

AGENDA FOR CRLA BOARD MEETING
Sunday, October 15, 2006
Hyatt Conference Room
10:00 a.m. to 5:00 p.m.

1. Call to Order- Valerie 10:00 a.m.

2. Approval of the Agenda - Valerie 10:05 a.m.

3. Progress of Action Items from the Retreat – ALL 10:10 a.m.

Topic One: Name Change *Valerie and Russ*

Topic Two: Increasing Membership *Anne-Marie, Vicki, and Dorothy*

Topic Three: Delivery Systems *Rick, Ann, and Dorothy*

Lunch at Noon

4. Resume Progress of Action Items from the Retreat *All* 1:45 p.m.

Topic Four: Certification *Russ and Karen*

Topic Five: Continuing Education Credits *Sharon, Karen, and Alan*

Topic Six: Collaboration with Sister Organizations *Valerie, Ann, Sharon*

5. Adjournment 5:00

COLLEGE READING AND LEARNING ASSOCIATION

BOARD MEETING

DATE: Sunday, October 15, 2006 10:00 a.m. C.D.T.

LOCATION: Hyatt Regency on Town Lake, Austin, Texas
MINUTES

MEMBERS PRESENT: Valerie Smith Stephens, President; Sharon Taylor, President-Elect; Russ Hodges, Past-President; Ann Wolf, Treasurer; Dorothy Bonser, Secretary; Karen Agee, Executive Assistant; Vicki Papineau, Membership Coordinator; Anne-Marie Schlender, *NewsNotes* Editor. **GUEST:** Gretchen Starks-Martin, Incoming Executive Assistant

1. Call to Order President Valerie Smith Stephens called the meeting to order at 10:05 a.m. C.D.T.

2. Approval of Agenda A request was made to address Kate Sandburg's Election Committee recommendations to the Agenda. Valerie agreed to add the item to the Agenda as part of Topic Two: Increasing Membership.

MOTION: That the Agenda be approved as amended. Ann/Sharon. MOTION PASSED.

3. Progress of Action Items from the Retreat The primary goals of the October 15 Board Meeting were to examine the Initiatives that originated at the Board Retreat in June 2006: to hear the reports from each of the subcommittees, to open discussion on each of the issues, and to plan the future direction of the several initiatives. Each subcommittee reported on progress made to date, and the entire Board discussed possible action.

a. Topic One: CRLA Name Change *Valerie and Russ* Valerie opened the discussion by reminding the Board of the history of the CRLA, its origin, its first names. She noted that, particularly because of its beginning as a reading organization, there may be members who will oppose the name change. She emphasized the importance of providing a forum for discussion for the members, and noted that the final decision will be made by an official vote of the entire membership. Russ suggested that the discussion about a name change for CRLA be a year-long debate. The process might include introducing the topic at Session 99 at which conference attendees are invited to meet with the Board on Friday at this conference, continue in discussion at State and SIG meetings, committee meetings, and an official motion be made at the 2007 conference in Portland. Russ sees the discussion tied to the upcoming certification issues. He noted that it is difficult to have certification of math and writing people in an organization, the name of which does not represent these disciplines. The initiative gives the membership the opportunity to decide. He suggested that during the process, viable names be provided.

The Board agreed to carefully plan and document the process, a process which might include debates in *NewsNotes*, discussion boards on the website or another web venue, surveys, a poll of SIG and State leaders to find out effective ways to include their members in the discussion, and discussion among Past Officers Council members. It was noted that it is important at this point for the Board to outline a plan for the next year to process this initiative to lead up to the vote in October 2007 in order to be accountable to the membership. It was also emphasized that the message about a potential name change from the Board to each of the stakeholders be consistent.

Names already suggested to the Board at the time of this Board Meeting are *Association for Learning Support in Higher Education* and *College Learning Association*. It was pointed out that if “Higher Education” is part of the name, that might appear to exclude colleges without four-year or graduate programs.

It was agreed that a subcommittee be formed to create the key questions and an agenda to move the process forward so that the name change initiative can be introduced at the Leadership Meeting and other key functions during the 2006 conference. Valerie appointed Russ, Karen, Rick, Vicki, and Sharon to serve on that subcommittee. Russ will chair the committee, and the members will meet by Tuesday (October 16) evening to work on key questions, additional alternative names, an agenda, a timeline, and a method to provide documentation of that timeline for presentation to the members at the 2007 conference in Portland. The Board noted the importance of advertising Session 99 to provide a forum for discussion of the name change initiative by announcing it at the Leadership Meeting, the Secretarial Report at the Second General Session, and having signs announcing the time and place of the meeting.

b. Topic Two: Increasing Membership *Anne-Marie, Vicki, and Dorothy*

Dorothy began the discussion with the question of whether CRLA membership should be increased or whether the Board should focus, instead, on reaching populations that we might be overlooking. She noted that a former NADE president told her that two items were considered successful in increasing membership: holding an effective conference and offering institutional memberships. Vicki noted that the major weakness of the latter is the logistics of keeping track of holders of institutional memberships who may have moved away from the institution where the membership was purchased. Dorothy asked the Board to consider the “ideal membership number” and the populations CRLA may want to reach. She suggested targeting younger members and graduate students. She added that initiatives that might lead to increased membership, if that is the goal, might include offering an online certification program, soliciting ideas from State/Region/Chapter leaders, advertising CRLA at schools with learning assistance or developmental education programs, and designing a survey to present to members to see what they want from the organization. It was noted that one completed project—the attractive new membership brochure—may positively affect membership numbers and one potential positive effect might be a name change. It was agreed that a timeline is needed to follow this initiative through.

Vicki pointed out the importance of State/Region/Chapter leaders keeping memberships up to date by cross referencing conference lists with CRLA membership lists. Russ suggested that more than a conference or a publication, a “prestige factor” is important in increasing or maintaining membership and that voluntary certification, more professional development, and greater emphasis on publication of monographs might raise that prestige factor. Both Russ and Karen pointed out that promoting a strong code of ethics and taking a strong leadership role in major issues that affect our profession and our members—the rights of adult learners, for example—may bring a visibility to the organization. Gretchen suggested that CRLA make an effort to “get out there” as mentors and specifically that we mentor our smaller organizations. Discussion continued on concentrating on the scholarly aspect of our organization.

Russ also suggested tying membership increase to monies given to States/ Regions/Chapters. When groups are awarded money for local initiatives, those groups will be expected to show an increase in membership. It was also suggested that a new name might attract some new members.

Vicki suggested that the Board think about the support system that is involved in maintaining a larger membership. Supporting the infrastructure to maintain a website, hiring someone to manage a conference for a larger membership, being able to use only larger conference centers instead of hotels and the resulting change in complexion of the conference are some of the considerations that need to be examined. Others pointed out that CRLA would lose the trademark small, friendly identity.

The need to have a database that will handle the ITPC files was discussed. Presently, there is no access to those files of approximately 900 certified programs. Once the database management includes the ITPC files, there will be access to this group of potential members. The current coordinator has a database for the certified programs, but since there is no centralized database, we have been unable to promote CRLA membership to those listed in the ITPC files and thus have been losing money and members. It was noted that once there is a centralized system, conference management including a secure website which will allow online registration will also be facilitated.

Once the system is in place, anyone who earns tutor certification will have to be a CRLA member. When the proposed changes take place, the Coordinator's job description and requirements for certification will change.

It would be emphasized to Tina Barnes, ITPC Coordinator, that Amy is merely the repository for data and that she will be providing solely the infrastructure for the program. Tina will remain in control of the certification program. Amy will provide services to facilitate Tina's job: monthly reports and a record of all certification data, which would allow immediate information about whether a certification request is new, a renewal, and the level of certification.

Valerie asked what steps are needed to bring the inclusion of the ITPC database to fruition. Vicki recommended that the Board look at the proposal and duties outlined by Pat Jonason, then address the duties that are necessary for ITPC and IMPC individual certification. She suggested that the Board adjust the Agenda to bring in the database proposal Tuesday morning. At this point, the Board needs to formulate a standardized process and propose duties. In February, Amy can tell us what it will cost to do what the Board proposes.

Anne-Marie, Dorothy, and Vicki asked the Board if they had satisfied questions from the retreat, and they asked what their charge might be to continue action on the membership increase initiative.

Vicki did point out that not including two recent batches of registrations, there are currently 1143 members of CRLA. One Board member questioned whether that number is sufficient in that typically only half of that number (including new members) attend a conference. The debate continued about optimum size of membership and approaching the membership to get their opinion.

