

**3. Approval of Minutes** Dorothy had previously emailed clarifications to the President-Elect's report and an omitted November 3 Board Meeting to the original draft of the July 19 Minutes. *County* was added to Johnson *County* Community College.

**MOTION: To accept the July 19 Minutes as amended. Ann/Dorothy. MOTION PASSED.**

**4. Treasurer's Report** Ann reported for the month of June Certificates of Deposit totaling \$191,878.14; an income of \$15,763.92; expenses of \$9,463.11; a net income of \$6,300.81; with assets at the end of the month of \$359,991.45. Payment of the LCD projectors ordered by Rick Sheets, which has been made, will be reflected in the July report.

**MOTION: To accept the Treasurer's Report for June 2007. Ann/Dorothy. MOTION PASSED.**

Ann also noted that she had received a "qualified report," from the auditor, which indicates that everything is satisfactory. At the next Board Meeting, Ann will address specific suggestions from Auditor Gladys Shaw.

**5. NewsNotes Editor's Report** Anne-Marie reported that she is in the process of assembling a list of featured writers for future issues to contact at the conference in Portland and that she will place an announcement requesting volunteers for featured writers in the post-conference *NewsNotes*. She is working on assignments of articles from Board members as well. Anne-Marie announced that she had received several positive emails and phone calls about the last *NewsNotes* issue.

Rick readdressed an earlier email that he had sent to the Board about examining the process of publishing the newsletter, perhaps streamlining the design and layout process so that it would be more efficient for Anne-Marie and Amy Dugan. He suggested that the process become an agenda item at one of the conference Board meetings so that the Board might analyze what help might be put in place. After polling Board members for the optimum meeting time, Sharon agreed to place the item on the Tuesday, October 2 agenda.

Jan Norton questioned if the Board had pursued other newsletter venues, such as web announcements on the CRLA website. The Board agreed that had not been considered.

**6. Membership Coordinator's Report** Vicki reported the following.

- The federal form W-9 has been added to the website and linked to all order forms and applications. It is also located under the *Contact Us* page. She asked that Board Members let Corrine know if it needs to be added to a form or another area of the website. Vicki also suggested that Board Members direct any requests they receive for the W-9 forms to the website.
- Vicki noted the need for approval of the Cleveland logo and language for the new brochures as soon as possible. The conference logo and information are located in the bottom center panel. The current brochure was sent to board members a couple of months ago for review. She asked the Board—Jan, in particular, since the final decision is hers—to let her know preferences as soon as possible since the brochure print job takes more time than others.
- Amy (Dugandata) is still working with her father on enlarging the database to include ITPC and IMPC data. This will be discussed at a Board meeting at the conference.
- As of August 8, 2007, CRLA had 1156 members with 2007+ expiry. This compares with 1034 members with 2006+ expiry on July 14, 2006, and 980 members with 2005+ expiry on July 17, 2005.

**7. Past President's Report**

- Valerie forwarded a request from Maggie Miller, Learning and Study Strategies SIG Leader, for Board policy on sharing SIG membership lists for promoting publications written by an author-member of the SIG, a request that Maggie received from one of her SIG members to promote a new book. Vicki suggested that Maggie could promote the publication information in *NewsNotes* and share the information via email with her SIG members. It was suggested that Maggie send blind copies of the email to preserve the confidentiality of addresses of the SIG members. It was also suggested that Maggie recommend that the author become an exhibitor at the conference and that he be invited to promote his book by placing an advertisement in the conference tote bags.
- Valerie also forwarded a request from Karen Agee on the status of placing State/Region/Chapter and SIG links on the CRLA website. Rick reported that Corrine has created a template for both groups and that the leaders need to give Corrine the information that they want to have posted and she will do so. Rick suggested that Valerie confirm with Corrine that the templates are available before informing S/R/C and SIG leaders. Valerie will email Corrine. A second request from the Heartland Chapter via Karen questioned how the name change issue will be discussed at the conference. Rick noted that he has arranged two session times for addressing the issue. A third item forwarded by Valerie from Karen concerned a need expressed by Heartland members for CRLA members for CRLA members to share their expertise at TRIO conferences. A request was forwarded by the Heartland Chapter for Dairin Eddy and Tina Barnes (and other CRLA members, as well) to be supported by the Board to attend and to present at the TRIO conferences. Gretchen noted that the Board has approached PALs to have a TRIO representative. Also, a request was forwarded by Todd Phillips, a Heartland and a MRADE Member, to obtain a CRLA membership list. Valerie will contact Karen to clarify Phillips' request. Rick suggested that Phillips follow Board policy to send an e-blast if his purpose is to promote the upcoming MRADE conference in September. Valerie will follow up on all of the above Heartland items with Karen.
- Valerie asked the Board's approval to confirm members of the 2008 Election Committee. All twelve people that she asked agreed to serve on the committee.

