

***Conference Call
May 10, 2000
Agenda***

1. Acceptance of agenda
2. Approval of minutes
3. Old Business
4. Treasurer's report
5. 2000 Conference report
6. 2001 Conference report
7. Symposium update
8. Executive Assistant's report
9. Newsletter
10. Journal Editor's request
11. CAS
12. Report on the IRA Conference
13. State and Regions
14. Strategic Plan
15. International Tutor Certification Issues

COLLEGE READING AND LEARNING ASSOCIATION

CONFERENCE CALL

DATE: May 10, 2000

SUMMARY OF MINUTES

MEMBERS ON LINE: : Pat Jonason, *President*, Valerie Smith Stephens, *Secretary*, Tom Dayton, *President-Elect*, Gretchen Starks-Martin, *Treasurer*, Susan Deese-Roberts, *Executive Assistant*, Molly Widdiecombe, *Newsletter Editor*, Michael O'Hear, *Past President* Guest: Karen Agee, *Incoming President-Elect*

Pat called the meeting to order at 3:04 p.m. EDT

1. AGENDA

Pat asked for additional items for the agenda . There were no new items for the agenda.

MOTION: Tom moved that the agenda be accepted. Valerie seconded. PASSED.

2. MINUTES

Pat asked for a motion to have the minutes accepted.

MOTION: Mike moved that the minutes be accepted with the corrected notations. Tom seconded. PASSED.

3. OLD BUSINESS

Mike updated the Board about the request from the Louisiana NADE chapter asking to have a CRLA representative to speak about the tutor certification program. 100 participants are expected to attend the conference. The date of the conference is scheduled for October 19 and 20, 2000. The conference hosts will be able to provide one night's lodging. Also, a CRLA

chapter could be formed from this meeting. The person sent to represent CRLA at this regional conference should also be a member of the evaluation committee. Pat asked if Susan would be willing to attend (since she is on the evaluation committee). Susan stated that she is willing and will get more information regarding travel regarding airplane and hotel expenses. Mike will notify the conference organizer to inform them of the Board's decision.

Tom moved that Susan represent CRLA and present information about the Tutor Certification Program at the Louisiana NADE conference. Valerie seconded. PASSED.

4. TREASURER'S REPORT

Gretchen reported the financial statements for the month of April.

Conference account: \$42,322.36

Operating Budget: \$29,559.18

Credits in April: \$1474.15

Debits in April: 8,122.87

Gretchen also reported that the Journal budget is being overspent. Gretchen shared this information with the editor, and he is aware of it. Mike asked if there was a reason why the budget is overspent. Gretchen reported that it was to place ads in publications such as The Chronicle of Higher Education. Pat asked that Gretchen keep the Board up to date.

5. 2000 CONFERENCE REPORT

Tom reported that he and several CRLA colleagues from the college are reading the proposals. The tote bag issue has been resolved. Tom

plans to meet with the on-site committee in Reno, NV in late May. He also plans to speak to the hotel to confirm the menus for the conference. Tom contacted the SIG leaders, and they made their requests known to him. Tom is very excited about a two hour workshop headed by Frank Christ and Karen Smith on how to start a learning center on Tuesday night. Also, an all day session including lunch will be available for those interested in learning assistance management and instruction. More information about this as it develops. Tom will also need clerical assistance. Pat gave Tom suggestions on how to get everything set up with clerical assistance. Pat suggested \$8.00 dollars per hour to pay for the assistance. Tom was fortunate to find someone to assist with the clerical tasks, and she will be able to assist him after the final exam period is over at his college. Pat will forward to Tom information about the conference cancellation and interruption insurance. The entertainment for the conference is confirmed. Pat asked who is handling conference registration forms. Tina Dakin is in charge. Pat will send the refund forms to her. There was a discussion about the fees for advertising for the conference in the Journal for Development Education. Pat asked if we had an agreement with them for free ad space. Mike reported that we don't have an agreement for free ad space. It was thought that there was free ad space due to CRLA's membership in ACDEA. It was the understanding that there should be one free ad per year. Pat will inquire

about this. Mike will contact David Lemire, the CRLA Journal's editor about receiving requests for free ad in the CRLA Journals.

6. 2001 CONFERENCE REPORT

Karen gave the names of possible speakers for the conference, and she is working on developing a theme. Carol Gilligan, Ben Carson and George Coe were some of the names suggested. Karen also asked for additional names. Pat felt that Karen should have the honor of selecting the key note speaker. Susan gave Karen some ideas on how to select a key note speaker, and Susan recommended that she talk to Vicki about who the membership may be interested in hearing as a keynote speaker at the conference.

7. SYMPOSIUM UPDATE

Susan reported that the number of participants may not reach 250. However, all the hotel rooms are booked. We have fulfilled our commitment to the hotel. The deadline for registration is May 22, 2000. Everything is in order for the symposium, and another reminder will be placed on the LRNASST listserv. Karen Smith is organizing the Past Officers' Council presentation. Susan stated that the symposium will do well financially. The symposium will not put CRLA into debt.

8. EXECUTIVE ASSISTANT'S REPORT

Susan investigated sources for ads (free of charge) to announce the upcoming conference. The Chronicle of Higher Education and other like publications have offered to run ads for the upcoming conference. These ads will run until the time of the conference. The only request is that a contact person should be listed with the ad. The editors of the Chronicle of Education were very helpful. This information will be in the policy and procedures manual. The second item that Susan shared is the job description for the Awards and Scholarship Chair position. Susan plans to send the information to Linda Johnson because she will be in charge of the Scholarship raffle since Kamal will not be able to attend the conference. Susan asked the Board to give Linda the authority to be in charge of the event. She would need a committee to work with her to get organized. Valerie offered to assist Linda in getting started and planning the raffle. Pat suggested that the Past Officers' Council maybe they could offer assistance. Karen remarked that there will not be a member of Kamal's committee in attendance at the conference. Pat will contact Kamal to find out if she is still interested in being the chair of the Awards and Scholarship committee. Pat will also ask Linda if she is interested in becoming the Acting Chair.

