

COLLEGE READING AND LEARNING ASSOCIATION
Telephone Conference
February 24, 1994

Corrected
3-21-94
approved
3-21-94

MEMBERS PRESENT: Jo-Ann Mullen, *President*; Tom Gier, *President-Elect*;
Becky Johnen, *Past-President*; Rosa Hall, *Treasurer*; Nancy Moreland, *Secretary*.

The meeting was called to order by Jo-Ann at 2:30 PM CDT.

Approval of Agenda

1. **Tom made the motion to approve the Agenda as presented by Jo-Ann and amended by Board Members. Second by Becky. Passed.**

AGENDA

Approval of Agenda
Approval of Minutes
Newsletter Editor
New Mexico Chapter Status
Member Resource Forms
Medical Reports
Non-Profit and Incorporation Status
Conference Update
Mailing Lists

Approval of Minutes

2. **Becky made the motion to approve the January 20, 1994 Minutes as corrected. Second by Tom. Passed.**

Newsletter Editor

3. Applications for Newsletter Editor were made by Roz Bethke from Nebraska and Perry Franklin from Canada. The Board discussion concluded that both applicants would make good editors; however, based on the merit of the applications and previous experience Roz would be offered the position.

(Attachments A & B)

Tom made the motion to appoint Roz Bethke Newsletter Editor. Second by Becky. Passed.

Jo-Ann will contact both Roz and Perry concerning the decision. Jo-Ann will also contact Tom Pasternack and ask him to call Roz with introductory information.

New Mexico Chapter

4. Becky informed the Board that New Mexico has twenty-five (25) members who signed the petition for chapter status.

Rosa made the motion to accept New Mexico for chapter status. Second by Tom. Passed.

Becky will get the certificate ready for presentation in San Diego at the Business Meeting.

Becky mentioned also that Iowa/ Missouri are in the process of petitioning for chapter status and should be ready by San Diego.

Member Resource Forms

5. Jo-Ann reported to the Board that Rita Dunbar asked if she needed to give out Membership Resource Forms at the San Diego Conference. After discussion, the Board agreed that Rita should check with Gwyn or Karen as to how to distribute the Resource Forms at the conference. The forms would be returned to Robin, and she would get copies to Board Members as soon as possible. The President

will get Resource Forms to the other appropriate committee chairs, etc.

Medical Reports
Possible Changes in Board or Membership Commitment

6. Jo-Ann reported to the Board that ~~her husband is undergoing tests and~~ ^{due to a medical emergency} she may not be able to attend NADE. In the event Jo-Ann cannot attend ~~NADE~~, she will contact Cathy Carpenter or Pat Jonason to represent CRLA at the leadership meeting. Rosa suggested that CRLA pay hotel expenses if Cathy or Pat needed to stay an extra night. ←

Becky reported that she had recently undergone outpatient surgery for another lump. The lump was benign, and she is doing fine. She was not able to attend the ~~tutoring meeting in Virginia.~~ *Virginia's State Con*

Carolyn Edwards who is presenting one of the institutes in San Diego may have to cancel at the last minute due to her mother's illness. She wanted the Board to be informed and to help her with the decision as to whether to cancel now or what. After Board discussion, Tom and Rosa both agreed that Carolyn should plan to present if possible and that registrations could be changed at the last minute with attendees selecting another institute. Tom informed the Board that there is plenty of room in each institute to accommodate more members.

Tom Becky reported that Robin Bischoff's mother-in-law has cancer, and that

Robin may have delays in getting out requested information.

*Non-Profit Status
Incorporation Status*

7. Rosa and Nancy informed the Board that paperwork and checks had been sent to New Mexico to update CRLA's status concerning Non-Profit and Incorporation.

Conference Update

8. Jo-Ann ask the Board to get her information they would like to have on the Board Agendas in San Diego.

Tom asked Jo-Ann and Becky what items Board Members needed to bring to San Diego. Jo-Ann responded that Board Members need to bring the Policies and Procedures information, the packet she will be sending regarding Board Meetings in San Diego. Becky suggested bringing any hard copies of information needed to support issues that you might bring up. Nancy will have other pertinent information in the Secretary's boxes and on the computer. Tom and Jo-Ann both agreed that transition items should be mailed to their institutions.

Registration Update

Rosa informed the Board that she had received 150 registrations as of the telephone conference. The Board agreed that Registrations post marked and/or received by March 8 would be considered pre-registrations since the Registration Packets were sent out a little later this year. Rosa is sending registration to Gwyn via E-Mail and is following up by sending hard copies.

Scholarship Awarded

Tom received a letter from Kate Sandburg informing the Board that the Scholarship Committee had awarded one scholarship for the Kellogg Institute to Mary Stanley of Texas. The committee still has \$1,500 and wanted Board direction as to its use. Kate suggested the money might be donated to the Red Cross in Iowa and California. After a lengthy Board discussion, the Board decided to table the issue until the San Diego Board Meeting.

