

CRLA BOARD MEETING AGENDA
November 12, 2004
2:00PM-4:00PM Central Time

CALL TO ORDER

1. Approval of Agenda
2. Approval of Minutes for October 11, 12, and 16, 2004
3. Treasurer's Report – Rexanne & Ann
Approval of Treasurer's Report
4. SIG and State/Region/Chapter Report – Kate
5. Executive Assistant's Report – Karen
6. Membership Report – Vicki
7. Projector Purchase & Website Design – Corrine
Approval of funding additional \$200 for website

OLD BUSINESS

1. CAS Report - Becky
2. Houghton Mifflin Award
3. 2004 Conference Report – Russ

NEW BUSINESS

1. 2005 Conference – Valerie
2. Conference Exhibits Chair
Approval of Russ' extension of Bill Horstman as Exhibit Chair
3. ESG Contract
Approval of President's authority to re-negotiate contract
4. SRC Travel Requests – Kate
5. Request to Use Member Emails
6. ITCP/IMCP Certificates
7. Policy on Use of CRLA's Name

EXECUTIVE SESSION

ADJOURNMENT

COLLEGE READING AND LEARNING ASSOCIATION

BOARD MEETING

DATE: November 12, 2004

LOCATION: Conference Call

MINUTES

MEMBERS PRESENT: Russ Hodges, President; Valerie Smith Stephens President-Elect; Kate Sandberg, Past President; Frieda Campbell-Peltier, Secretary; Rexanne Bruno, Treasurer; Karen Agee, Executive Assistant; Vicki Papineau, Membership Coordinator; Ann Wolf, Incoming Treasurer

GUESTS PRESENT: Becky Johnen, CAS Representative; Corrine Johnson, Website Manager

The meeting was called to order by President Russ Hodges at 2:02PM (Central Time)

1. **APPROVAL OF AGENDA:** Newsletter Report was removed from the agenda. Russ will talk with Anne-Marie regarding the November issue of *Newsnotes*. Vicki noted that the new member's letters do reflect the change in the title of the newsletter to *Newsnotes*. Members were also notified that they would receive three *Newsnotes*, but the dates of publication were left vague.

Other agenda items may be moved around as concerned parties join the meeting.

MOTION: That the agenda be approved. Rexanne/Frieda. MOTION PASSED.

2. **APPROVAL OF MINUTES:** Minor corrections were made to the October 11, 12, and 16, 2004 minutes.

MOTION: That the minutes for October 11, 2004, be approved as corrected. Rexanne/Valerie. MOTION PASSED.

MOTION: That the minutes for October 12, 2004, be approved as corrected. Rexanne/Kate. MOTION PASSED

MOTION: That the minutes for October 16, 2004, be approved as corrected. Rexanne/Kate. MOTION PASSED

MOTION: That the minutes for the 2nd General Session Business Meeting for October 15, 2004 be approved as presented. Frieda/Valerie. MOTION PASSED

3. **TREASURER'S REPORT:** Rexanne distributed a copy of the Income Statement ending September 2004 which is included as Attachment A. She noted that our monthly expenses of \$9,056.37 exceeded our monthly income of \$5,183.27. So, we have a net loss of \$3,873.10 for September. Accordingly, our assets decreased from last month. However, this is a 19.5% increase over one year ago.

Rexanne reported that she is working on finalizing the Downtown Kansas City Marriott hotel bill and expects that it will come in around \$54,000. She expects to receive Pat Jonason's report on registration income within the month.

MOTION: That the Treasurer's report be accepted as presented. Kate/Valerie. MOTION PASSED.

4. **SIGs and STATE/REGION/CHAPTER REPORT:** Kate reported that two SIGs want to merge: Computer Technology and Distance Learning. She has corresponded with all of the members in each of these SIGs to get their input on the proposed merger. She will notify Lucy MacDonald, the current Computer Technology SIG Leader and Frank Christ, Distance Learning SIG Leader, of the Board's approval of the merger. Lucy has agreed to lead the merged Technology and Distance Learning SIG.