**MOTION: That the following individuals be approved to serve on the 2008 Election Committee: Lonna Smith, Rick Stepp-Bolling, Tom Dayton, Linda Russell, Anne-Marie Schlender, Lucy MacDonald, Ann Wolf, Dorothy Bonser, Terri Massey-Burrell, Frieda Campbell-Peltier, Russ Hodges, Sharon Taylor, and Rick Sheets. Valerie/Ann. MOTION PASSED.**

Valerie noted that three meetings of the Election Committee are scheduled during the conference, the third meeting of which any CRLA member may attend. Vicki informed the Board that she will check the membership and background of all of the nominees made by the Election Committee.

- Valerie reported that she is almost finished updating the CRLA leadership disk. Gretchen will send her the updated job descriptions of all of the officers for the disk.

**8. Executive Assistant's Report** Gretchen addressed the following.

- **Council for the Advancement of Standards Representative; Political Action Committee Representative** After discussion, the following motions were made.

**MOTION: To appoint Karen Agee as the CRLA CAS Representative. Ann/Rick. MOTION PASSED.**

**MOTION: To appoint Chad Coates as the PAC Representative. Dorothy/Rick. MOTION PASSED.**

Jan Norton will inform Karen of her appointment and will deliver all of the CAS materials to Karen. It was also noted that Gail Platt, former PAC Representative, will most likely agree to mentor the new PAC appointee. Sharon will check with Gail to see if she will do so. The Board suggested that the other applicants for these two positions be asked to consider open CRLA leadership positions. Suggestions that Valerie made were the Wyoming and Colorado leadership positions and the ESL SIG leadership position. Gretchen suggested that Sharon inform the other applicants that the Board is appreciative of their volunteerism and that it will be tapping them for other leadership positions.

- **Advertising for Website Manager, International Mentor Certification Assistant Coordinator, Professional Association Liaison Coordinator** Gretchen reported that she has announcements ready to advertise the Website Coordinator, the IMPC Assistant Coordinator, and the PALs Coordinator positions pending the Board's approval to publish them. Gretchen informed the Board that Corrine Johnson, Website Manager, confirmed her support of an early posting of her position. It was the consensus of the Board to proceed with all three positions. The Website Manager will be mentored for a year by Corrine. The IMPC Assistant Coordinator will start immediately. The PALs position will commence after the 2007 Conference. Sharon will contact current leader, Kathi Bartle-Angus, to thank her for her leadership and to encourage her to apply for the open position. Within the next week and after Sharon has confirmed that she has contacted Kathi, Gretchen will ask Corrine to post the positions and a link to the job descriptions on the website. The deadline for the applications is September 30, 2007. Gretchen would like to send the e-blast before August 15. She and Rick will combine the e-blast with one Rick intended to send advertising the conference. Anne-Marie suggested that if the e-blasts are combined that the subject line contain both items.
- **Robert Griffin Award for Long and Outstanding Service and Karen G. Smith Special Recognition Award** Gretchen noted that the deadline for nominations for both the Robert Griffin Award and the Karen G. Smith Award is September 1, 2007. She

reminded the Board that the Robert Griffin Award is granted for service on the Board; whereas, the Karen G. Smith Award is not necessarily awarded for Board-related service. Several nominations have been made for both awards. A final decision will be made during executive session after the September 14, 2007, Board Meeting. Gretchen will order plaques for the recipients.

- **40<sup>th</sup> Conference Anniversary Award(s)** Gretchen also suggested that awards be considered to commemorate the anniversary of the 40<sup>th</sup> Conference. She suggested that the tribute, which might include flowers and a standing ovation, be given at the Awards Banquet. Suggestions have been made for nominees, and the Board will consider additional nominees and vote on them at the September 14 meeting.
- **Awards and Scholarship Committee Awards** Gretchen presented the following report from Jane McGrath, Awards and Scholarship Chair, listing recommendations for awards and scholarships for Board approval.