Limilion

Tom had received a request from Bob Limilion to advertise a conference on Issues and Access to Higher Education. Jo-Ann suggested Tom have Bob call Gladys and work through her to distribute the information. Other groups may have the same type of requests and will need to work through the Professional Association Liaison.

Tom thanked Jo-Ann and the rest of the Board for their support in preparing for the San Diego conference.

Mailing Lists

9. Several Board Members had received requests for mailing lists. The Board will discuss the issue at the San Diego conference.

The meeting was adjourned at 3:30 P.M. CDT.

Respectfully submitted,

Nancy Moreland, Secretary
(These minutes have not been approved.)



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TO: CRLA Board
Tom Gier
Rosa Hall
Becky Johnen
Nancy Moreland

CC: Sandra Evans
Patricia Mulcahy -Ernt

FROM: Jo-Ann Mullen *jm*

RE: Here is the preliminary agenda for our next conference call. Please let me know if you have additions.

CRLA CONFERENCE CALL

THURSDAY, FEBRUARY 24, 1994
1:30 PM Mountain Standard(Colorado) Time

AGENDA

1. Approval of Agenda
2. Approval of Minutes
3. Newsletter Editor (see attached)
4. New Mexico - Chapter Status - Becky
5. Nonprofit Status and Incorporation Status

6. Tom

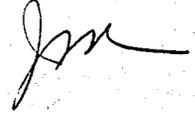
7. Nancy

CRLA letterhead - color, paper
Brown CRLA labels -
Long + Outstanding award
Scanning minutes

Roz Bethke, Reading/Academic Achievement Center Instructor
Johnson County Community College
Communications Division
12345 College Blvd.
Overland Park, Kansas 66210

2/10
Board - As of
our deadline (today), Roz
is our only applicant.

This application directly
follows the format
I requested for applications



Position Sought: CRLA Newsletter Editor

Qualifications:

- * Writer/reporter for a local weekly newspaper since 1987.
- * Co-editor of *Good Shepherd News*, a parish newspaper published quarterly, 1989-1991.
- * Writing consultant for a Kansas City business, 1987-1991.
- * Co-editor of a newsletter for Robbie Manufacturing of Lenexa, 1987-1989.
- * Education article (math focus) published in the *Kansas City Parent* in March, 1989
- * Poem published in the *Kansas City Parent* in November, 1988.
- * Undergraduate degree in English with minor in journalism; teaching experience in college composition and high school English; literary magazine sponsor.

Critique of Present Newsletter

Tom Pasternack has done an excellent job with the present newsletter. My goal would be to continue its attractiveness, accuracy, and coverage of the organization and relevant educational research. If changes were requested by the president or executive board, I would implement them. But, for now, I think there is plenty of opportunity for creativity within the present format. I may have ideas for changes/improvements later.

I think the regular columns ("From the President...", "From the President-Elect...", "From ERIC," "Professional Materials Review" and others) are both important and enjoyable.

Cost Estimates for 1,300 Copies

According to Tom, his cost to publish 1,300 copies has been about \$1,500 per issue plus another \$200-225 for mailing. This would be about \$1,725 x 3 or \$5,175 per year. The annual CRLA budget permits about \$5,500 per year for the newsletter.

**Cost Estimates for
1,300 Copies (cont.)**

I have requested institutional support for the newsletter. If granted, the newsletter could be published here on campus for the following amounts (approximately):

Postage...	\$400.00
Paper...	\$150.00
Printing, binding, metal plates...	\$300.00
Labeling, sorting, bagging...	\$ 85.00
<u>Preparing negatives</u>	<u>\$ 60.00</u>
JCCC Total	\$995.00

In order to have the newsletter printed and mailed from campus, I would have to have some outside assistance in making the two-color layout camera-ready, according to JCCC terms.

Layout assistance (for 2 colors)	\$300.00 (K.O. Graphics)
<u>Picture screens</u>	<u>\$ 80.00</u>

Total: Other Expenses \$380.00

Per Issue Total: \$1375 x 3 = \$4,125 per year

Institutional Support

As I mentioned above, I have requested institutional support in the form of printing, asking that only actual costs be charged to CRLA. In the past, this type of request has been approved. However in these days of tight money, I can't be so sure. My request does have the approval of my program director and the division dean. Now it rests with the college vice-president. The decision will not be available for several months. Even if the institution will not pick up some of the costs, I believe I could get the newsletter published in this area for the same amount that Tom did.

I have also asked the institution for travel money to the conferences. If this is not approved, I could still use department funds or request a special grant.