Kate reported that two SIGs, Workforce Literacy and Cognitive Psychology, have no leaders or deputies. She asked for volunteers from these memberships two weeks ago and has not received any responses. She suggested that these two SIGs be dissolved. The Board agreed that these two SIGs be dissolved, and Kate will ask each member of both SIGs to choose a SIG to which their membership should be transferred. Kate will work with Vicki to expedite a smooth transfer of memberships.

5. **EXECUTIVE ASSISTANT'S REPORT:** Karen reported that in addition to the \$10 check that Rexanne will send to the New Mexico Corporation Commission to renew the Association's non-profit status, a copy of the recently revised bylaws, signed by President Hodges, also should be filed at the expense of an additional \$10.00. She, Russ, and Rexanne will do this.
6. **MEMBERSHIP REPORT:** Vicki made the following report to the Board:
- The first renewal letter/notices for 2005 membership will be sent out this next week to 2004 expiry members. Changes include the use of *Newnotes* instead of the Newsletter, and the necessity of a correct e-mail address to receive the *Newnotes*. Also the deadline to join for 2005 is June 1, 2005. (The former deadline was September 1 of the current year. This change was made to help reduce conference registration confusion – member vs. non-member/the paperwork is in the mail.) Applications for membership after June 1, 2005 will be applied to the 2006 membership year. The 2006 membership application will be posted on the website on June 1, 2005.
 - For clarity, Welcome Letters/Thanks for Renewing Letters for 2005 membership year will be composed/signed by Russ, and Welcome Letters for 2006 membership year will be composed/signed by Valerie. This distinction is necessary for printing and mailing by ESG and coordinates with the new deadline to join, June 1 of the current year.
 - The conference membership data has been entered and most loose-ends tied. Things went rather smoothly this year and the consistency of a conference registrar from year-to-year is advantageous to the organization. Pat was great to work with!!!! The first renewal letter/notice for 2005 membership will be sent out this next week to 2004 expiry members. Changes include the use of *Newnotes*

instead of the *Newsletter*, and the necessity of a correct e-mail address to receive the *Newsnotes*. Also the deadline to join for 2005 is June 1, 2005. (The former deadline was September 1 of the current year. This change was made to help reduce conference registration confusion – member vs. non-member/the paperwork is in the mail.) Applications for membership after June 1, 2005 will be applied to the 2006 membership year. The 2006 membership application will be posted on the website on June 1, 2005.

- SIG changes printed on the 2005 renewal letter/notice(s) and membership application (paper & web) will not reflect possible mergers during the next month, but they do reflect the deletion of the Liberal Arts Colleges & Universities SIG. (Kate has addressed how possible merges/changes and fees will be handled for 2005, but I can not find the email right now....)
- Updates will be made to the website – 2005 reference lists, etc. – during the next couple of weeks. Attached are the 2005 lists with current changes from the conference. Please let me know of other changes and corrections.
- Pat Jonason will send Vicki a list of non-member who attended the conference. Vicki suggested that a “Welcome to Join” e-blast be sent out to these folks within the next month. Kate will send Russ a copy of last year’s letter.
- ESG (Mishelle) has been notified about our bylaws changes regarding membership in good-standing – 45 days/ February 14th. Only current members will receive the spring JCRL, spring voting ballot, and *Newsnotes* after this date.

7. **PROJECTOR PURCHASE & WEBSITE REDESIGN:** Corrine Johnson joined the meeting at 1:00PM (Central Time).

Projectors: Corrine reported that she has investigated the cost of purchasing LCD projectors rather than renting them for use at conferences. She stated that excellent projectors run approximately \$1200 to \$1500 each, which is less than we spend to rent them for conferences. She added that she will be able to store the projectors and bring them to the conferences. Also, the Computer Technology SIG has agreed to provide technical support at the conference. Karen confirmed that the Long Beach Hilton contract permits use of our own equipment. Kate will check with the hotel in Austin, TX to determine their policy regarding use of equipment and technical support. The Board was asked to look at the Toshiba TDP-S20U Mobile Projector notice Corrine sent on November 1, and prepare to make a decision regarding the purchase of projectors in February.