Kate Sandburg's Election Committee Recommendations:

- a. In her April 5, 2006, recommendations, Kate advised that there be "a qualified, official person be a constant source [such as Karen Agee] who creates the actual ballot and bids for the mailing from his/her institution." Karen agreed to continue in that position, but thought the election chair may wish to take over the job. It was agreed that Karen will continue in the role and that it is up to the election chair as to how that ballot will be

distributed. It was emphasized that the election chair needs to notify Karen by December whether Karen should continue in the role or whether the election chair him- or herself wishes to perform those tasks. The Executive Assistant will revise the job description of the election chair.

- b. Kate's other recommendations were that the treasurer and the secretary offices be three-year terms and that elected officers may not be re-elected to a board office.

After much discussion of Kate's concerns and recommendations, the Board agreed to take no action at this time.

c. Topic Three: Delivery Systems *Rick, Ann, and Dorothy*

Ann asked the Board to consider a request that she attend the ATP conference so that she might discuss with them the need for online delivery systems and the feasibility of a collaborative system of providing such. She suggested doing a needs assessment in the form of a member survey. The committee might use a survey similar to that done in 2003 adding questions pertaining to online delivery systems.

Russ suggested that Ann go to the ATP conference to discuss what type of collaboration ATP might like to do. It was suggested that Ann meet with Lynell Williams and Jim Valkenberg. It was noted that having online training may be another reason for having a secure website.

To further the action of this initiative, it was suggested that Ann, as chair of this initiative, approach ATP to discuss a collaborative effort, that she and Dorothy take the current online course offered by ATP to experience that online delivery system, and that Ann contact Cynthia Farrell, a member of the Texas Higher Education Coordination Board, to investigate STAR LINK.

d. Topic Four: Certification *Russ and Karen*

Karen began by discussing several certification programs CRLA might offer. One possible offering might be CEUs. She stated that either Rick's institution or a school in Portland—the University of Portland or Portland Community College—might sponsor a program coordinated with the 2007 conference. Rick will contact the onsite chair, Frieda Campbell-Peltier for the 2007 conference, to see if she might investigate whether the University of Portland or Portland Community College might be interested in offering CEU credit, and he and Frieda would work together on the proposal to offer CEUs at the 2007 conference. Karen thinks it is written in the conference planning manual that the conference chair and site chair are charged with this responsibility. If it isn't, she will make sure that it is added. She also suggested that the Professional Development Committee had earlier recommended instituting a certification of attendance and "course of study" at conferences. It was part of the charge of the PDC to design a program. They were supposed to bring something to the Board for approval. Karen noted that some people are sent by their institutions to research something at a conference and bring information back to the institution. The Board has asked the PDC for a proposal for individual professional certification to fill that need, and they have promised a report on their progress by Saturday, October 21, 2006. There is also a movement toward individual professional development certification. On Oct 21, the PDC should have a report on their progress on a certificate of attendance and on individual certification.

Russ indicated that he will attend the Professional Development Committee's meeting at this conference. He stated that he hopes by the end of the year they have some type of proposal

that comes to the Board to initiate an individual certification program. He stated that many people, including NADE, which is interested in collaborating with us, are excited about individual certification, and he hopes that CRLA is at the forefront. An individual certification program, he noted, will help individuals across the nation. He believes that with the people who are currently on the committee things will move quickly.

Karen suggested that Russ Hodges be appointed assistant or vice chair of the Professional Developmental Committee and that the Board have as part of the Saturday agenda suggesting naming a vice-chair at that Saturday meeting.

e. Topic Five: Continuing Education Credits *Sharon, Karen and Alan*

This topic was addressed above.

f. Topic Six: Collaboration with Sister Organizations *Valerie, Ann, Sharon*

Valerie began the discussion by describing her meeting at TIDE with NADE President, Hilda Barrow. They discussed the collaborative relationship of the two groups in general, and the possible CRLA/NADE symposium in May 2008 in particular. Though Valerie has not met with Lynell Williams, she described a friendly email relationship with her, with ATP, and also with Pindar Naidu of ATP.

Russ noted that it is important that CRLA continue collaborating with NADE, and that he and Hilda, who has approval from the NADE Board, have agreed to continue their discussion about the proposed symposium. So far, tentative plans include having a ½- to 1 ½- day event modeled after the Breckenridge symposium with by-invitation-only institutes targeted toward seasoned professionals. Each of the two organizations probably will need to put up approximately \$5000 as seed money to initiate the event. He suggested that Lonna Smith, Site Selection Chair, or he and Hilda could go to Hawaii to make arrangements with hotels. The next steps in the process include a meeting with Russ and Hilda in spring 2007 after the NADE conference to write a proposal for both CRLA and NADE boards and determining a topic or focus for the symposium. *Learning outcomes* or *outcomes assessment* were two suggestions given to Russ.

It was suggested that other places such as Vancouver also be considered as sites for the symposium. Karen reported also that there may be a conflict with a conference hosted by NCDE, which had to be rescheduled to possibly May 2008, which would conflict with a date tentatively decided on for the combined CRLA/NADE symposium. CRLA will check with Hunter Boylan to coordinate the scheduling of the two events.

Russ agreed to report to the Board after his meeting with Hilda which will most likely take place in April. It needs to be decided, if plans proceed, who will travel to Hawaii to investigate hotels. Russ and Karen (after attending a very productive meeting at ACDEA meeting at the NCLCA conference at which the idea was presented that there are many benefits of creating an organization for everybody in the field all of the merger of all ACDEA organizations) noted that never have relations with NADE have been as good as they are now. Karen suggested that we take advantage of the good relationship with NADE to collaborate on individual tutor certification. Russ suggested that what we propose next is going to the Blue Ribbon Commission to reopen the discussion of collaborating and merging with other member organizations. Frank Christ designed a model months ago and wanted to propose it to NCLCA so that NCLCA and CRLA could collaborate. The Blue Ribbon Commission needs to have a year to gather information from all of the organizations members have to vote on a merger. It was noted that even if agreed on, it probably won't

happen for ten years. Russ suggested that we begin to have meetings with other Blue Ribbon Commission people to begin to brainstorm about what a merger might look like. We might begin with NADE, not at the exclusion other organizations, but continue with NADE now so that we not lose synergy.

Since Valerie has worked with Hilda, the Board wants her to continue in this venue. Vicki pointed out the importance of having key, experienced Board members continue the discussion. Having different people is counterproductive. New Board members can continue to appoint those who have started the discussion.

A discussion of the issue of how to handle the agreement that NTA should not certify post-secondary programs followed. Since Sandi Ayez suggested that CRLA design a formal agreement for her to sign, it was the consensus of the Board was to write up an agreement with the wording that NTA certify no more post-secondary programs. Karen and Gretchen will write this and present a draft to the Board at the October 17 meeting.

Additional discussion included dates and attendance at meetings of sister organizations. The NTA conference is April 14-18, 2007 in Denver. Sharon will attend. The ACDEA meeting is in March. Russ and Sharon will attend. Rick will send a conference ad for their program. It was suggested that Sharon present at their conference and that Tina Barnes should attend as well.

ADJOURNMENT The meeting was adjourned at 6:00.

AGENDA FOR CRLA BOARD MEETING
Monday, October 16, 2006
Hyatt Conference Room
9:00 a.m. to 5:00 p.m.

- 1. Call to Order – Valerie 9:00 a.m.**
- 2. Approval of the Agenda - Valerie 9:05 a.m.**
- 3. Approval of Minutes – Dorothy 9:15 a.m.**
- 4. Treasurer's Report – Ann 9:30 a.m.**
(a special request for reimbursement)
- 5. SIG and State/Region/Chapter Report – Russ 10:00 a.m.**
- 6. Executive Assistant's Report – Karen 10:30 a.m.**
(introducing Gretchen Starks-Martin as the new EA)
- 7. Membership Coordinator's Report – Vicki 11:00 a.m.**
- 8. *NewsNotes* Editor's Report – Anne-Marie 11:30 a.m.**

Lunch at Noon

OLD BUSINESS

- 9. 2006 Conference Report – Sharon 1:15 p.m.**
- 10. Meeting with Hyatt Staff – ALL 2:00 p.m.**
- 11. Wrap Up and Review of Tuesday's Agenda – ALL**
- 12. Adjournment for the Day**

COLLEGE READING AND LEARNING ASSOCIATION

BOARD MEETING

DATE: Monday, October 16, 2006 9:00 a.m. C.D.T
LOCATION: Hyatt Regency on Town Lake, Austin, Texas
MINUTES

MEMBERS PRESENT: Valerie Smith Stephens, President; Sharon Taylor, President-Elect; Russ Hodges, Past-President; Ann Wolf, Treasurer; Dorothy Bonser, Secretary; Karen Agee, Executive Assistant; Vicki Papineau, Membership Coordinator; Anne-Marie Schlender, *NewsNotes* Editor. **GUESTS:** Gretchen Starks-Martin, Incoming Executive Assistant; Pat Jonason, Conference Registrar; Amy Dugan, Dugandata Services.