9. NEWSLETTER

Molly wanted to confirm that the following positions are open and will be advertised in the next newsletter: SIG Coordinator, Evaluations Chair, Exhibits Chair, and Website Chair. Pat asked if there were any others. The list that Molly presented is accurate. Pat shared that there is an individual interested in the Evaluations Chair position. She will report more about this at the next conference call. The article on the Fellows is progressing well. Molly asked how long should the article be. Pat asked that there be one article and photographs. Molly asked that the Board members who write columns for the newsletter submit their articles to her so that she can get the newsletter organized and off to the printer. Everyone praised Molly on her first effort in preparing the newsletter.

10. JOURNAL EDITOR'S REQUEST

Pat reported on the status of the CRLA Journal. The progress of the Journal is going well. The spring issue is well under way. According to the editor, it is at the printer and will be mailed in two weeks. In addition, the editor announced that articles are already coming in for the next issue. The editor had a request: he would like to buy a file cabinet to assist in organizing of the materials.

The Board discussed the need to purchase a file cabinet. The editor does not have an office, and he does not have institutional support to make this purchase. He does have the money in his account to make the purchase. Pat recommended that the Editor buy a four drawer cabinet at a discount store such as Sam's or Price Club. When the Editor ends his tenure, he will ship the file cabinet to the new Editor or buy the cabinet at half price.

Tom moved that the request to buy a file cabinet for the Journal Editor's use be approved. When the Editor's term is completed, the Editor will send the cabinet to the next Editor or buy the cabinet at half price. Mike seconded. PASSED.

Pat also shared a request she received from the National Center on Developmental Education. They are requesting two complimentary copies of How to Start a Learning Center for use at the Kellogg Institute and the National Center. The Board agreed that this organization should purchase their own copies. The request should be denied. The NCDE will have to purchased copies if they wish to have them on file at their organization.

Pat gave a report from Becky Johnen regarding the Board of Directors meeting in May (May 1&2). Becky will link our website to the CAS website. Becky will also write an article about the CAS standards for the next issue for the CRLA Journal. Pat will give send more information to the Board before the next conference call.

12. Report on the IRA Conference

Pat met with Patricia Mulchay-Ernt at the IRA conference. Together they gave a presentation. The title was: College Comprehension Strategies. Kathy Carpenter served as moderator. 32 people came to hear their presentation. The presentation went well. Pat distributed the joint CRLA/NADE Symposium brochures. People were very interested in the symposium. Pat suggested that Tom give a presentation at the next IRA conference. The total conference attendance was 16,000. Pat also attended the Martha Maxwell Archives at National Louis University in Chicago, and she served on a panel. Martha expressed her concern about the Fellows process. Pat will met with Hunter Boylan to work out details and to organize the selection process. Pat reported that the dedication was tastefully done, and it was well attended.

13.States and Regions

Mike reported on the spring conferences. There were two successful conferences in New England (CT.) and in the Mid-Atlantic region (NJ/PA chapter). The New Mexico chapter conference was cancelled.

14. STRATEGIC PLAN

Mike offered to work on the Strategic Plan and revise it to include additions and present it to the Board. Pat will also send a Presidential letter to update the membership. Becky has shared with POC about the strategic plan, and they will assist in reviewing the document. Pat thinks that having POC review the strategic plan will be an asset; however, it will be up the current Board to implement policies and procedures.

15.INTERNATIONAL TUTOR CERTIFICIATION ISSUES

Gladys reported that a tutoring company, Tutor Café is requesting CRLA certification for its electronic tutoring and this company also wishes to use the CRLA logo. Gretchen advised that these electronic sites be carefully reviewed and the Board needs to be aware of the legal ramifications of using this

company since there were problems at her institution. Pat expressed her concerns as well. She had been getting e-mail messages from members of the reviewing committee. The main issues are that this company has little quality control over the tutoring that takes place and it is not affiliated with a post secondary institution. The Board agreed that more information is needed in order to make the best decision. Pat also shared that the owner of Tutor Café sent her materials with the CRLA logo already included. The Board felt that it was a bit premature of the company to do that. Pat asked if the CRLA logo is copyrighted? The Board needs to look in to this. Mike advised that if the logo isn't copyrighted that we should act quickly to do this. Pat will gather the information on copyrighting the CRLA logo. Pat went over the requirements of becoming copyrighted. It would cost about \$30.00 for the registration fee. Gladys shared with Pat another matter regarding certifying tutor training programs. A company (it was not identified) is using CRLA training materials to certify their tutoring programs electronically. Gladys' concern is that CRLA has not certified any tutoring training program for commercial use. Gladys requested that company explain why they are doing this and who gave the company CRLA's approval. Gladys requested an immediate response from the company and to date there has not been a response from the company. Tom feels that it would hurt the colleges who offer tutoring programs. The Board agreed with

Tom's remarks. At this point, the Board is in agreement that this venture is not something that CRLA wants to be affiliated with. Pat will have more information at the next conference call, and this matter will be discussed in greater detail then. Finally, Pat received from Gladys check sheets and suggestions for procedures that will provide a successful audit. The purpose of the forms is for easier record keeping. If the Board approves of the forms, it will be included in the procedures manual for the Treasurer's job description.

The Board went into Executive Session from 4:30 p.m. to 4:52 p.m.

The next conference call is scheduled for Wednesday, June 28, 2000 12:00 p.m. Eastern Daylight Time.

Pat adjourned the meeting at 4:57 p.m.