**Professional Development Scholarships: Institutes.**

- 1) Maria Murguia, Learning Center Director at Blinn College, will attend the Winter Institute.
- 2) Lori E. Saxby, Reading Specialist at the University of Southern Indiana, will attend Kellogg.
- 3) Melissa Thomas, Program Coordinator, University of Texas at San Antonio

**Professional Development Scholarships: Study and Research**

- 1) Liz Coleman, Tutoring Services Coordinator at Lane Community College, will use her scholarship to help with the cost of books and supplies in her Masters in Adult Education at Oregon State University.
- 2) Alda Noronha-Nimmo, Assistant Professor, Miami Dade College, will use her scholarship to help with tuition expenses as she completes her dissertation.

**Houghton-Mifflin Travel Award for Teachers of Reading at a Community College**

Vincent Peloso, Instructor at the College of the Redwoods, is completing his Postsecondary Reading and Learning certificate program at CSU Fullerton and is “drawn to those pre-conference and concurrent sessions connected to the College Reading and Developmental/Basic Writing SIGs.” This is a conference travel award.

**McGraw-Hill Professional Development Awards for Teachers of Reading**

Sherry Dille, Reading Instructor at Minneapolis Community and Technical College, will present at this year’s conference and is hoping “to gather more ideas about how to successfully use on-line technology to improve learning opportunities for the developmental and college-level reading curriculum at our urban institution.” This is a conference travel award.

**Distinguished Teaching Award:** (The recipient will be announced at the conference.)

**Outstanding JCRL Article**

The 2006-2007 outstanding article is “Study Strategies and Generative Learning: What Works” by Dianna L. Van Blerkom, Malcolm L. Van Blerkom, and Sharon Bertsch. The article appeared in the *Journal of College Reading and Learning*, Vol. 37, No. 1, Fall 2006. Reviewers commented that the winning article is “methodologically clean” and “important to the field.”

As the Board was unclear about the distribution and amounts of the McGraw-Hill and Houghton-Mifflin Awards, Gretchen will clarify the information with Jane and asked that if the Board approved the report from the Awards and Scholarship Committee that the approval be made pending Jane’s clarification about the distribution of the two publishers’ awards. [The secretary included the clarifications in the description of the awards above. 8/20/07]

DSB] During Board discussion of the two awards, Ann noted that she has received funding for the Houghton-Mifflin award, but not for the McGraw-Hill award. Sharon will check the status of the funding of the McGraw-Hill award with the representative.

**MOTION: To approve report from the Awards and Scholarship Committee pending clarification from Jane McGrath about the distribution of the McGraw-Hill and Houghton-Mifflin Awards. Ann/Dorothy. MOTION PASSED.**

- **2008 ACDEA Fellow Nominations** Gretchen has received one nomination for ACDEA Fellow, and suggested that the Board address nominations at one of the conference Board meetings.
- **Jo Berger Remembrance** Gretchen and Rick will work on where to place a tribute to Jo Berger in the conference protocol. The First General Session and the Awards Banquet are both under consideration. Laurie Heidel has agreed to honor Jo at the Awards Banquet. It was also suggested that a photograph of Jo be on display.

Gretchen has not received information about a recipient for the Outstanding Tutor Award, but has received information that the TIDE award will not be presented this year. The committee is going to look into the future of that award.

## **OLD BUSINESS**

### **9. 2007 Conference Report**

- Rick reported 218 registrations as of August 9, a number which includes presenters, Board Members, participants, and, perhaps, some duplicate registrations. Target registration is 600. He asked all Board Members to register as soon as possible (before August 11) as rates go up after early registration. Early registration forms must be postmarked by September 8, 2007. When questioned about completing the registration form, Rick suggested for Board Members to write "covered" on the registration form for any event that the Board Member does not fund. Payment for other events should be included when submitting the form.
- He reported that the decision was made to cut off regular registration and rate on the same date as the hotel cut-off for the room rate: October 8, 2007.
- Nicole Friling, CRLA DoubleTree contact, has reported to Rick that she has 163 room reservations as of August 9, a number with which Rick is very happy at this point. (Rick's target is 250=945 nights). Rick asked Board Members to recheck the accuracy of the hotel's listing of reservations with their preferences for dates, room types. (He attached a spreadsheet—*RoomsVIPComps4.xls*—to his written emailed report.)
- Rick forwarded a request for \$552.30 submitted by Corrine Johnson to attend the conference. Corrine, whose expenses will not be covered by her employer, will be in attendance from November 1 through November 3. The Board also received a request for travel to the conference from Awards and Scholarship Chair, Jane McGrath, who will be attending the conference for four nights. Ann pointed out that it is not Board practice to fund meals for conference participants. The Board supported funding the attendance for both Corrine and Jane and made the following motions.