1. Call to Order President Valerie Smith Stephens called the meeting to order at 9:10 a.m. C.D.T

2. Approval of Agenda A request was made to add discussion of Mike O'Hear's book. Valerie agreed to add the item after the Executive Assistant's report. A proposal by Pat Jonason was also added to the Agenda.

MOTION: That the Agenda be accepted as amended. Ann/Dorothy. MOTION PASSED.

3. Approval of Minutes Dorothy brought amended copies of the September minutes for the Board's approval, and she pointed out additional suggestions for change. After suggested changes by Board members were made, the following motion was made.

MOTION: That the September 8, 2006, Minutes be accepted as amended. Russ/Ann. MOTION PASSED.

4. A Data Management Proposal Pat Jonason, Conference Registrar, in a previous email to the Board, proposed a database management system that would more effectively meet the needs of the organization. She and Amy Dugan were invited to the Board meeting to further discuss the proposal. The system used now, which was designed by Pat's husband Terry, has allowed Pat to take care of the many multi-stage tasks involved in handling conference proposals. In addition, Terry helped Amy convert the CRLA membership database from FilemakerPro to Access, and he has helped convert the *JCRL* database.

For several reasons—including incorporating ITPC and IMPC information into the database—CRLA would greatly benefit from having the system updated. Pat's husband has offered to update the system by providing a comprehensive data management plan as opposed to the specific-needs databases. The new relational database system could tie the conference process with the membership database thereby greatly simplifying the registration process. Pat noted that as exists with the current membership and *JCRL* databases, the data would belong to CRLA and DuganData would continue to have proprietary rights to the system.

She told the Board that if the proposal is accepted, Terry, who has volunteered the fifty to sixty hours needed to implement the process, will need to have consistent contact with Rick, Corrine, Vicki, Amy, Pat, someone who is familiar with conference planning, and someone who is willing to help rewrite the conference planning manual.

The Board agreed that it is time to update the database and that Pat's proposal offers an excellent opportunity for the organization to do so. It was suggested that a study over the next three months be done of what is needed and that a formal proposal be considered at the February Board meeting. Pat will send a formal proposal two weeks prior to the February Board meeting to the Board Officers.

Russ offered to facilitate a meeting between Amy and Tina Barnes to determine the needs of ITPC. A meeting will also be arranged for Amy and Doin Eddy, IMPC Coordinator to determine their needs. He also asked what the Board could do to make Amy's and Pat's jobs easier so that mistakes are not repeated year after year. It was agreed that Rick and Corrine will develop a timeline chart and that Gretchen and Karen will put the conference planning manual in matrix form. Pat asked to be part of that process. It was emphasized that conference planners need to read and follow the conference planning manual.

To allow for a transition to the proposed program, it was agreed that the contract year for DuganData be extended for two months. At that time, the formal proposal will be considered.

The Board complimented Amy and Pat for their hard work and thanked them for all of the service they have so generously provided.

4. Treasurer's Report

Ann reported that for the month of August, 2006, there was a monthly income of \$3,684.20 and monthly expenses of \$4,358.99. There was a loss for the month of \$674.79. The total assets for the month were \$316,985.48. She noted that the CDs are doing well with a rate of almost 4%. For the month of September 2006, there was a monthly income of \$9,875.34 and monthly expenses of \$2,986.95. There was an income for the month of \$6,888.39. The total assets for the month were \$316,055.03.

MOTION: to accept the Treasurer's Report for August and September. Russ/Ann. MOTION PASSED.
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Ann also presented to the Board the printed copy of the CRLA Operating Account 2005 report that she will distribute to the membership at the Second General Session.

Ann thanked Amy for the list of checks that she sends Ann. She noted that Amy is keeping our materials in a format that is easy to understand.

The Board thanked Ann for the excellent job she is doing.

A Special Request for Reimbursement Ann presented the Board with a letter and reimbursement forms submitted by Rosalind Lee, previous site selection chair. Some of the reimbursement requests were from the 2005 Budget. The requests included conference registration fees, expenses incurred as site selection chair, and travel expenses. After examining the previous Board minutes and precedence for similar requests, the Board agreed to cover a part of the original request for a total of \$684.93. Funds will be taken from the 2006 Budget to reimburse Rosalind.

MOTION: to reimburse Rosalind Lee for travel and expenses incurred by Rosalind for services that she provided as Conference Site Evaluator for CRLA. Ann/Dorothy. MOTION PASSED.

5. SIG and State/Region/ Chapter Report Russ will get updated information about new leaders of SIGs and States/Regions/Chapters to Vicki. Russ asked that Board Members volunteer to attend SIG and SRC meetings and to possibly lead the meetings if there were no leader present.

It was suggested that the name change initiative to be mentioned with consistent language in all of the above meetings to get the word out to as many members as possible.

Russ is going to meet with Vicki, Karen, and Rod Trevino to make sure that the leadership disk is designed to include all of the appropriate updated information.

Russ told the Board that he had sent letters to all of the SIGs and SRCs informing them of conference-related activities and requesting annual reports. He received some annual reports from State Leaders, samples of which were placed on the leadership CD. Russ will send a disk containing all of the state reports to Dorothy, other Board members, and to Gladys Shaw for the archives. Russ also hopes to create a historical document recording past information about each State, Region, or Chapter: a list of leaders, a record of activities, and newsletters.

6. Executive Assistant's Report Karen reported to the Board that she had attended the NCLCA Conference October 4 – 7, 2006. She reported that one of the effective techniques the conference committee used was to send weekly notices to the NCLCA and LRNASST listserv members advertising the conference beginning a month before the conference and mentioning a different feature of the conference each time. She added that they also include a list of attendees in the conference program, a practice that their members seem to like. They also included in their conference program a photograph of each institute leader, of their current officers, and past presidents; and they include in their conference packet a volunteer form and annual reports for the organization and for each officer. NCLCA reported that they had certified their first professional learning center administrator, who is starting at Level 2. Karen recommended that CRLA continue a friendly relationship with NCLCA.

She also informed the Board that the conference evaluation form has been set up by Corrine and will be activated and can be used during the conference. The form will be available from October 20 to November 3, 2006. Also session evaluation forms are being printed. She has written a script for Sharon or Alan to present information to the membership. Karen read the script to the Board and gave the copy to Sharon.

Karen also reported that the awards she has purchased cost more than the budgeted amount in the Awards and Scholarship budget. Karen purchased clocks instead of the usual plaques. They cost \$764.90, \$264.90 over the \$500 budgeted. Karen needs Jane McGrath's permission before taking the amount out of her budget. It was the consensus of the Board to approve Karen's request.

Karen reported that she had arranged for printing 700 copies of the ACDEA program which will be distributed at the First General Session. She noted that the host organization pays for the program, but that this item was not put into the conference budget. Karen recommended and the Board supported that CRLA and CASP pay the approximate \$165.00 cost, and she will suggest to Rosemary Karr, Conference Treasurer, that the money be taken out of the "Program" line in the conference budget.

7. Membership Coordinator's Report Vicki presented the *Membership 2006 Annual Report*, noting in the report that 21 SRC and sister organizations received mailings of materials and displays and 32 address lists were electronically sent to SRC and SIG leaders. As of October 1, she filled 157 mailing orders for 279 *Tutor Training Handbooks* and 655 pins. She and Karen took care of purchasing the roll and show displays for conferences, and Vicki updated and printed the membership brochure.

Vicki discussed the printed SRC and SIG report, which gives a breakdown of membership numbers. Overall the SIG membership totals are up and down. SRC numbers over the last seven years seem to be affected by where the annual conference was held. Copies of these reports are attached to these Minutes.

She is working on the mailing schedules for SRCs and other organizations for 2007 and needs input from the Board to have accurate information of what to send and where and when to send it.

