

COLLEGE READING AND LEARNING ASSOCIATION

BOARD CONFERENCE CALL

Summary of Minutes

March 24, 1999

Members on line: Michael O'Hear, *President*; Pat Jonason, *President-Elect*; Lorraine Dreiblatt, *Secretary*; Kathy Carpenter, *Past-president*; Rosalind Lee, *Membership Chair*; Roz Bethke, *Newsletter Editor*; Gretchen Starks-Martin, *Treasurer*; Vince Orlando, *Executive Assistant*.

1. The meeting was called to order by Mike at 3:05 pm EST.

Mike announced that Frank Christ will be unable to join the meeting.

2. The minutes for the Board meetings of February 21 and 22, 1999 were approved.

3. Learning assistance book contract with H & H Publishing Co.

Mike has the draft for the book and is reviewing it. The Board suggested that 2,000 copies be printed and have it ready for the Conference in November. The contract with H & H Publishing Co. was approved for signing barring any negative information from NADE.

4. Tutor Training Handbook

After a discussion with Tom Gier and Karan Hancock it was decided that a review should be made of the contents and the bibliography updated. Subsequent to approval, it should be reprinted as a new edition.

5. Election results

Tom Dayton was been elected as president-elect; Valerie Smith-Stephens as secretary. Kamal Maheshwari will be asked to serve as Scholarship and Awards Chair to replace Tom Gier; Russ Hodges will be asked to serve on this committee. The Board approved the appointment of Vikki Papineau as Membership Chair. Applicants for other positions, or those not elected will be offered other opportunities to serve CRLA in various positions.

6. New Orleans Conference

Pat reported that 125 proposals have been submitted. She is investigating conference cancellation insurance also. The Conference will be held entirely in the Convention Center on the second floor plus some additional rooms on the first floor.

7. Symposium

A working budget and contract was approved with the stipulation that CRLA will add additional seed money commensurate with NADE'S contribution as needed to cover additional costs.

8. Strategic Plan

Mike will review the Plan over the summer to identify the specific person responsible for each item. Lorraine will assist.

9. Division of profits for state/regional conferences

All states will make individual decisions regarding the method of dividing profits from conferences held with a NADE association. Currently, most states split the profits equally.

10. Conference evaluations

Revisions and additions for the evaluations were discussed. One suggested question to add is, "Should the conference be lengthened to accommodate specific groups or for additional sessions?" Pat announced that there will be an opportunity at the Conference for the members to give input to the Board.

11. Proposed legislation in Texas

Martha Cassazza informed Mike that the legislature seeks to certify programs of NADE without approval. The Board moved that CRLA adopt the following position, "No state legislature should mandate professional standards to certify any program without the sponsoring organization's approval."

12. Back journal issues

The Board approved Martha Cassazza's request that CRLA support sending some back journal issues and give a short-term free subscription to the University of Port Elizabeth in South Africa for their resource center.

13. Regional name change

The Board approved the name *Heartland Regional Chapter* which represents Nebraska, Kansas, Iowa and Missouri. New bylaws are also being developed.

14. Treasurer's report

Gretchen's report for March, 1999 was sent to all Board members.

15. The next conference call is scheduled for Wednesday, April 28, 1999 at 2:00 pm EDT.

16. Website

Vince reported on progress of website.

The meeting was adjourned at 5:45 pm EST.

The minutes were approved as amended April 24, 1999.

COLLEGE READING AND LEARNING ASSOCIATION

CONFERENCE CALL

March 24, 1999

Minutes

Members on line: Michael O'Hear, *President*; Pat Jonason, *President-Elect*; Lorraine Dreiblatt, *Secretary*; Kathy Carpenter, *Past-president*; Rosalind Lee, *Membership Chair*; Roz Bethke, *Newsletter Editor*; Gretchen Starks-Martin, *Treasurer*; Vince Orlando, *Executive Assistant*.

The meeting was called to order by Mike at 3:05 pm EST.

1. *Agenda (Attachment A)*

Mike announced that Frank Christ will be unable to join the meeting.

Lorraine moved to accept the agenda. Pat seconded. **PASSED.**

2. *Minutes*

Kathy moved to accept the minutes for February 21 and 22, 1999. Pat seconded. **PASSED.**

3. *Learning assistance book contract with H & H Publishing Co.*

Mike has the draft for the book and is reviewing it. He reported that it is almost complete. The goal is to have it printed by the Conference. The Board suggested to have 2,000 copies printed.

The contract with H & H Publishing Co. was then discussed (*Attachment B*).

Kathy moved that CRLA should sign the contract barring any negative information from NADE. Pat seconded. **PASSED.**

4. *Tutor Training Handbook*

Mike contacted Tom Gier who stated that he did not feel the contents needed updating. The Board, after much discussion, felt that the bibliography should be updated. Also, a review should be made of the contents, then after approval, it should be reprinted as a new edition. Mike will contact Tom and Karan again to discuss this matter.