Website: Corrine sent out an email detailing information on some possible changes to the CRLA website. She has been communicating with a web designer who has drafted the possible new look of the CRLA website. The web designer will charge only \$125 for his services. He will be able to build the site, and Corrine will input CRLA information and continue to maintain the site. Corrine assured the Board that the web designer can change the template to whatever the Board wants.

MOTION: That the Board approve funding an additional \$200 for website design from the 2004 budget. Kate/Valerie.

Corrine encouraged the Board members to take a look at the proposed designs and let her know what they think. Board members will notify Corrine of their ideas. Corrine Johnson left the meeting at 1:22PM (Central Time).

OLD BUSINESS

1. **CAS REPORT:** Becky Johnen joined the meeting at 1:30PM (Central Time) to report on the Council for Academic Standards in Higher Education (CAS). She noted that learning assistance program standards will be put on the meeting calendar for 2005 or early 2006. CRLA needs to review the current standards for possible minor or substantive changes. CAS plans to reprint the Blue Book in Fall 2005.

Becky will send the CAS standards and guidelines and a copy of the self-assessment guide to the Board members. The Board will review these documents and create an ad hoc committee to work on this by mid- to late January. Becky will draft an invitation to CRLA members to serve on the ad hoc committee and send to Russ. Russ will forward the final copy to Anne-Marie to be included in *Newsnotes*. The next CAS meeting is scheduled for April, and Becky will try to get any changes that CRLA proposes on the agenda.

The 2003 Edition of the CAS Blue Book has been published. Becky will try to get disc copies of the Blue Book for the Board. She is continuing to work on the historical relationship between CAS and CRLA which will be included as an addendum to the Blue Book.

Becky reported that the CAS membership has drafted an ethics statements that she will share with the CRLA Board.

Kate noted that NADE President, Pat Newell, encouraged the collaboration of CRLA, NADE, and other associations to improve standards across associations within the framework of CAS.

Becky will with work with Corrine to update CAS information on the CRLA website. Vicki would like to include CAS brochures in membership mailings this year. Becky will send a stack of brochures directly to ESG to be included in the mailings, and Vicki will let Becky know when she needs more. Becky Johnen left the meeting at 1:45PM (Central Time).

2. **HOUGHTON MIFFLIN AWARD:** Karen suggested that the Awards & Scholarship Committee take another look at the criteria for the Houghton Mifflin award. She was concerned that the criteria suggested by Houghton Mifflin are not consistent with other awards given by CRLA. Others concurred. Board members will send their concerns to the Awards & Scholarship Committee. The Board will visit this issue at the next meeting.

3. **2004 CONFERENCE REPORT:** Russ submitted a preliminary Registration Report on the 2004 conference. The final conference report will be submitted for the December meeting. Russ will ask Pat Jonason to serve as the Conference Registrar for a three-year term and let the Board know what she decides.

NEW BUSINESS

1. **2005 CONFERENCE:** Valerie reported that Dr. Karen Pennington, 2003-4 president of the National Association of Student Personnel Administrators (NASPA), has agreed to be the keynote speaker on Thursday. Dr. Pennington has waived the speaker's fee. Father Gregory J. Boyle, Director and President of Home Boy Industries, will be the brunch keynote speaker, and his honorarium will be \$500, a fraction of his usual fee.

Valerie reported that she is working on the conference budget and will be report on this at the next meeting.

2. **CONFERENCE EXHIBITS CHAIR:** Bill Hortsman has agreed to serve as Exhibits Chair for one more year. Karen will draft a notice to be included in *Newsnotes* to locate an incoming exhibits chair to shadow Bill during his final year. She will forward the draft to Russ for his approval.