In Vicki's report is a proposed change in the mailing system to SRCs and other organizations for 2007. The Membership Coordinator along with SRC/SIG Leader and the Executive Board will collaborate on the mailing schedule. DuganData is the contact to mail out (for a fee) and receive the large and small displays with brochures and small table drape to the SRC and other organizations. Vicki emphasized that the requests for the materials (numbers, where and when items should be sent) should go—well ahead of the event—to her. Amy should not be contacted for this information. A clear chain of command should be communicated to the SIG and SRC leaders so that requests can be processed in a timely manner, and Vicki recommended that a monthly reminder to the SIG and SRC leaders might be a way of keeping the requests up to date. Shipping will be made using the new CRLA Fed Ex account through a mailing service at El Dorado, Kansas, and will also involve a fee. Organizations with a CRLA representative will be sent a large display, small drape, and brochures. SRCs will be sent a small display, small drape, and brochures. She noted that the drapes and roll and shows are expensive, so we need to make sure that they are carefully tracked. Amy will determine how much should be charged to process and to distribute the materials. Valerie's role as SIG/SRC leader will be to communicate with those leaders to coordinate the process.

Vicki reported that 2500 new brochures promoting CRLA and the Portland Conference were printed in the past month. She also noted that membership has increased over the past year by 130. During the last five years, we averaged 200 – 265 new members and 600 – 900 renewals each year, numbers again being affected by conference location.

A reprint of the *Tutor Training Handbook* will need to be considered this winter as there are fewer than 150 in inventory. During the last two years, we have sold just fewer than 300 books each year. (The initial printing of 500 was in March 2003 and a second printing of 1000 was in March 2004.) Bids for this third printing (tax included) are 300 copies @ \$9.86 each; 400 copies @ \$9.21 each; 500 copies @ \$9.07 each; and 600 copies at \$9.00 each. Since some board members may be interested in revising the handbook and editing a new edition, Vicki requested direction in helping the Board calculate how many books are needed in the interim. Discussion continued about the need for revising the *Handbook*, and it was the consensus of the Board that Vicki proceed with an order of 500 copies to tide us over until a decision has been made about a revision.

Vicki thanked Ann for the CRLA Fed Ex account that she established to ship materials to and from conferences. Vicki asked Valerie to ask board members who are not present to carefully

read Vicki's reports. She also emphasized the importance of following protocol by directing membership requests to her.

8. NewsNotes Editor's Report Anne-Marie distributed an updated schedule for content and publication of *NewsNotes* for the following year. She added an editorial that she would like to write and legislative updates each month. The President and President Elect will have columns in every issue. She will add LISTSERV information each issue and will feature a SIG each issue. In the next issue, an article by Jane McGrath, photographs and backgrounds of the ACDEA Award Winners, and the keynote speech and speaker will be featured. Board members suggested that she add the call for proposals. Anne-Marie clarified the content of "Membership Memories." She is asking Gene Kersteins and Frank Christ to write articles, and she will also include an article on "How to Write a Proposal." The pros and cons of a name change for CRLA will also be featured in each issue.

OLD BUSINESS

9. 2006 Conference Report Sharon reported on the location of storage in the hotel. She also reported that only Rosemary, Pat, and Ann will be given access to make copies. It was discovered that the "Grab and Go" lunches do not contain a drink and that adding one will cost \$2.50 for each lunch. Since the hotel is charging about \$25.00 for each lunch, there is a \$7.00 loss for each one.

Sharon also noted that the Second General Session needs to end promptly as the drayage people need to set up the room immediately.

The Saturday Board Meeting will be held from 1:00 to 4:30.

Pat and Amy have a list of sixty presenters who are not registered, which they will get to Sharon so that the list can be matched with correspondence Sharon has received from these people.

10. Meeting with Hyatt Staff Board members and the conference committee of CRLA and CASP met with the Hyatt staff.

11. Wrap Up and Review of Tuesday's Agenda

12. Adjournment

College Reading and Learning Association
Balance Sheet
End of Month – August 2006

Assets:

Certificates of Deposits	\$185,992.43
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Beginning Balances:

Operations Account	\$ 93,903.97
Conference Account	\$ 8,648.13
Conference Treasurer Account	\$ 15,590.08
Savings Account	\$ 13,525.66

Income:

Scholarships	\$ -
Membership Dues	\$
Interest Income	\$ 9.20
Tutor Certification	\$ 2,350.00
ITPC Pins	\$
Misc Income	\$ -
SIG Income	\$
Mentor Certification	\$
JCRL	\$
Tutor Handbook	\$
Learning Assistance Monograph	\$
Royalties	\$

Total Operating Income	\$ 2,359.20
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Total Conference Income	\$ 1,325.00
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TOTAL INCOME	\$ 3,684.20
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Monthly Expenses:

General Board	\$ 483.44
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General Organization	\$ 207.14
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Publications	\$ -
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Committees	\$ 116.94
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Membership/States and Regions	<u>\$ 609.13</u>
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TOTAL OPERATING EXPENSES	\$ 1,479.65
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Conference Expenses	\$ 2,879.34
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TOTAL EXPENSES	\$ 4,358.99
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Net Monthly Income(Loss)	(\$ 674.79)
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Assets At End of Month	\$316,985.48
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Prepared by Ann Wolf, treasurer October 1, 2006

AGENDA FOR CRLA BOARD MEETING
Tuesday, October 17, 2006
Hyatt Conference Room
9:00 a.m. to 5:00 p.m.

1. Call to Order- Valerie 9:00 a.m.
2. Approval of the Agenda - Valerie 9:05 a.m.

OLD BUSINESS CONTINUED

3. 2007 Conference Report - Rick 9:10 a.m.
4. 2009 Conference Report – Valerie 10:00 a.m.
5. Appointment of PALS Liaison – Valerie 10:15 a.m.

Lunch at Noon

NEW BUSINESS

6. Report from the ACDEA Meeting – Karen 1:15 p.m.
7. *Journal of Developmental Education* Offer – ALL 2:45 p.m.
We will give our final decision to Barbara on Saturday.
8. Formal Approval of Evaluation Form – ALL 3:15 p.m.
9. Review of Conference Flow Charts and Leadership Meeting Agenda – ALL 3:40 p.m.
10. Wrap Up and Closing Remarks – Valerie 4:40 p.m.
11. Adjournment for the Day – 5:00 p.m.

COLLEGE READING AND LEARNING ASSOCIATION

BOARD MEETING

DATE: Tuesday, October 17, 2006 9:35 a.m. C.D.T.

LOCATION: Hyatt Regency on Town Lake, Austin, Texas

MINUTES

MEMBERS PRESENT: Valerie Smith Stephens, President; Sharon Taylor, President-Elect; Russ Hodges, Past-President; Ann Wolf, Treasurer; Dorothy Bonser, Secretary; Karen Agee, Executive Assistant; Vicki Papineau, Membership Coordinator; Anne-Marie Schlender, *NewsNotes* Editor. **GUESTS:** Rick Sheets, Incoming President-Elect; Gretchen Starks-Martin, Incoming Executive Assistant; Amy Dugan, DuganData.

- 1. Call to Order** President Valerie Smith Stephens called the meeting to order at 9:35 a.m. C.D.T.
- 2. Approval of Agenda** A request was made to add a 2006 Conference Report to the Agenda as well as a discussion of Mike O'Hear's book with guest Jan Norton, and a draft of the memo to the National Tutoring Association. The conference report was added to the first item under Old Business, and the latter two items were added after the ACDEA report.

MOTION: That the Agenda be approved as amended. Dorothy/Ann. MOTION PASSED.

OLD BUSINESS (CONTINUED)

3. 2006 Conference Report Sharon reported that she went through her records to trace a list of sixty potential non-registered presenters. Of the sixty, Sharon reported that only two or three may pose a problem as she has not heard from them nor other presenters in their group. For two of the listed non-registrants on the list, we have already cancelled Institutes and one presenter is a known late registrant. Sharon reported that Linda Callan and Debbie Perez are working on a neon-colored insert that will be placed in all of the conference bags both announcing cancellations and changes and advertising Session 99. A Board Member will be at the door of any of the questionable sessions or institutes just in case the as-of-yet non-registrants do not show. It was suggested that in the future, the proposal submission forms clearly state that an accepted presenter—this includes ALL presenters of a session or Institute—MUST pre-register for the conference and that perhaps, to accommodate the acceptance timeline, that we have a separate registration deadline and form for presenters. This form could also include AV needs. Amy also pointed out the need for a way to handle those presenters who do show up, but have not registered. This led to a discussion of the importance of wearing the name badge handed out in the registration materials. It was decided that the chairs of the Chair Orientation sessions will also inform their audience that they should tactfully inform a presenter that s/he should go to the registration desk to obtain a name tag before the presentation begins. Karen agreed to write a script for the Chairs of these sessions so they know what to look for and what to do. Russ also suggested signs informing non-registrants to register, communication with the CASP people about this policy, and an exchange of Board Member cell phone numbers to keep one another apprised of any potential problems. Amy suggested also that Valerie mention the policy of wearing one's name badge at the First General Session.