5. *Election results*

Tom Dayton was elected president
Valerie Smith-Stephens, secretary.

Kamal Maheshwari will be asked to serve as Scholarship and Awards Chair, to replace Tom Gier. Russ Hodges will be asked to serve on this committee.

Pat moved that Vikki Papineau be appointed as membership chair. Kathy seconded. PASSED.

Applicants for other positions, or those not elected will be contacted by Mike who will offer other opportunities to serve CRLA in various positions.

6. New Orleans Conference

Pat reported that 125 proposals have been submitted. She is investigating conference cancellation insurance too. She also reported that the hotel has been very cooperative since she confronted them regarding the issue of changing the agreed upon space. The Conference will be held in the Convention Center on the second floor with additional rooms on the first floor..

7. Symposium

A working budget and contract has been submitted (*Attachment C*). The Board approved to send \$500 additional seed money. Additional money may be needed to cover costs such as site visit, postage, etc.

Kathy moved to accept the contract and stipulate that CRLA will add additional seed money commensurate with NADE'S contribution as needed to cover additional costs. Lorraine seconded. PASSED.

8. Strategic Plan

Mike will review the Plan over the summer to identify the specific person responsible for each item. Lorraine will assist (*Attachment D*)

Gretchen and Vince joined the call.

9. Division of profits for state/regional conferences

All states will make individual decisions about the method of dividing profits from chapter or regional conferences held with a NADE association. Currently, most states currently split the profits equally in joint conferences.

10. Conference evaluations

Revisions for the evaluations were discussed. One question that might be added is, "Should the conference be lengthened to accommodate specific groups or for additional sessions?" Pat announced that there will be an opportunity at the Conference for the members to give input to the Board.

11. Proposed legislation in Texas

The legislature has proposed that Texas certify programs using NADE guidelines. Martha Cassazza informed Mike that the legislature seeks to certify programs of NADE without approval

Kathy moved that CRLA adopt the following position, "No state legislature should mandate professional standards to certify any program without the sponsoring organization's approval." Lorraine seconded. PASSED.

12. Back journal issues

Martha Cassazza requested that CRLA support sending some back journal issues and give a short-term free subscription to the University of Port Elizabeth in South Africa for their resource center.

Gretchen moved to approve this request. Pat seconded. PASSED.

13. Regional name change

Nebraska, Kansas, Iowa and Missouri approved a new name - Heartland Regional Chapter. New bylaws are also being developed.

Lorraine moved to accept the new name. Gretchen seconded. PASSED.

14. Treasurer's report

Gretchen's report for March, 1999 was sent to all Board members (*Attachment E*).

15. Scheduling of next conference call

Wednesday, April 28 at 2:00 pm EDT.

16. Website

Vince reported on progress of website

The meeting was adjourned at 5:45pm EST.

The minutes were approved as amended April 28, 1999.

COLLEGE READING AND LEARNING ASSOCIATION

CONFERENCE CALL

March 24, 1999

List of Attachments to Minutes

- A. Agenda
- B. H & H Publishing Co., Inc. Contract
- C. Symposium working budget
- D. Strategic Plan
- E. CRLA Operating Fund, March, 1999

----- Forwarded message -----

Date: Mon, 15 Mar 1999 12:26:18 -0500

From: "OHear,Michael" <OHEAR@ipfw.edu>

To: carpenterk@unk.edu, pjonason@johnco.cc.ks.us, orlando@mscd.edu,
ldreiblatt@aol.com, gstarks@stcloudstate.edu, rosalind@Kwantlen.BC.CA,
rbethke@johnco.cc.ks.us, ohear@ipfw.edu

Subject: March Conference Call

Conference Call

March 24, 1999

Attachment A

1 Page(s)

Our March conference call will be Wednesday, March 24, at 3:00 EST, 2:00 CST, 1:00 MST, and 12:00 PST. The number for the call is 303-633-6123. Our call id number is 11979173. Please send me agenda items by the 22nd.

Here is the tentative agenda.

1. Acceptance of agenda.

2. Approval of minutes.

3. Frank's proposal. Frank will join us to discuss his proposal for an organization to serve the needs of learning assistance center directors. I have told him that this discussion will be limited to 15 minutes.

4. The learning assistance book and the H&H contract. I have a copy of the book draft, which means that, barring major alterations, it will be ready to go to H&H as soon as we have the contract approved. We will need to decide on the number of copies to have printed.

5. The tutor training handbook. Tom Gier has responded to my query by saying he feels the material in the book is not yet dated and that he and Karen feel that we should simply reprint it. If we want a revision, he indicated they might be interested in undertaking it, but would need direction on what was wanted.

6. Open positions. Molly has told me she would do the Newsletter editor job if we wanted her to do so. She is willing to apply, but hopes she won't need a full application.