**MOTION: To approve the travel expenses for Corrine Johnson to attend the 2007 CRLA Conference to include hotel room, air and ground travel to a maximum of \$600. The amount will not cover meals. Rick/Ann. MOTION PASSED.**

**MOTION: To approve the travel expenses of Jane McGrath to attend the 2007 Conference to include hotel room, air and ground travel to a maximum of \$1050. The amount will not cover meals. Rick/Dorothy. MOTION PASSED.**

- Rick reported that about two-thirds of the presenters have registered. He found that having the presenters register first has been very helpful. The Call to Conference ([http://www.crla.net/conference\\_call.htm](http://www.crla.net/conference_call.htm)) was available for presenters on July 1, 2007, and available to everyone on July 15.
- He has not arranged for a drayage contract yet, but will do so shortly. Linda Russell has received two bids.
- Rick obtained 3000 mailing labels for NADE members. Since the amount, \$1500 to \$1600 for printing and mailing, is within budget, Rick opted to send mailers to the 3000 potential attendees. Rick reasoned that if only twelve people attend as a result of the mailing, the cost of the mailing will have been met; and if only thirty people attend, the mailing will have been profitable. He has received only eighteen returned because of bad addresses.
- For all of the advantages that consistency offers, Rick is considering returning to Johnson County Community College to obtain a bid to print the conference programs. Proofreading would be available through a constant source rather than being a continually new on-site responsibility; however, having the programs printed there would involve incurring shipping costs. Pat is obtaining bids from two printers, including Johnson County Community College, to compare with the bid from the Portland printer which Frieda Campbell-Peltier has obtained.
- Rick reported that Amy Dugan has forty-four pages of the program completed except for a final proofreading.
- Rick announced six presenter cancellations reportedly because of job change, health, and loss or lack of funding.
- He reported that eight projectors have been ordered at a cost of approximately \$7800, which is much cheaper than renting them. They should last about ten years, the older models probably being replaced earlier as they wear out or become outmoded. The projectors will be delivered to Frieda in Portland.
- Frieda reported that an On-Site Media Coordinator, Shally Hartman, has been selected and that she is working on signage.
- Gretchen and Rick are working on the conference protocol. Valerie agreed to send the Board a copy of helpful conference information for the conference chair.
- Rick questioned the Board about who should be in attendance at the Banquet Event Order (BEO) meeting with hotel personnel. Ann suggested that the fewer people in attendance, the more efficiently the meeting would run. It was agreed that the entire Board, Jan Norton, Ed Fernandez, the On-Site Chair, the On-Site Media Coordinator, and the Registrar be in attendance *only* for the first part of the meeting and that CRLA representation at the second part of the meeting include *only* the President, the President-Elect, the Treasurer, the On-Site Chair, the incoming President-Elect, the Registrar, and the On-Site Media Coordinator.

In an August 9, 2007, email to the Board, Rick included the following additional information in his conference report.

- He asked the Board to note further room upgrades in the attached hotel report.
- He noted that Linda Russell is continuing to gather ads from exhibitors.
- Full presentation lists and bios have been available online since August 1 (at <http://www.pvc.maricopa.edu/%7Esheets/CRLA2007/presentations/>).
- Session evaluation summaries became available and each current presenter who presented last year and had evaluations submitted received feedback about his or her session per information provided by Jessica Baldwin, Evaluations Chair.
- Rick will send out a note in late August to presenters to be sure they have registered, identified their session, and checked the equipment and room set-up.