Amy also asked that the Board clarify the policy of maximum number of exhibitors from one company included under one registration fee. This year, one exhibitor brought twelve people. The Board agreed to look into previous policy to clarify the issue.

Ann noted that there was a discrepancy with the food and music offering Thursday evening. It is listed in the program, but it is not listed in the budget. The Board recommended that Ann,

Rosemary Karr, Alan Constant, and Debbie Perez meet at noon to resolve the discrepancy. It was thought that since the authors' signings were being held at the same time, it was best that there is no music even though it was advertised. Sharon also informed the Board that she has twelve Barnes and Noble gift cards, donated by her university president, four to be awarded at each of the special events.

Sharon distributed copies of the Agenda for the Saturday, October 21 Board Meeting. At his request, Rick will give his report just before the ACDEA report.

4. 2007 Conference Report Rick informed the Board that he will be working on the proposal submissions in January. He asked the Board to think about his recommendation that the decision of determining the conference strands be removed from the hands of the President Elect and, instead, be standardized to match the SIGS. Doing so would make a connection that we don't already have, would involve SIG leaders as program committee members, and it would focus presentations and Institutes on academic areas rather than alignment with a temporary theme. Amy made the point that it would be easier for standardizing the program information. Rick will make a formal proposal Saturday.

Rick would like to assemble his program committee and welcomed several enthusiastic volunteers from the Board. He also clarified that he should send a letter of confirmation to keynote speaker, Skip Downing. Rick submitted a recommendation for the Board's approval that he contact Jane Jarrow to be the speaker at the On-to-2008 Brunch. Several Board Members, who are aware of Jarrow's contributions to the profession enthusiastically supported Rick's choice.

MOTION: That Rick Sheets be authorized to contact Jane Jarrow as a potential speaker at the 2007 conference brunch. Dorothy/Sharon. MOTION PASSED.

Since wristbands advertising the 2007 conference will be handed out at the registration table, Vicki questioned Rick about *when* they should be handed out. Discussion ensued about when the promotion should take place as previously some conference committee members have not wanted the next conference being advertised before the first one is well underway. Arguments were presented on both sides, and it was decided that we should talk with the CASP members before making a decision. Ann noted that it had not yet been decided where the monies would be taken to purchase the wristbands. Russ suggested that we first clarify where that \$310 item be placed in the CRLA budget and then talk with CASP to see if they would be offended if the wristbands were handed out. Ann noted that in the 2007 Budget, she will have to increase the line item to accommodate the expense. It was suggested that Rick talk with Sharon Pate and Santiago Silva about the timing of handing the wristbands out.

MOTION: That the promotional items for Portland 2007 be taken from the Line Item 5046 from the Operating Budget and that Rick Sheets will talk with Sharon Pate and Santiago Silva regarding the timing of handing them out. Russ/Ann. MOTION PASSED.

The Board welcomed Jan Norton at this time, and she was congratulated for becoming the new CAS representative. Russ also thanked the Board for the beautiful basket of flowers sent to him.

5. 2009 Conference Report Valerie reminded the Board how lucky we are to have Lonna Smith, our Conference Site Evaluator. Lonna is in transit back from Richmond, a site she is investigating for the 2009 conference. Valerie noted that it appears that we have two choices for that year: Richmond and Atlanta. She has a letter of institutional support from Randolph Macon for Jenny Bruce and Jack Tremmel, who would be site chairs in Richmond. Mike Kelleher, a new member, has also submitted a letter of institutional support for being the site chair in Atlanta. Valerie noted that both sites would be excellent choices. Valerie suggested that the discussion would continue

after Lonna returns from Richmond and gives her report. It was noted that Lonna has not yet investigated Atlanta.

6. PALs Committee At great length, the Board discussed and carefully reviewed last year's recommendation about the continuation of the Professional Association Liaisons Committee and examined the original intent of the PALs Committee. Discussion occurred about whether, in the age of ACDEA (even though the current members of PALs represent a different group of organizations), there is a need for this kind of liaison. It was also noted that the committee has been inactive for a number of years. For example, it was noted that no reports had come from the committee to the Board and there has been only one report submitted to the newsletter. They are not liaising with Boards of other organizations, as was the original intention, but are serving an information gathering function that any member of CRLA might serve. When Kathi Bartle Angus was appointed to her position as chair of the committee in June 2004, the Board agreed to continue the discussion of whether that forum had served its purpose. It was also noted that Kathi had been given a directive three years ago by the Board to come up with a plan of action for the committee and that no plan of action had been received. Ann noted that the Board had approved \$1500 for PALs and that \$1000 has been used by one person for travel. It was noted that because of the PALs liaison with IRA, CRLA has a guaranteed position to present at their conference. The last CRLA President to have presented was Pat Jonason. Since then, Patricia Mulcahey-Ernt has done the presentations. It was suggested that in place of PALs a call be put out to the general membership for individual members to act as liaison with other groups or that SIG members could act as liaisons. Other options offered were to continue the committee, to transform the nature of PALs by including Board-to-Board contact in some other forum, to invite the members of other organizations to share information via an article in the newsletter, or to ask SIG members to share information they receive from other organizations. The following motion was then made.

MOTION: After reviewing last year's recommendations about the continuation of the Professional Association Liaisons Committee, that the PALs Committee be dissolved. Dorothy/Sharon. MOTION PASSED.

Valerie will inform Kathi Bartle Angus of the Board's decision. It was also suggested that discussion about what venue might serve as a liaison between CRLA and other organizations continue at a future Board Meeting.

NEW BUSINESS

7. Mike O'Hear's Book Since Jan Norton had to leave the meeting before discussion of Mike O'Hear's book, Russ and Karen gave the Board a brief history of how the book evolved from a publication suggested by then CRLA President, Tom Dayton, of peer reviewed chapters written by several experts in the field to a book that was rewritten by Mike. H and H Publishing had originally asked that the book be a collection of chapters written by Mike as the lead author and including work of several other authors. Mike asked CRLA to endorse the book, so Russ arranged to have peer reviewers take a look at the book. A committee, including Karen Agee and Jan Norton, was formed to make editing suggestions, and that committee found that only a major rewriting would make the book worthy of endorsement and publication. The committee sent many suggestions to Mike to make changes. In 2005 the Media Board also declined to endorse the publication. Karen reported that the Board at that time decided to move forward with the book and asked Karen and Jan to see if changes had been made to the manuscript in light of the 2003-2004 review. The committee found that only a major rewriting could accommodate earlier and ongoing concerns and declined to recommend the publication for CRLA endorsement. The Board at that time, in spite of its great respect for the editor and authors, did not endorse the book for publication. Just previous to this October 2006 Board Meeting, Mike has asked the Board to reconsider publication of the book and requests that Jan and Karen meet with Rachelle Darabi at the 2006 conference to negotiate issues. The following motion was then made.

MOTION: that at Mike O'Hear's request, Jan Norton and Karen Agee meet with Rachelle Darabi, one of the original authors of the publication, and that the Board request a report at the Board Meeting, Saturday, October 21, 2006. Russ/Ann. MOTION PASSED.

8. Report from the ACDEA Meeting Karen reported that at the ACDEA meeting at the NCLCA Conference October 6, 2006, Hunter Boylan, Chair of the Council reported that member organizations may not have to pay the \$500 dues in February as there is a current balance of \$7824.36 in their reserve fund. We may, therefore, not need that line item in our Operating Budget. Karen reported that expenditures are very carefully documented. One expense that may be incurred by ACDEA is setting up a website containing calendars of events and password protected minutes of previous meeting. Valerie reported that, at ACDEA's request, she had submitted CRLA information to be placed the website, but has not heard anything.

Added to the agenda of the meeting was the subject of tutor certification. Lynell Williams, representing ATP, suggested that to avoid a duplication of services, a matrix be created indicating which organizations are doing different types of tutor certification. Lynell will design the matrix and send it to Hunter, who will send it to Valerie who will forward it to Russ and Sharon so that they can take copies to the ACDEA meeting at NADE. Hunter asked that it show "distinguishingly different" features of each program.

During the "Discussion of Actions" portion of the meeting, the subject of supporting the development of graduate students in our profession was addressed. Each member agreed to report to his or her respective board on the list, "Actions To Support Graduate Student and New Professional Participation in the Field," that was distributed at the ACDEA meeting. Each member committed to making a good faith effort to add items to the list and to indicate what his or her organization is currently doing. Karen distributed copies to the CRLA Board Members. It was agreed by the CRLA Board, that we are doing some of the ten action items (1 and, in part, 7) and that we can initiate some of the other items (2, 3, 4, and 9) in 2007. Karen also suggested that we could add to the list by agreeing to have mentors, for example from the Past Officers' Council, to mentor students in any one of the graduate programs. We could appoint a *mentor coordinator* and elicit mentors for the program by advertising in the newsletter.