A. Membership Coordinator

B. Executive Assistant

C. Others

7. New Orleans conference update

8. Symposium contract

9. Becky's material on the strategic plan.

10. Other

12-16-94
CONFERENCE CALL
March 24, 1999
Attachment B
2 Page(s)

NADE - H&H Publishing Co. Inc. Contract

ARTICLE FIVE.

This agreement is dated Dec. 15, 1994. It supercedes a previous agreement between the same two parties dated March 1, 1994. The parties to it are National Association for Developmental Education, (NADE, "the author"), and H&H Publishing Company, Inc., a Florida Corporation, ("the publisher"), who agree as follows regarding the publication of a work titled *Evaluation Guides* ("the work").

ARTICLE ONE.

The parties are ready to proceed with the printing of the work as of this date. Content, format, and proofreading have been completed with shared supervision and direction. Both parties are pleased with progress to this date and both parties wish to maintain a publication date of early February, 1995.

ARTICLE TWO.

The March 1, 1994 agreement called for printing just 500 copies of the work with NADE covering all costs associated with the production and distribution. This agreement replaces the earlier stated obligations placed on both parties to better reflect current publishing costs and marketing potentials. Some of the pertinent information used in this decision are:

1. The market potential seems much better than originally planned with a reasonable opportunity for selling 2,000 copies.
2. Printing costs for 2,000 copies are far better per copy than for 500 copies.
3. Printing quality for 2,000 copies will be superior to that for 500 copies.

ARTICLE THREE.

To maintain the purposes of the original agreement and allow for changed circumstances, the parties agree to the following.

1. The publisher will bear all costs of the production and distribution of the work.
2. The publisher will collect all revenue from the work.
3. NADE will receive a royalty on all copies of the work sold. The royalty on the first 1,000 copies will be 25% of work revenue. Royalty on all remaining work revenue will be 50%. These rates were established with the hope that the publisher will not lose money on the venture and NADE will use revenues to sponsor other professional growth projects.
4. NADE will provide marketing assistance as agreed in the March 1, 1994 agreement. Specifically, this assistance is a copy of the NADE database and free exhibit space at each NADE conference as long as this agreement exists.

ARTICLE FOUR.

The copyright for this work will be applied for and in the name of H&H Publishing Co. Inc. which will be obligated to address all requests for permissions and any abuses of that copyright.

RY-KJC
FROM BATESFORDS JOHNSON CONST
12-18-34 11722
H3

NADE - H&H Publishing Co. Inc. Contract

ARTICLE FIVE.

Royalties for NADE will be paid as follows:

- 1) 25% of all receipts from the work sold on the first 1,000 copies.
- 2) 50% of all receipts from the work sold thereafter.
- 2) All royalties will be paid on a quarterly basis and will apply to monies actually received by the publisher during the quarterly period, as shown by the following schedule.

ROYALTIES FOR THE PERIOD

January 1 through March 31
April 1 through June 30
July 1 through September 30
October 1 through December 31

WILL BE PAID ON OR BEFORE

May 1
August 1
November 1
February 1 of the following year

ARTICLE SIX. TERMINATION OF AGREEMENT

- 1) If the work is out of print and the publisher fails or refuses for six months to bring out a new edition or a new printing of the work, the author may terminate this agreement by giving the publisher thirty days notice in writing of termination by registered mail. All publishing rights shall then be assigned to the author.
- 2) If this contract is terminated as specified in 1) of Article Six, the author shall have an option within 60 days to buy from the publisher at the cost of manufacture all copies of the work in the possession of the publisher.

This agreement shall be interpreted according to the laws of the State of Florida. This agreement shall be binding on and shall extend to the heirs, personal representatives, successors and assigns of the parties.

This agreement has been executed by the parties as of the date stated at its beginning.

In witness whereof, to these presents, the author and the publisher have set their hand.

The Author

Ada H. Belton
Ada H. Belton, NADE President

For H&H Publishing Company, Inc.

Robert D. Hackworth
Robert D. Hackworth

Joint International Symposium 2000Conference Call
March 24, 1999
Attachment C
10 Page(s)**Working Budgets**
(3/5/99)**Worst Case (150)****Income:**

150 reg. @ \$120	\$18,000
Seed	<u>3,000</u>
Total Income	<u>\$21,000</u>

Expense:

Site Visit	\$ 1,500
Printing, Postage, & Supplies @ \$20 per attendee	3,000
Food @ \$56 per attendee	<u>8,400</u>
Total Expenses	<u>\$12,900</u>
Net Income Budgeted	<u>\$ 8,100</u>

Expected (200)**Income:**

150 reg. @ \$120	\$18,000
50 reg. @ \$150	7,500
Seed	<u>3,000</u>
Total Income	<u>\$28,500</u>

Expenses:

Site Visit	\$ 1,500
Printing, Postage, & Supplies @ \$20 per attendee	4,000
Food @ \$56 per attendee	<u>11,200</u>
Total Expenses	<u>\$16,700</u>
Net Income Budgeted	<u>\$11,800</u>