- Ads: The LRNASST ad was sent out in late July. On August 1, 3000 half-page ad mailers were sent out to the NADE label distribution list. A dozen mailers were sent to each Board member for special for distribution. (Rick needs Ed's and Jan's addresses to send copies to them.) He will do CRLA and ACDEA e-blasts.
- Program: Amy has worked hard at finalizing information for all parts of printed program. She and Rick made logical changes to order of information presented in program with conference information (tours, terms, Conference Highlights, Conference at a Glance, Things to do in Portland, List of Presenters) at the front of the program and the information about CRLA (history, past conferences) at the back. They are adding a Table of Contents.
- Session Chairpersons: Michal Zivan Coffey is working with Amy to provide the list of session chairpersons. Rick suggested that if Board Members have not signed up to be a chair, that they do so at [http://www.crla.net/chair\\_sessions\\_form.htm](http://www.crla.net/chair_sessions_form.htm).
- Frieda has been working on a protocol for the Awards Banquet with Gretchen.
- The six sessions that have cancelled are #22 Silverman\_Drutman, Dashefsky; #49 Gilmore; #50 NTA; #98 Hughes, Garcia; #113 Reihle; and #128 Eney.
- Rick thanked the Board for making it Board policy to have the CRLA Conference Strands as SIGs. Doing so will help immensely with Program Committee involvement, Call-to-Conference, Program, registration, longitudinal data collection, and online database needs, and will make new President-Elect's job run more smoothly.

## NEW BUSINESS

**10. 2008 Conference Report** Jan Norton had previously emailed a revised "Halls of Fame" conference logo to the Board for examination. Rick noted that there should be both black and white and color versions of the logo. After discussion of the logo, the following motion was made.

**MOTION: To approve the 2008 conference logo Jan Norton emailed to the Board August 9, 2007. Rick/Ann. MOTION PASSED.**

Jan will send a copy of the logo to Vicki by the end of August and will send both color and black-and-white copies to Rick for the program. She will also send a copy to Barbara Calderwood for publication in *JDE*.

Jan reported that she is working with Sandie Crawford on plans to promote the 2008 conference at the Saturday brunch in Portland.

## 11. E-mail Discussions

- **Cindy Peterson's Monograph:** Barbara Calderwood, *JDE*, has requested permission to include *JDE* advertisements in 2007 conference bags in return for permission to publish *JDE* articles by Cindy. In an August 8, 2007, email to the Board, Media Advisory Board Chair, Jeanne Higbee, recommended that the Board accept Calderwood's proposal. After discussion, the following action was taken.

**MOTION: To accept the request of Barbara Calderwood as forwarded to the Board by Jeanne Higbee to include *JDE* advertisements in conference bags in return for publishing Cindy Peterson's articles in the monograph. Rick/Dorothy. MOTION PASSED.**

Sharon will inform both Calderwood and Higbee of the Board's decision.

- **Links for Other Organizations on CRLA Web Page:** Since links to other organizations are already being provided on the website, there was no further discussion on this item.

- **2008 NADE Conference Proposal:** After discussion, it was the consensus of the Board to designate Jan Norton to officially represent CRLA at the 2008 NADE conference. Jan had already intended to attend the conference as part of a Research Committee presentation. Vicki advised Jan to make sure the paperwork to reserve the exhibit space is sent. Gretchen has been accepted to present at the IRA conference and will inform Kathi Bartle Angus of her intention to do so.
- **PALS Report for 2007 IRA Conference:** The report that Patricia Mulcahy-Ernt's proposal is posted on the IRA website was accepted.
- **TxCRLA Revised Constitution:** This item was tabled until the September Board meeting.
- **National Tutoring Association:** Rick will send a draft of the proposed suggestions from CRLA to ACEDA to the Board for examination before the September Board meeting. Sharon reported that she had received a request for a CRLA contact person to obtain email addresses for the NTA 2008 conference. Rick agreed to be that contact.

#### **NEW BUSINESS**

- 12. Professional Development Committee Report** The report was accepted by the Board and will be addressed at the September 14 meeting.
- 13. Corrine Johnson** The item was covered in the President-Elect's Report (Item 9 above).
- 14. Annual Report: Format and Deadline** The report was accepted and will be addressed at the September 14 meeting.
- 15. 2008 Election Committee** The report was given as part of the Past President's Report (Item 7 above).
- 16. ACDEA Commission Meeting** The report from Karen Agee and Russ Hodges was accepted by the Board and will be discussed at the September 14 meeting.
- 17. Reprint of an Article from Journal** This item will be tabled until the September 14 meeting.

#### **OTHER**

The next Board meeting will be held September 14, 2007, 3:00 E.D.T.

#### **ADJOURNMENT**

<b>MOTION: To adjourn. Ann/Dorothy.</b>
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The meeting was adjourned at 5:05 p.m. E.D.T.