MOTION: that the CRLA President appoint a Mentor Coordinator to solicit mentors, provide a mentor list to graduate programs in the field, and facilitate communication between mentors and graduate programs. Dorothy/Ann. MOTION CARRIED.

The job description, length of service, and selection process will be determined later.

Karen also told the Board that Hunter Boylan reported that because of a legal conflict in Puerto Rico, the 2007 NCDE Research Conference will have to be postponed to either May or September 2008. All of the ACDEA associations have been invited to be co-sponsors of the conference. Advertising will be paid by NCDE; we will be sponsors in name only. It was the consensus of the Board to agree to co-sponsor the NCDE Research Conference in Puerto Rico if it does not conflict with the proposed CRLA/NADE symposium or our conference with the understanding that CRLA incurs no monetary obligation. It was also agreed that CRLA understands that it will provide a representative of the CRLA Board to make a presentation. The Board agreed that the proposed CRLA/NADE symposium could be postponed to 2009 if the NCDE conference is scheduled for May. Russ suggested, and the Board agreed, that before the Board take action on the above discussion, the matter should be discussed with Hilda Barrow, President of NADE.

There was also concern expressed at ACDEA that of the larger groups (CRLA and NADE) should not be nominating Fellows every year. Hunter noted that CRLA and NADE usually nominate the greatest number of Fellows followed by NCLCA, NTA, and ATP. It was noted that the number of nominees submitted by any group should not matter as the candidates' membership is never identified after they have been nominated. Karen suggested that CRLA not send three nominations this year in light of the fact that we nominated three in 2006 and all three were accepted. Karen proposed on CRLA's behalf that the nomination timeline be actually followed by ACDEA and that nominations that do not meet the February 15, 2007, deadline be considered for the next year. Hunter noted that CRLA alone has always been on time with nominations. The group agreed to adhere to the timeline.

Karen distributed copies of a "Protocol for Sharing Conference and Other privileges Among ACDEA Organizations" to remind Board Members what the original agreement among the ACDEA organizations contains. Anne Marie may directly contact (and copy Rick on her communications) member organizations to put articles in *NewsNotes*. Our news articles can also be sent to other newsletters as well.

It was suggested by Lynell Williams of ATP that there be a rotation of ACDEA meetings among the five member organizations: NADE, ATP, and NTA in the spring and NCLCA and CRLA in the fall. NADE will host the meeting in spring 2007, ATP in spring 2008, and NTA in Spring 2009; CRLA will host the meeting in fall of 2007 and NCLCA will host it in fall of 2008.

The issue of the email agreement as stated in the "Protocol" was discussed. Karen expressed concern about the "dirty" email lists (from NADE) and overuse of CRLA's list (by NCLCA). NADE does not communicate with members via email, according to Hilda, because of those firewall bounce-backs, so we should mail our communications. Karen had suggested that the protocol be revised to state that each group would send two communications annually from each other association to its own members in the method customary to that group. That proposal was not accepted. NCLCA reserves the right to mail communications directly to our members. was that each group would get the document to mail and mail it to its members in the method customary to that group. Karen hopes that Russ can talk with Hilda about electronic mailing and dirty lists. Amy noted there were about 400 bounced emails from the NADE email list and that she, in contrast, has a method in place to continually update the CRLA membership list to remove inaccurate addresses. Russ noted that it is important but courteous to notify each group of deadlines and timelines for mailing. Karen hopes that the agreement to share email or communication lists is negotiated with each organization one by one in the next couple of months so that it will be worked out by email before the ACDEA meeting at NADE.

Karen noted that a possible name change for ACDEA—Council of College Learning Associations—was introduced at the meeting. Hunter noted that there are political reasons that "developmental education" shouldn't be removed from the title. Karen asked him to send a list of them to the ACDEA members so that they could be discussed at the ACDEA meeting at NADE.

The original purpose for creation of ACDEA was only in part to improve relations between CRLA and NADE; the more important purpose is to accomplish together the goals we cannot achieve separately. Karen asked the Board to come up with a political agenda for ACDEA to undertake.

9. Draft of the Memo to the National Tutoring Association Valerie asked the Board to review a letter that had been drafted by Karen and Gretchen to be sent to and signed by Sandi Ayez of NTA and returned to Valerie by October 31, 2006. If the Board approves the letter, Valerie will send the it promptly when she returns home after the conference. The "Memorandum of Understanding" is attached to these Minutes. The following motion was then made.

MOTION: that Valerie send the "Memorandum of Understanding" to Sandi Ayez, Executive Director of NTA. Russ/Ann. MOTION PASSED.

10. *Journal of Developmental Education Offer* Valerie asked the Board to review the agreement for discounted subscription rates to *Journal of Developmental Education* and *Research in Developmental Education* sent to them earlier from Barbara Calderwood and then vote on whether to accept the agreement or not. Barbara will meet with the Board on Saturday to have the agreement officially signed. The following motion was made.

MOTION: to accept the 2006 proposal from Barbara Calderwood for reduced subscription rates to *JDE* and *RIDE* for CRLA members. Ann/ Dorothy. MOTION PASSED.

11. Formal Approval of Conference Evaluation Form Valerie also asked for the Board's formal approval of the electronic evaluation form. The Board had looked at copies previously emailed.

MOTION: to approve the electronic conference evaluation form designed by Anna Crockett. Dorothy/Sharon. MOTION PASSED.

12. Approval of the Instructions Written to Chairpersons Regarding Wearing Name Badges Karen asked for the Board's approval of instructions she has written for chairpersons of sessions whose presenters may not be registered for the conference. Karen read the protocol to the Board for approval of the language.

MOTION: to approve the language written for instructions to be given to the session chairs regarding presenters who have not registered for the conference. Russ/Ann. MOTION PASSED.

Valerie thanked Karen for drafting the instructions.

13. Review of Conference Flow Charts & Leadership Meeting Agenda Much of the rest of the meeting was spent reviewing and adjusting conference flow charts for the several public forums and the Leadership Meeting. Karen reviewed the parliamentary procedure that will be followed during the General Sessions.

14. Wrap up and Closing Remarks Valerie thanked the Board for all of their support and hard work during her term as CRLA President. The Board, in turn, thanked Valerie for her dedication and service.

15. Adjournment

MOTION: to adjourn. Russ/Dorothy

The meeting was adjourned at 6:10 C.D.T.

COLLEGE READING AND LEARNING ASSOCIATION

BOARD MEETING

DATE: Thursday, October 19, 2006 11:30 a.m. C.D.T.
LOCATION: Hyatt Regency on Town Lake, Austin, Texas
MINUTES

MEMBERS PRESENT: Valerie Smith Stephens, President; Sharon Taylor, President-Elect; Russ Hodges, Past-President; Ann Wolf, Treasurer; Dorothy Bonser, Secretary; Vicki Papineau, Membership Coordinator; Anne-Marie Schlender, *NewsNotes* Editor; Rick Sheets, Incoming President-Elect. **GUESTS:** Kathi Bartle Angus, Patricia Mulcahy-Ernt, Malcolm Van Blerkom, Representatives of the Professional Association Liaison Committee.

- 1. Call to Order** President Valerie Smith-Stephens called the meeting to order at 11:35 a.m. C.D.T.
- 2. Approval of Agenda** Valerie called the Board meeting at the request of the Professional Association Liaison Committee to address two items: discussion of a request to revisit previous action taken by the Board to dissolve the PALs and recommendations for a solution. Russ requested that a decision about the award to a hotel employee for exemplary service be added to the Agenda.

MOTION: to approve the Agenda as amended. Russ/Ann. MOTION PASSED.

- 3. Professional Association Liaison Committee Action** Kathi Bartle Angus opened the discussion by giving the history of the founding of the committee, of her appointment to chair it, and of the past action of the committee. She noted that the procedure taken by the Board to dissolve the committee was distressing.

Patricia Mulcahy-Ernt focused her concern on the perceived misconception of the purpose of the PALs. She noted that ACDEA and PALs have two very different purposes, the latter not being a Board-to-Board liaison. She stated that Kathi has done an incredible job, and that the dissolution was made without all information.

Karen presented a historical Board perspective of the purpose of the PALs, stating that several Boards decided that the committee should have a Board-to-Board liaison. Since the coordinator's term ended after the 2006 CRLA Conference, the position was not advertised.

Discussion continued about the purpose of the committee, whether it was fulfilling that purpose, the expense of supporting the committee, and whether to revisit the previous action taken by the Board to dissolve the committee. The recommendation was made that the committee be reinstated and that committee members would establish goals that are compatible with the goals of the Board.