Joint International Symposium 2000**Pg. 4****Maximum****Income:**

200 reg. @ \$120	\$24,000
50 reg. @ \$150	7,500
Seed	<u>3,000</u>
Total Income	<u>\$34,500</u>

Expenses:

Site Visit	\$ 1,500
Printing, Postage, & Supplies @ \$20 per attendee	5,000
Food @ \$56 per attendee	<u>14,000</u>
Total Expenses	<u>\$20,500</u>
Net Income Budgeted	<u>\$14,000</u>

Joint International Symposium 2000**Pg. 5****Agenda**
(As of 3/5/99)**Wednesday**

8:00-12:00	Registration
12:00-1:30	Lunch – on your own
2:00-5:00	Discussion Block I (5 discussion groups)
5:00-6:30	Reception
6:30	Dinner on your own

Thursday

7:30-9:00	Continental Breakfast
9:00-12:00	Discussion Block II (5 discussion groups)
12:00-1:30	Lunch
2:00-5:00	Discussion Block III (5 discussion groups)
	On your own

Friday

7:00-8:00	Continental Breakfast
8:00-11:00	Discussion Block IV (5 discussion groups)
11:00-12:00	Closing Plenary Session

Joint International Symposium 2000**Pg. 2**

9. The program will consist of three hour facilitated group discussions on five issues. There will be four-three hour discussions on different topics related to each issue.
10. Each organization will provide \$1,500 in seed money by April 1, 1999. Checks should be made out to Symposium 2000. Additional seed money will be contributed equally, if needed.
11. Funds in the amount of \$1,500 for a site visit by the co-chairs representing the organizations. **(CORRECTED)**
12. The presidents of both boards will sign the final hotel contract and the two organizations will be equally responsible as stated in Paragraph No. 1
13. The books will be closed, the final report submitted and the remaining funds distributed equally to the two organizations no later than September 30, 2000.
14. The working budgets as appended.
15. The program outline appended.

Approved: _____
President of CRLA

Approved: _____
President of NADE

Date: _____

Date: _____

(CORRECTED)**(Please sign and return this corrected copy)**

March 5, 1999

TO: The Executive Board of CRLA and NADE

FROM: Dr. Susan Brown and Gladys R. Shaw, Co-Chairs of the Joint Symposium
2000 Committee

SUBJECT: Final Approval of Symposium Plans

The following arrangements have been reviewed and are hereby approved for the Joint Symposium in 2000.

1. NADE and CRLA agree that all risks and profits or losses will be shared equally between the two organizations.
2. For the 2000 Joint Symposium, the conference function assignments are to be Site Arrangements by the NADE Representatives and the Program by the CRLA Representatives. Subsequently the functions will alternate between the two organizations. **(CORRECTED)**
3. The location of Joint Symposium 2000 will be Breckenridge, Colorado if an acceptable hotel contract can be negotiated.
4. The symposium will start Wednesday afternoon and end Friday noon.
5. The maximum number of attendees will be 250 on a first come, first served basis.
6. The week will be the third or fourth week in June, 2000.
7. The title will be the Joint International Symposium 2000: Teaching and Learning: Issues in Higher Education.
8. The early registration fee will be \$120 and the late fee will be \$150 to include one lunch, 2 breakfasts, one reception, and 4 refreshment breaks. There will be no on-site registration.

March 5, 1999

TO: The Executive Board of CRLA and NADE

FROM: Dr. Susan Brown and Gladys R. Shaw, Co-Chairs of the Joint Symposium
2000 Committee

SUBJECT: Final Approval of Symposium Plans

The following arrangements have been reviewed and are hereby approved for the Joint Symposium in 2000.

1. NADE and CRLA agree that all risks and profits or losses will be shared equally between the two organizations.
2. For the 2000 Joint Symposium, the conference function assignments are to be Site Arrangements by the NADE Representatives and Registration and Program by the CRLA Representatives. Subsequently the functions will alternate between the two organizations.
3. The location of Joint Symposium 2000 will be Breckenridge, Colorado if an acceptable hotel contract can be negotiated.
4. The symposium will start Wednesday afternoon and end Friday noon.
5. The maximum number of attendees will be 250 on a first come, first served basis.
6. The week will be the third or fourth week in June, 2000.
7. The title will be the Joint International Symposium 2000: Teaching and Learning: Issues in Higher Education.
8. The early registration fee will be \$120 and the late fee will be \$150 to include one lunch, 2 breakfasts, one reception, and 4 refreshment breaks. There will be no on-site registration.