MOTION: That Russ' extension of Bill Hortsman as Exhibits Chair through the 2005 conference be approved. Rexanne/Kate. MOTION PASSED.

3. **ESG CONTRACT:** Vicki recommended that the confidentiality statement in the contract be changed to limit release of labels, reports and other information: *...to a CRLA Board members or as designated by a CRLA Board member*. The contract effective dates also will be changed.

MOTON: That the President, Russ Hodges, be given authority to re-negotiate the new ESG contract by November 30, 2004. Kate/Rexanne.

4. **SRC TRAVEL REQUESTS:** Since some SRC leaders will want Board members to speak at conferences, they will need to know about available funding as soon as possible. (If a Board member is available and is not a member of that SRC, the SRC will need to fund only local transportation, hotel, and meals, and travel will be funded by CRLA; if a Board members is unavailable, the SRC may need to increase conference fees to cover a speaker's travel costs and honorarium). December 15 is the deadline for funding SRC proposals, so SRCs should know by January if they will receive funding. Kate will ask SRCs to get their requests for officers to the Board as soon as possible.
5. **REQUEST TO USE MEMBER E-MAILS:** David Caverly has requested permission to use membership emails to complete a research survey on technology. The Board decided that it needed more information about the survey prior to granting permission. Dave will be asked to forward a copy of the survey, and his request will be considered at the December meeting.

6. **ITCP/IMCP CERTIFICATES:** Russ suggested that the ITCP/IMCP certificates should be reviewed. Karen will forward copies of the certificates to the Board for comments. Russ will talk with Anna Crockett and Nancy Kosmicke about what kinds of changes might be made.

The discussion on increasing certification the fees was postponed to December.

7. **POLICY ON USE OF CRLA'S NAME:** In a recent web search for CRLA, Karen found that a non-member was using the CRLA name in his personal documents and misrepresenting the Association. The Board felt that this was unacceptable and that a policy should be drafted with regard to use of CRLA's name on personal websites. Karen will draft a policy to this effect and share with the Board.

From 1:49PM to 1:59PM, the Board went into Executive Session for nomination of CRLA's 2004-5 ACDEA Fellows.

MOTION: That the Board meeting be adjourned. Frieda/Rexanne.

The Board meeting adjourned at 4:00PM.

ATTACHMENT: Treasurer's Report

**College Reading and Learning Association
Income Statement (and Balance)
September-04**

Assets At Beginning Of Month

Money Market Account \$ 29,941.35

Certificates of Deposit:

6-month (matures 12/09/04) \$ 25,356.74

18-month (matures 09/04/04) \$ 25,140.52

6-month (matures 09/09/04) \$ 25,132.02

24-month (matures 03/04/05) \$ 25,171.40

24-month (matures 09/09/05) \$ 25,616.89

24-month (matures 03/29/06) \$ 25,255.42

Checking Accounts:

Operations \$ 38,578.39

Conference \$ 30,158.51

Total Assets \$ 250,351.24

Monthly Income:

Scholarships \$ -

Membership Dues \$ 1,100.00

Interest Income \$ 608.87

Tutor Certification \$ 1,500.00

Misc Income \$ 206.75

SIG Income \$ 70.00

Mentor Certification \$ 375.00

JCRL	\$	30.00
Tutor Handbook	\$	570.00
Learning Assistance Monograph	\$	170.11
TOTAL OPERATING INCOME	\$	4,630.73
Conference Income	\$	552.54
Total Income	\$	5,183.27
Monthly Expenses:		
General Board	\$	43.04
General Organization	\$	2,500.00
Publications	\$	696.32
Committees	\$	1,722.81
Membership/States and Regions	\$	1,633.40
TOTAL OPERATING EXPENSES	\$	6,595.57
Conference Expenses	\$	2,460.80
Total Expenses	\$	9,056.37
Net Monthly Income (Loss)	\$	(3,873.10)
Assets At End Of Month	\$	246,478.14

Prepared by Rexanne Bruno, Treasurer
November 1, 2004