MOTION: to reinstate the Professional Association Liaison Committee with Kathi Bartle Angus as chair for one year during which time Kathi will work with goals for the committee to be created by the Board. Sharon/Ann. MOTION PASSED.

- 4. Award for Outstanding Service** Russ suggested that the Board consider a recommendation by Alan Constant and others that George Jones be given the Outstanding Service Award.

MOTION: that George Jones receive the Outstanding service Award and that he and his wife be invited to attend the Awards Banquet. Russ/Sharon. MOTION PASSED.

Further discussion ensued about the many hotel employees whose service was outstanding.

**MOTION: that the Board establish a list of other employees to be added to the list of those being honored for outstanding service and honor those employees with certificates.
Dorothy/Ann. MOTION PASSED.**

Board members will design a list at the Saturday Board meeting, and Amy will be asked to print certificates for the winners.

5. Adjournment The meeting was adjourned at 11:35 a.m.

AGENDA FOR CRLA BOARD MEETING
Saturday, October 21, 2006
Hyatt Conference Room
1:00 p.m. to 4:30 p.m.

- 1. Call to Order – Sharon 1:00 p.m.**
- 2. Approval of the Agenda - Sharon 1:05 p.m.**
- 3. Conference Site Evaluator Report – Lonna Smith 1:10 p.m.**
- 4. Professional Development Committee Report – JoAnn Carter-Wells**
- 5. CRLA Board Schedule 1:30 p.m.**
 - a. Spring Board Meetings**
 - b. Representations at Sister Organizations**
 - **Winter Institute:**
 - **NADE: Russ and Sharon**
 - **ATP: Ann Wolf**
 - **Others**
 - c. Future Conference Calls**
- 6. Request for CRLA Board – David Caverly 1:45 p.m.**
- 7. Elections Committee Report – Russ Hodges 2:00 p.m.**
- 8. *Journal of Developmental Education (JDE)* – Barbara Calderwood 2:15 p.m.**
- 9. CRLA Nominees for ACDEA Fellows (3/15/07 deadline) Karen Agee 2:30 p.m.**
- 10. Mike O'Hear's Book – Karen Agee 3:00 p.m.**
- 11. 2007 Conference Report – Rick Sheets 3:15 p.m.**
- 12. Webmaster Report – Corrine Johnson 3:30 p.m.**
- 13. Conference Registrar Report – Pat Jonason 3:45 p.m.**
- 14. 2006 Conference Report – Sharon Taylor 3:45 p.m.**

NEW BUSINESS

- 15. Assistant for the Treasurer – Ann Wolf 4:00**
- 16. Final Remarks – ALL 4:20**
- 17. Adjournment 4:30**

COLLEGE READING AND LEARNING ASSOCIATION

BOARD MEETING

DATE: Saturday, October 21, 2006 1:00 p.m. C.D.T.

LOCATION: Hyatt Regency on Town Lake, Austin, Texas
MINUTES

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:** Russ Hodges, Election Chair; JoAnn Carter-Wells, Professional Development Committee Chair; Corrine Johnson, CRLA Webmaster; Pat Jonason, Conference Registrar; Lonna Smith, Conference Site Evaluator; Karen Agee, Past Executive Assistant; David Caverly, Professor, Department of curriculum and Instruction, Texas State University; Barbara Calderwood, NCDE, Assistant Director of Publications.

1. **Call to Order** President Sharon Taylor called the meeting to order at 1:10 C.D.T.
2. **Approval of Agenda** Sharon Taylor informed the Board that David Caverly requested to be moved earlier than originally scheduled in the Agenda. It was also requested that we add nominations to the list of honorable mention award winners for exemplary hotel service to the Agenda. Sharon added the item under Other in New Business. Vicki Papineau requested that Conference Details be added under the Conference Registrar's report.

MOTION: to approve the Agenda as amended. Dorothy/Rick. MOTION PASSED.

3. **Conference Site Evaluator Report** Lonna Smith reported that she had investigated Richmond, Baltimore, and Atlanta as 2009 conference sites. Only one hotel in Richmond, a Marriott, is viable. Although finding no other hotels that suit our needs in Richmond that would provide an effective source of negotiations with the Marriott, Lonna reported that she did receive a good first cost estimate at the Marriott. Terri Massey-Burrell and Lonna agreed that Baltimore is probably not a likely choice for 2009, and in talking with Mike Kelleher, a potential site chair in Atlanta, Lonna agreed with Mike that since he will be completing his doctorate near the time of the conference, it would probably be best to wait to have a conference in Atlanta.

Lonna made three suggestions for the 2009 site selection:

- a. Investigating Williamsburg, which is one hour from the airport, for reasonable hotel costs if the Convention and Visitors' Bureau will pay for her trip, so that she might have more negotiating power with the Richmond Marriott.
- b. Present the Marriott contract to the Board to consider and not visit Williamsburg.
- c. Hold off on any decision on the Richmond/Williamsburg area and look at other sites.

It was the consensus of the Board that Lonna negotiate with the Marriott in Richmond, check out Williamsburg if she finds hotels under \$150 per night, and consider other sites if the first options are not workable.

Karen Agee suggested that the hotel quotes Lonna gets include all taxes and other fees so that one can see the total charge. Rick also suggested that both the usual hotel rate and the conference rate negotiated by CRLA be posted on the conference website so that members can see the difference.

Lonna asked the Board if she might also do a straw poll on LRNASST to get input on future site possibilities, including using a resort as a possible site.

4. Professional Development Committee (PDC) Report JoAnn Carter Wells gave the following report.

At the PDC two-session workshop held October 18 and 21, the committee designed operating guidelines and made preliminary decisions based on interaction with people such as Emily Payne and Sandie Crawford, who have developed similar procedures. The following points have been taken verbatim from JoAnn's written email report, the entire version, sent via Sharon Taylor to the Board, is attached to these Minutes.

1. The certification process will need to evolve over 1-3 years with various staged timelines.
2. It will need to be simplified and streamlined.
3. There will need to be a dedicated CRLA administrative person for implementation and definite financial commitments from the board.
4. We will not create a process that will conflict with other organization efforts - such as NCLCA.
5. Even though there is uncertainty with organizational issues such as the name and umbrella involvement, we believe that we need to proceed and take leadership here with a process.
6. Once established, market forces will propel this structure and will automatically create incentives for involvement.
7. Involvement in the initial development of this process requires membership in CRLA as this is a CRLA initiative.

.....
Finally, essential administrative items impacting the CRLA infrastructure include:

1. submission procedures
2. timelines
3. fees
4. database development and tracking procedures
5. rater training and rater selections
6. central stable point person and funding base
7. Dedicated web presence for information and submission, etc. like conference registration, etc.
8. Obviously other items as we continue to consider the implications of developing this new protocol.

David Caverly will set up a Discussion Board on TRACS. Corrine asked Dave and JoAnn to send information they want to be on the web page. JoAnn responded to questions from the Board Officers considering a timeline. It was recognized that would take a year to develop the program and a year of operation before the first certificates could be awarded in 2008. Discussion continued about the importance of grassroots input from SRC and SIG leaders. The committee is looking to the Board to recommend a fee schedule. Russ made the recommendation that JoAnn and Dave make up a budget to present to the Board. The Board noted the advantage of having both Sandie and Emily on the committee. Sharon asked that Sharon Pate be added as well.

Russ thanked JoAnn for her work and for presenting her report at the October 21 Board Meeting.

5. Request for CRLA Board David Caverly presented the Board with a request to send a needs assessment survey to the CRLA membership. The purpose of the survey is to determine what professionals involved in developmental education or in fields related to that area would like to see in a proposed Ph.D. program in Developmental Education such as the one that may be created at Texas State University. Discussion ensued about who would send the eblast (CRLA or David) and the accuracy of the use of "National" in the title of the survey. Board Members requested that they be sent a copy of the survey and that an introduction be written to show that they have given permission for its use before making a decision on the request at the November Board meeting. Karen suggested that the Board needs to discuss general policies regarding sharing the membership list regarding requests such as this one which supports research in the field. David agreed to email the survey to the Board.