Joint International Symposium 2000**Pg. 2**

9. The program will consist of three hour facilitated group discussions on five issues. There will be four-three hour discussions on different topics related to each issue.
10. Each organization will provide \$1,500 in seed money by April 1, 1999. Checks should be made out to Symposium 2000. Additional seed money will be contributed equally, if needed.
11. Funds in the amount of \$1,500 for a site by the co-chair representing the organizations.
12. The presidents of both boards will sign the final hotel contract and the two organizations will be equally responsible as stated in Paragraph No. 1
13. The books will be closed, the final report submitted and the remaining funds distributed equally to the two organizations no later than September 30, 2000.
14. The working budgets as appended.
15. The program outline appended.

Approved: _____
President of CRLA

Approved: _____
President of NADE

Date: _____

Date: _____

Joint International Symposium 2000

Pg. 3

Working Budgets
(3/5/99)**Worst Case (150)****Income:**

150 reg. @ \$120	\$18,000
Seed	<u>3,000</u>
Total Income	<u>\$21,000</u>

Expense:

Site Visit	\$ 1,500
Printing, Postage, & Supplies @ \$20 per attendee	3,000
Food @ \$56 per attendee	<u>8,400</u>
Total Expenses	<u>\$12,900</u>
Net Income Budgeted	<u>\$ 8,100</u>

Expected (200)**Income:**

150 reg. @ \$120	\$18,000
50 reg. @ \$150	7,500
Seed	<u>3,000</u>
Total Income	<u>\$28,500</u>

Expenses:

Site Visit	\$ 1,500
Printing, Postage, & Supplies @ \$20 per attendee	4,000
Food @ \$56 per attendee	<u>11,200</u>
Total Expenses	<u>\$16,700</u>
Net Income Budgeted	<u>\$11,800</u>

Joint International Symposium 2000**Pg. 5****Agenda**
(As of 3/5/99)**Wednesday**

8:00-12:00	Registration
12:00-1:30	Lunch – on your own
2:00-5:00	Discussion Block I (5 discussion groups)
5:00-6:30	Reception
6:30	Dinner on your own

Thursday

7:30-9:00	Continental Breakfast
9:00-12:00	Discussion Block II (5 discussion groups)
12:00-1:30	Lunch
2:00-5:00	Discussion Block III (5 discussion groups)
	On your own

Friday

7:00-8:00	Continental Breakfast
8:00-11:00	Discussion Block IV (5 discussion groups)
11:00-12:00	Closing Plenary Session

Joint International Symposium 2000**Pg. 4****Maximum****Income:**

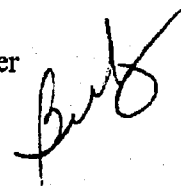
200 reg. @ \$120	\$24,000
50 reg. @ \$150	7,500
Seed	<u>3,000</u>
Total Income	<u>\$34,500</u>

Expenses:

Site Visit	\$ 1,500
Printing, Postage, & Supplies @ \$20 per attendee	5,000
Food @ \$56 per attendee	<u>14,000</u>
Total Expenses	<u>\$20,500</u>
Net Income Budgeted	<u>\$14,000</u>

Conference Call
March 24, 1999
Attachment D
14 Page(s)

interoffice MEMORANDUM

To: Kathy Carpenter
From: Becky Johnen 
Subject: Strategic Plan Info for the Board's Review
Date: February 20, 1999

Pages in fax: 13

Hi Kathy!! Enjoying New Orleans? Per my phone message, I am faxing this info to you to share with the Board. Was going to e-mail it to Mike on Tuesday, but by the time I was getting to do that, he informed me that he was enroute to NADE. So, you are the lucky one to get this.

I haven't finalized a new format for the plan yet. Am waiting to see how you all feel about the proposed tracking form. I will then reconfigure things based on comments received from this.

The pages that follow this cover sheet contain the proposed format for tracking progress on each goal and action plan. This will be done annually, with perhaps quarterly updates if the Board so desires.

I have projected timelines for some of these as well as who I feel the action plan manager should be. Feedback from the Board will be appreciated. Once I get your comments, I will repackage and get back to Mike. If I hear something next week, I will have to Mike by March 3.

Give my best to everyone.

COLLEGE READING AND LEARNING ASSOCIATION
STRATEGIC PLAN 1999-2001

Individual who will have responsibility for seeing that work is done on each objective.

GOALS/OBJECTIVES/ACTION PLANS	STAGES	NARRATIVE DISCUSSION
<p>(Action Plan Manager) Once we identify those who are responsible for coordinating the action of each action plan, they will be listed here.</p>		<p>KEY *1 = Planning *2 = Implementing *3 = Accomplished</p>
<p>1. By 2001, Provide high quality professional development opportunities.</p> <p>Annually) a. Hold an annual conference to serve as a premier opportunity for learning about current research, pedagogy, programs, and emerging technology relevant to the organization's focus in post secondary-level education. (President-elect)</p> <p>Annually) b. Promote networking and collaboration at the state chapter and regional level. (Coordinator of s/r/c)</p> <p>On an ongoing basis) c. Encourage annual regional and state conferences in each geographical area of North America. (Coordinator of states/regions/chapters)</p> <p>d. Maintain current special interest groups and develop new groups based on specific interests of the membership. (SIG leader)</p>		