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*Learning Skills Centre
Faculty of Arts*

(403) 240-6452
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*Here's
a latecomer,
Jo*

February 2, 1994

Jo-Ann Mullen
CRLA President
Division of EMERC-McKee 213
University of Northern Colorado
Greeley, CO 80639

Dear Jo-Ann,

This is a response to the items in your December 28, 1993, letter.

1. Qualifications:

- A contributor and then editor/publisher of the *LACA Link*, an Alberta-wide newsletter for the Learning Assistance Center of Alberta
- The editor and desktop publisher of several Learning Skills Center study and writing skills booklets sold in the MRC book store. Examples are:
 - a survival manual for distance education for student nurses (This was also used by the Neonatal Division of the medical school at the University of Calgary.)
 - a study skills manual using criminology examples
 - a similar manual for Early Childhood Education
 - Currently, I am working on a course-specific series titled *How to write that #@!% report in [history]*.

2. Ideas about the *Newsletter*:

- Unchanges and changes: The saying, "If it ain't broke, don't fix it," certainly applies here.
- I know that getting most people to submit even a few column-inches is very difficult, but I would like to see several features that would encourage this.
 - a reader opinion column, perhaps divided into "Onions and Orchids" or "Bouquets and Brickbats" sections. For example, I hope CRLA members are not occupied with trading bromides while they and educational/social institutions are taking nasty financial cuts;

- perhaps a new column titled "The editor speaks while he listens", (or vice-versa). Please see the latest edition of the *CRLA Newsletter* for an explanation;
- more grassroots news. I know this is another hard situation to manage, but I plan to talk to (read lean-on) State Coordinators, SIG leaders, and anyone else who has CRLA news while they are at San Diego and continue to do it throughout the year. I have done this before with a data base and merge-letters, fax, and perhaps, now, with *Internet*;
- get Karen Smith "on-line". CRLA has been around long enough to have a legitimate claim to nostalgia. There must be hundreds of "Where are they now?" and other powerful and interesting stories in the archives; and
- a life-long ambition of mine is to see a North America-wide certification of persons in the learning assistance profession. Models of this goal exist in many professions. Let's get going on this important bit of recognition.

1. Cost estimates:

○ Printing costs:

- paper: Coast #80 Offset
- ink: Side 1 : black, green
Side 2 : black, green
- printing, binding, cutting, collating:

1,300 copies	1,500 copies	2,000 copies
\$965.05 CDN ¹	1051.15	1269.96
742.35/M*	701.42/M	634.98/M
0.7423/Ea†	0.7014/Ea	0.6350/Ea

* cost per 1,000 copies

† cost of a single copy

\$100.00 should be added to meet postal requirements of folding and stapling

NOTE: Prices do not include 7% sales tax

○ Distribution costs:

- \$0.72 (CDN) for single issues to separate addresses
- \$0.36 (CDN) for each copy when several copies are sent under one cover to one address
- there is no bulk rate between Canada and the U.S.

¹ The Canadian dollar has been at about \$0.75 U.S. for some while.

I realize that suggesting that the printing and mailing be done here doesn't exactly comply with "If you are out of the contiguous United States, please identify a colleague who could do the printing and/or bulk mail for you." However, with the free-trade talks between the U.S, Canada, and Mexico (NAFTA), and the international nature of (scholarly) endeavors and information, and the savings in printing², CRLA might want to reconsider the "contiguous rule."

On the other hand, it could be easier (once a person is found) to send a *camera ready* Newsletter to be printed and mailed in the U.S., but this is something that will have to wait until a decision is made on the selection of an editor. Perhaps a U.S. connection can be found at the San Diego conference.

2. Statement of institutional support

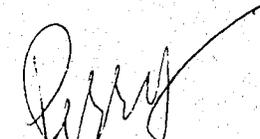
- I have shown your letter and discussed this matter with Ken Robson, Dean of the Faculty of Arts. He supported my applying for the editorship with the contemporary reservation, "I hope institutional support requirement doesn't mean money."

3. Conclusion

Editing and publishing of the *CRLA Newsletter* is a considerable amount of work--and an honor. I have received a commitment of help from two of the members of the Center both highly qualified to help as editors. One, Shân Robertson, is the junior author of an article in the latest edition of *Community College Journal of Research and Practice*. The other, Suzanne McGillis, has been a writer and an editor of many of the in-house publications of the Learning Skills Center.

Finally, if some of the ideas I have presented seem a little too progressive/ frivolous, I am not inexorably committed to them. It's just that I'd liked to see as much passion and humor as possible in what CRLA does, especially in the perilous times we are all facing.

Sincerely,



Perry Franklin

cc: T. Pasternack

P.S. A bit of personal nostalgia: I attended a summer session at Greeley in the early 1960s.

² This information was obtained in a recent telephone conversation with Tom Pasternack.