6. CRLA Board Schedule: ALL

- a. Spring Board Meeting** The consensus of the Board was to meet in Portland either February 1 – 3 or February 8 – 10, 2007, to meet on Friday and Saturday with a possible Sunday morning meeting in either of those weeks. Rick will check with the hotel in Portland to determine the better dates.
- b. Representation at Sister Organizations** Board representation was established for the following meetings:
 - Winter Institute:** Russ (Karen asked that the CRLA display boards and materials be more prominently placed.)
 - NADE:** Russ and Sharon
 - NTA:** Sharon
 - ATP:** Ann
 - NCLCA:** It was suggested that if Tina Barnes can attend NCLCA, that she represent the Board, and if she cannot, that a representative from the committee be sent. Sharon will contact Tina to see if she will be able to attend and perhaps present a pre-conference institute. Rick agreed to attend if neither Tina nor a representative from the committee can attend.

Discussion continued about representation at State/Region/Chapter meetings.
Vicki distributed a record of activity in upcoming SRC meetings, to be updated by Valerie for the Board.
- c. Future Conference Calls** Times were established for three future Board Meetings: 3:00 – 5:00 E.S.T Friday, November 10, 2006; Friday, December 8, 2006; and Friday, January 19, 2007.

7. Election Committee Report Russ reported that the Election Committee had met and that they are still looking for additional candidates for President Elect and Secretary. He will give a report on their recommendations at the November Board Meeting.

8. Journal of Developmental Education (JDE): Barbara Caldwell Sharon signed the "Discounted Subscription Arrangement" which allows CRLA members to receive discounted subscriptions to the *Journal of Developmental Education and Research in Developmental Education*. A copy of the agreement is attached to these Minutes.

9. CRLA Nominees for ACDEA Fellows Karen asked that the Board consider nominating Russ Hodges for ACDEA Fellow. Russ declined. Vincent Tinto, Robert McCabe, and Wilbert McKeatchie were also suggested. After discussion, the following motion was made.

MOTION: that Robert McCabe and Vincent Tinto be nominated by CRLA to the ACDEA Fellows. Valerie/Ann. MOTION PASSED.
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10. Mike O'Hear's Book Karen reported that she and Jan Norton met with Rachelle Darabi as suggested by Mike. After a lengthy discussion about the original intention and format of the book and the history of suggested changes that had exchanged among the authors, the editing committee, the Media Advisory Board, and Mike, Rachelle suggested that the project be ended. Karen recommended releasing the publication to Mike, as discussed at an earlier Board meeting. The Board agreed to finalize a decision by making a motion at the November Board Meeting.

11. 2007 Conference Report

MOTION: to take the conference strands out of the hands of the President-Elect, standardize them by making them correlate to the SIGs, and to make SIG leaders a part of the program committee. Rick/Dorothy. MOTION DID NOT PASS.

Discussion ensued about the above motion. Although the Board recognized merit in standardizing the strands, it was thought that doing so might limit the freedom of the President-Elect to select strands and it might negatively affect the numbers and types of presentations that might be submitted. It was also generally agreed that the proposal might make it harder to find SIG leaders, that making SIG leaders a part of the program committee might give the incorrect message that the SIG leaders are endorsing certain proposals, and that a system would have to be worked out so that SIG leaders would not rate their own proposals. Corrine suggested that the ideas proposed in the motion be instituted as a pilot project for the year and that the Board revisit Rick's recommendation after the 2007 conference.

12. Webmaster Report Corrine informed the Board that she will not serve as Webmaster after her current term. Because maintaining the site as she has designed it requires a high degree of technical expertise, she offered several recommendations to the Board:

- a. Outsourcing the position
- b. Streamlining the operation so that it isn't so high tech
- c. Appointing someone to work with Corrine so she can mentor the that person to maintain the site.

It was the consensus of the Board that the site will include increasingly high-tech features. Russ suggested as resources for volunteers TIDE, the Technology SIG or tech people from graduate schools. Rick suggested changing the website from the "frames" format to the "page" format and to do that in the near future. He will talk with Alan Constant about providing support for doing so. Corrine noted that the current \$72 per month charge with Creative Computer Service will go up as different features are added to the site. She also recommended giving more people access to the database (Rick and Amy Dugan, for example).

MOTION: that the Board give access to the server to Rick Sheets for 2006-2007 and to Amy Dugan for as long as Dugandata is under contract to CRLA. Rick/Ann. MOTION PASSED.

Corrine emphasized that although she intends to complete her term, she will step aside whenever the Board wishes her to do so, and she will mentor whoever fills the position. She also asked that all changes to the website be funneled through Rick to streamline the process.

13. 2006 Conference Registrar Report Pat Jonason reported that she had taken in \$168,407.95 in conference funds and has a PO from a school for \$1200 and \$60 from the Winter Institute that still need to be processed. She has a preliminary figure for membership of \$18,325 and \$2006 from Awards and Scholarships. She reported a total number of registrants of 795. This year, she noted, there was a greater use of credit cards than checks for registration.

During the discussion it was noted that there may be a discrepancy between the hotel's records and CRLA's records in the numbers of dinners served. Ann recommended that Rosemary Karr, Conference Treasurer, check with the hotel. Ann also noted that at the meeting between hotel personnel and CRLA and CASP conference committee members, there were only 5 BEOs for everyone to examine. Ann recommended that there be several more copies so that everyone can examine them.

Vicki informed the Board that the LCDs and table drapes were sent to Amy Dugan, who will send them on to Frieda. She also had the plaque for Bill Horstman, which will be mailed to him with a thank you note written by Sharon. David Arendale's Karen G. Smith award will be given to him at the 2007 conference.

14. 2006 Conference Report Sharon reported that she enjoyed working with the combined CRLA/CASP conference committee members. She stated that Rosemary Karr and Alan Constant will submit their reports by the end of October. Several glitches in conference protocol were mentioned. It was noted, for example, that Rosemary Karr was not properly acknowledged for all of the work she had done as the conference treasurer. Also it was noted that the Fellows were not acknowledged at the Awards Banquet as was expected, nor were their scholarly and professional accomplishments mentioned when they were introduced. One award was overlooked possibly because the recipient did not attend the conference. Russ and Karen will send the 2005 conference protocols to the Board for 2007 since 2006 was a unique, shared conference.

Other details that were discussed included the absence of lifetime membership cards (Vicki will ask Amy about them), award certificates that were not distributed at the conference (Vicki will email Valerie to see if she has them), and ACDEA Fellows (it was noted that Vicki should be present in the Executive Session when Fellows are nominated so that she might verify each candidate's membership).

15. Karen informed the Board that she was elected Past Officers' Council chair, and she recommended to the Board that we name Russ Hodges Chair-Elect.

MOTION: that Russ Hodges be appointed Chair-Elect of the Past Officers' Council. Ann/Dorothy. MOTION PASSED.

NEW BUSINESS

16. Assistant for the Treasurer Ann brought two recommendations to the Board for consideration. She reminded the Board that all clerical assistants are being paid \$10.00 an hour except those working for ITPC, who are being paid \$13.00 an hour. Ann suggested that the rate be raised in order to obtain more qualified help. Rick suggested that the Board consider a payment range based on qualifications and duties.

MOTION: to increase the clerical assistant stipend to a range of \$12 to \$15 an hour based on experience and the complexity of assigned duties. The increase will begin with the 2007 budget. Ann/Rick. MOTION PASSED.

Ann's second proposal was to buy a laptop for each new Executive Assistant. It was suggested that this could be achieved by putting a laptop in as a budget line item. Gretchen will investigate the cost of a laptop and a flash drive and will then consult with Rick and Ann about purchasing one.

OTHER

17. Gretchen recommended that the Board go over the items that CRLA members brought to the Board in Session 99. She also asked which positions need to be filled and who keeps a list of new positions and job descriptions. Gretchen asked to be on the November agenda.

18. Final Remarks

ADJOURNMENT

MOTION: that the meeting be adjourned. Rick/Russ.
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DATE: April 27, 2005
TO: CRLA Members
FROM: Russ Hodges, CRLA President
Barbara Calderwood, *JDE* Managing Editor
SUBJECT: SPECIAL DISCOUNT OFFER

The College Reading and Learning Association and the National Center for Developmental Education are pleased to continue their collaborative efforts which result in current CRLA members receiving the *Journal of Developmental Education and/or Research in Developmental Education* at a special discount rate.

The *JDE* features articles specifically aimed at practitioners working to improve student learning, especially with at-risk, nontraditional, or underprepared college students. It is published three times each academic year as a forum for educators concerned with the practice, theory, research, and news of the postsecondary developmental education and learning assistance communities.

Research in Developmental Education is printed in a single article, newsletter format with four issues per volume. Articles summarize and synthesize research that influences practice in the fields of developmental education and learning assistance.

These excellent publications combined with the *Journal of College Reading and Learning* and the *CRLA Newsletter*, which all CRLA members receive, will keep you on the cutting edge of the latest developments in postsecondary reading, learning assistance, developmental education, and tutorial services.

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