Any ? = Board identification needed for an action plan manager

COLLEGE READING AND LEARNING ASSOCIATION STRATEGIC PLAN 1999-2001

GOALS/OBJECTIVES/ACTION PLANS	STAGES	NARRATIVE DISCUSSION
(Action Plan Manager)		<p>KEY</p> <p>*1 = Planning *2 = Implementing *3 = Accomplished</p>
<p><i>On an ongoing basis</i> <i>By Nov 1999</i></p> <p>e. Inform the membership of research in the field and activities of the organization via the Newsletter, the Journal of College Reading and Learning, and web sites. (Editors, ?)</p> <p>f. Explore the possibilities of offering symposia on teaching and learning. (?)</p> <p>2. <i>By 2001</i> <i>On an ongoing basis</i> <i>By Nov 2000</i> Foster inquiry on topics that influence student learning in post secondary environments and disseminate findings to the educational community.</p> <p>a. Encourage research and presentations through all components of the organization (journal, newsletter, SIGs, task force groups, monographs, conferences). (?)</p> <p>b. Expand the CRLA Award for Distinguished Research, with one award presented for qualitative and one for quantitative research. (Scholarship chair)</p>		

COLLEGE READING AND LEARNING ASSOCIATION STRATEGIC PLAN 1999-2001

GOALS/OBJECTIVES/ACTION PLANS	S T A G E S	NARRATIVE DISCUSSION
(Action Plan Manager)		<p>KEY</p> <p>*1 = Planning *2 = Implementing *3 = Accomplished</p>
<p>By Nov 2001, By Nov 1999, on an ongoing basis, 3. By 2001, Promote the effective and ethical use of technology. By Nov 1999</p> <p>c. Encourage SIGs to initiate research and inquiry into their specific and unique areas of interest and to publicize findings. (Sig Coord)</p> <p>d. Investigate the feasibility of publishing member research with a dedicated professional publisher. (?)</p> <p>e. Encourage members to identify key topics on new developments in learning. (Address through the task forces or conference strands.) (Sig Coord / Pres - elect)</p> <p>a. Continue the development of the CRLA web site and expand its informational base, including the listing of officers, state and regional leaders, SIG leaders, and committee chairs with their addresses, phone numbers, and e-mail addresses and a description of each of the committees. (Exec Director)</p> <p>ASSISTANT</p>		

**COLLEGE READING AND LEARNING ASSOCIATION
STRATEGIC PLAN 1999-2001**

GOALS/OBJECTIVES/ACTION PLANS	S T A G E S	NARRATIVE DISCUSSION
(Action Plan Manager)		<p align="center">KEY</p> <p>*1 = Planning *2 = Implementing *3 = Accomplished</p>
<p><i>By Mar 2000,</i> b. Use merged web sites to promote the conference and conference presentations. (<i>Exec Dir</i>)</p> <p><i>By June 2000,</i> c. Update SIG developments and States/Regions activities through the web site. (<i>SIG Coord/ Exec Dir</i>)</p> <p><i>By Nov 2000,</i> d. Support/enhance existing electronic list of resources, people, and sites using emerging technologies for the purpose of encouraging members to educate themselves with regard to learning about new technological developments. (?)</p> <p><i>By June 2000,</i> e. Promote communication with sister organizations through the web site. (<i>Exec Dir</i>)</p> <p><i>By June 2000,</i> f. Encourage the investigation of the Internet as a teaching tool and the implications that this development will have on the provision of services by members in their institutions. (?)</p>		

**COLLEGE READING AND LEARNING ASSOCIATION
STRATEGIC PLAN 1999-2001**

GOALS/OBJECTIVES/ACTION PLANS	S T A G E S	NARRATIVE DISCUSSION
(Action Plan Manager)		<p align="center">KEY</p> <p>*1 = Planning *2 = Implementing *3 = Accomplished</p>
<p><i>By Nov 2000,</i> <i>By Nov 2000,</i> <i>By Nov 2001,</i> <i>on an ongoing basis,</i> <i>By Nov 1999,</i> <i>By Nov 1999,</i></p> <p>g. Promote research to assess the effectiveness of on-line courses, services, and programs. (?)</p> <p>h. Support responsible and ethical use of technology for teaching and conducting research. (?)</p> <p>i. Explore video conferencing. (?)</p> <p>j. Support the use of e-mail as a communication means for SIGs, task forces, committees, and state/regional organizations. (?)</p> <p>k. Investigate the implications of and support the development of electronic forums for discussion among the membership (LRNASST). (?)</p> <p>l. Explore the need for and potential use of dedicated list serves to focus on specific areas of learning issues. (?)</p>		

COLLEGE READING AND LEARNING ASSOCIATION STRATEGIC PLAN 1999-2001		
GOALS/OBJECTIVES/ACTION PLANS	STAGES	NARRATIVE DISCUSSION
<p>(Action Plan Manager)</p> <p>By Nov 2000, m. Explore new methods and procedures for providing web site learners with assistance; learn about research and exploration capacities through the web. (?)</p> <p>By Nov 1999, n. Establish a group to evaluate software and hardware, communicate educators' technology needs to designers, and educate members on the latest technology trends and issues. (?)</p> <p>4. By 2001, Collaborate with other professional organizations in order to promote dialogue, political activism, research, and professional development.</p> <p>On on on going basis, a. Support collaborative efforts of those in the field, including national research conferences and institutes. (PALS Coord)</p>		<p>KEY</p> <p>*1 = Planning *2 = Implementing *3 = Accomplished</p>

On an ongoing basis,

m. Explore new methods and procedures for providing web site learners with assistance; learn about research and exploration capacities through the web. (?)

n. Establish a group to evaluate software and hardware, communicate educators' technology needs to designers, and educate members on the latest technology trends and issues. (?)

*collaborate with other professional organizations
order to promote dialogue, political activism,
arch, and professional development.*

a. Support collaborative efforts of those in the field, including national research conferences and institutes. (PALS Coord)

STAGES

KEY

***1 = Planning *2 = Implementing *3 = Accomplished**

COLLEGE READING AND LEARNING ASSOCIATION STRATEGIC PLAN 1999-2001

GOALS/OBJECTIVES/ACTION PLANS	S T A G E S	NARRATIVE DISCUSSION
(Action Plan Manager)		<p>KEY</p> <p>*1 = Planning *2 = Implementing *3 = Accomplished</p>
<p>On an ongoing basis)</p> <p>On an ongoing basis)</p> <p>On an ongoing basis)</p> <p>b. Conduct joint conferences, symposiums, seminars at the state, regional and national level with organizations of similar interests, on a periodic basis (Coord SIR/C; PALS Coord)</p> <p>c. Support the efforts of the American Council of Developmental Education Associations. (Send an Executive Board member to all meetings; host a Council meeting at each annual conference) (President)</p> <p>d. Support the efforts of the Council for the Advancement of Standards. (Disseminate endorsed guidelines and standards.) (CAS Ref)</p> <p>e. Maintain current collaborative agreements attained through the Professional Association Liaison (PAL) Committee and Executive Board actions. (PALS Coord)</p>		

COLLEGE READING AND LEARNING ASSOCIATION STRATEGIC PLAN 1999-2001		
GOALS/OBJECTIVES/ACTION PLANS	S T A G E S	NARRATIVE DISCUSSION
(Action Plan Manager)		<p>KEY</p> <p>*1 = Planning *2 = Implementing *3 = Accomplished</p>
<p><i>Annually</i></p> <p><i>On an ongoing basis</i></p> <p><i>By Nov 2000</i></p> <p><i>By June 2000</i></p> <p>f. Establish at least five new collaborative agreements with organizations of similar professional interest. (PALS coord)</p> <p>g. Represent annually the Association at annual conferences, display information, promote the Association through an exhibit or conference session, meet with leaders of that organization, and report outcomes. (PALS rep with informal agreement) (PALS coord)</p> <p>h. Hold a training program for Association members and leaders concerning political advocacy. (Pol Act Coord)</p> <p>i. Establish a political liaison network. (Pol Act Coord)</p> <p>j. Disseminate information <u>on a periodic basis</u>, concerning policy issues and pending legislation to all members and collaborating organizations. (Pol Act Coord)</p>		

COLLEGE READING AND LEARNING ASSOCIATION STRATEGIC PLAN 1999-2001

GOALS/OBJECTIVES/ACTION PLANS

STAGES

NARRATIVE DISCUSSION

(Action Plan Manager)

KEY

*1 = Planning *2 = Implementing *3 = Accomplished

- Annually* k. Share information related to the Association's efforts with policy makers at the state and national level. (Exec Board) (President)
- On an ongoing basis* l. Serve as an information resource for policy makers at the state and national levels by giving testimony, drafting legislative language, and by conducting research about policy issues. (Exec Board, Political Liaison Network) (President)
- 5. By 2001* Cultivate a diverse membership.
- a. Establish an overall membership goal and state/regional membership goals on an annual basis. (Membership Chair)
- b. Develop a recruitment plan by January 2000. (Discuss at leadership roundtable; publish in the newsletter) (Membership chair)

COLLEGE READING AND LEARNING ASSOCIATION STRATEGIC PLAN 1999-2001

GOALS/OBJECTIVES/ACTION PLANS	S T A G E S	NARRATIVE DISCUSSION
(Action Plan Manager)		<p>KEY</p> <p>*1 = Planning *2 = Implementing *3 = Accomplished</p>
<p><i>Annually</i></p> <p><i>By Nov 1999</i></p> <p><i>Annually</i></p> <p><i>on an ongoing basis</i></p> <p><i>By 2001</i></p> <p><i>By June 1999</i></p> <p><i>Annually</i></p> <p>c. Encourage state and regional networks and conferences to generate diverse membership. (Coord s/r/c)</p> <p>d. Incorporate a recruitment function into the Professional Liaison Committee. (PALs coord)</p> <p>e. Distribute the Call to Conference to all relevant departments of post secondary institutions within the state hosting the annual conference. (Pres Elect)</p> <p>f. Disseminate information about the Association to developmental education, learning assistance, and tutorial programs. (Mem coord)</p> <p>6. Increase the visibility of Association projects, programs, and publications.</p> <p>a. Participate on the LRNASST list serve. (?)</p> <p>b. Continue efforts to place the Journal in college and university libraries. (Jrnl Editor)</p>		

increase the Journal's placement in college & uni libraries by at least 3 new sites

COLLEGE READING AND LEARNING ASSOCIATION STRATEGIC PLAN 1999-2001

GOALS/OBJECTIVES/ACTION PLANS

(Action Plan Manager)

S
T
A
G
E
S

NARRATIVE DISCUSSION

KEY

*1 = Planning *2 = Implementing *3 = Accomplished

By March 2000, ^{have} c. Work to get the Journal indexed in leading indices. (Jrnl Editor)
on an on-going basis { d. Market the International Tutor Certification Program. (ITCP Coord)
e. Market the Glossary of Terms. (?)
f. Market the Learning Center Management Monograph. (?)

7. By 2000, Enhance the effective and efficient management of the Association.

? - a. Establish an Association address. (?) Mem Chair

By ? - b. Establish an 800 telephone number. (?) Mem Chair

Annually, Implement an annual review and update of the strategic plan. (B. Johnen)

d. Create a standardized format for committee and organization annual reports. (Fred)

By June 1999,

Need Board to set a timeline

RCV BY: COMMUNICATIONS/HRNO #1: 2-20-99 : 3:26PM :

304 232 81847 JHVI
307 133 340 VLE

**COLLEGE READING AND LEARNING ASSOCIATION
STRATEGIC PLAN 1999-2001**

GOALS/OBJECTIVES/ACTION PLANS	S T A G E S	NARRATIVE DISCUSSION
(Action Plan Manager)		<p align="center">KEY</p> <p>*1 = Planning *2 = Implementing *3 = Accomplished</p>
<p>By Nov 2000, By Nov 2000, By Nov 2001, on an ongoing basis, By Nov 1999, By Nov 1999,</p> <p>g. Promote research to assess the effectiveness of on-line courses, services, and programs. (?)</p> <p>h. Support responsible and ethical use of technology for teaching and conducting research. (?)</p> <p>i. Explore video conferencing. (?)</p> <p>j. Support the use of e-mail as a communication means for SIGs, task forces, committees, and state/regional organizations. (?)</p> <p>k. Investigate the implications of and support the development of electronic forums for discussion among the membership (LRNASST). (?)</p> <p>l. Explore the need for and potential use of dedicated list serves to focus on specific areas of learning issues. (?)</p>		

5

CRLA Deposit: Operating Fund <i>MA</i>				
CATEGORY	NUMBER	TOTAL NUMBER	\$ VALUE	AMOUNT
Membership	1	178	40	7120.00
SIGS				
Cognitive Psychology		5	5	25.00
College Reading		29	5	145.00
Computer Technology		6	5	30.00
Counseling & Helping Relationships		2	5	10.00
Critical Thinking		12	5	60.00
Developmental/Basic Writing		13	5	65.00
Distance Learning		8	5	40.00
Emot/Motivatnl Aspects of Learning		10	5	50.00
ESL		5	5	25.00
Learning Assistance Ctr. Mgmt		22	5	110.00
Learning Disabilities		19	5	95.00
Liberal Arts Universities/Colleges		5	5	25.00
Mathematics Tutorial		3	5	15.00
Multicultural Issues		2	5	10.00
Paired Courses		8	5	40.00
Peer Tutoring		37	5	185.00
Research & Evaluation		10	5	50.00
Teaching Excellence		6	5	30.00
Workforce Literacy		2	5	10.00
Glossary	1	1	5	5.00
Labels			50	-
Journals	11	2	30	60.00
Tutor Certification	1111	4	50	200.00
Tutor Certification	111	3	25	75.00
Tutor Handbook			20	-
Scholarship			1	-
Scholarship	111	3	5	15.00
Scholarship	1111	4	10	40.00
Other amount - Scholarship	1	1	20	20.00

Check Return

Date 3/18/99

Initials *gsm*

Total Deposit

3.00
8558.00

EXPENSES

BOARD - 4638.07 w/o Roz + Lorraine
OTHER - 2846.88

7534.95