

AGENDA FOR CRLA BOARD MEETING
Friday, January 19, 2007 3:00 E.D.T.
Conference Call

1. Call to Order – Sharon 3:00 p.m.
2. Approval of the Agenda – Sharon 3:05 p.m.
3. Approval of the Minutes - Dorothy 3:10 p.m.
4. Treasurer's Report - Ann 3:20 p.m.
5. Past President's Report – Valerie 3:30 p.m.
6. Executive Assistant Report – Gretchen 3:40 p.m.
7. Membership Coordinator Report – Vicki 3:50 p.m.
8. Newsnotes Editor Report – Anne-Marie 4:00 p.m.

OLD BUSINESS

9. 2006 Conference Report – Sharon
10. 2007 Conference Report – Rick 4:10 p.m.
Skip Downing agreement
11. McGraw-Hill Professional Development Scholarship—Sharon 4:30 p.m.

NEW BUSINESS

12. PALS
Funding request 2007 IRA--Patricia Mulcahey-Ernst's IRA/CRLA co-sponsored session--Gretchen 4:20 p.m.
13. Policy for abuse of mailing agreement.—Gretchen—4:40 p.m.
14. Secretary's duties: copies of minutes—Dorothy—4:50 p.m.
15. Dugandata Contract

OTHER

ADJOURNMENT

COLLEGE READING AND LEARNING ASSOCIATION

BOARD MEETING
Friday, January 19, 2007, 3:00 pm E.D.T.
LOCATION: Conference Call
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.

1. **Call to Order** President Sharon Taylor called the meeting to order at 3:00 E.D.T.
2. **Approval of the Agenda** The suggestion was made to include the Dugan Data contract to the Agenda.

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

3. **Approval of the Minutes** Dorothy suggested minor changes in the December 8, 2006, Minutes including blocking the names of the nominations for ACDEA Fellows in copies of the Minutes sent to anyone who is not on the Executive Board.

MOTION: That the December 8, 2006 Minutes be approved as amended. Rick/Ann. MOTION PASSED.

Dorothy also read a thank you note sent to the Board by Gretchen Starks-Martin.

4. **Treasurer's Report** Ann reported that the income for the month was \$6085.10 and the expenses were \$3135.21. The profit for the month was \$2949.89. The total assets for the month were \$276,355.68.

Ann reported that Pat Jonason has forwarded figures for SIG memberships and Awards and Scholarship money and Rosemary Karr reported a conference income of \$45,932.62 just prior to this Board meeting. Ann will have an amended December Treasurer's Report to reflect the addition from Pat—and Rosemary if her official report is received in time—at the February Board Meeting.

MOTION: That the December Treasurer's Report be approved. Rick/Dorothy. MOTION PASSED.

The complete Treasurer's Report for December is attached to these Minutes.

5. **Past President's Report** Valerie reported the following requests for funding from SRCs and SIGs:
 - The Mid-Atlantic group is holding a meeting March 16, 2007, and is requesting \$1000 to cover expense of lodging, pre and post conference meals, and mileage for an officer to give the keynote address. It was suggested that Rexanne Bruno represent the Board because of her proximity to the conference site. The request was tabled until Valerie clarifies the approval of representation by a *past* officer with Jessica Baldwin.
 - The Pennsylvania/New Jersey Chapter has requested that a Board Member offer greetings at their meeting March 16, 2007, at Rutgers University in New Brunswick, New Jersey.

They are requesting \$1000: \$700 for food, \$25 for postage, \$25 for supplies; \$100 for advertising, \$100 for printing, and \$50 for "goodie bags." Valerie agreed to represent the Board at the one-day meeting, and since she will drive to the meeting, will need to be reimbursed only for mileage.

MOTION: To approve the Pennsylvania/New Jersey Chapter request of up to \$1000 to fund their March 16, 2007, meeting. Dorothy/Rick. MOTION PASSED.

- The Northeast Chapter is requesting an officer to offer greetings at their meeting March 30, 2007, at Bryant College in Smithville, Rhode Island. They are requesting funding of \$1000: \$600 for food, \$200 for copying and supplies, and \$200 for lodging. They would like the Board to sponsor travel expenses for the officer. It was suggested by the Board that the group adjust the request, that they attempt to obtain institutional support for copy work, and that they try to get someone in the program to help underwrite the costs. It was suggested that the funds requested seem to be high considering the usual number of attendees at the meeting. Valerie will take the Board's suggestions to Patricia Mulcahy-Ernt and will report at the next Board meeting.
- The Utah Chapter is holding their meeting in May 2007, the actual date to be arranged, and are requesting a representative of the Board to give a pre-conference workshop or break out session on tutoring and learning centers. They are requesting \$1000: \$700 for a luncheon; \$200 for the keynote speaker, Dr. Lucille Stoddard, a former Vice President of Utah Valley State College; and \$100 for printing and supplies.

Sharon may be able to represent the Board, but needs to know the specific date in May. Valerie will check with the group and report to the Board at the next meeting. At that time action will be taken on the request.

- The Texas Chapter submitted a request for \$1000 to be part of the funding for their Fall 2007 conference (the date is yet to be decided): \$800 for airfare for Hunter Boylan, \$400 for lodging.). There was no request for an officer.

MOTION: To approve the Texas Chapter's request of up to \$1000 to fund its March 16, 2007, meeting with the stipulation that CRLA be equally recognized with TADE in all conference materials. Rick/Dorothy. MOTION PASSED.

- The Technology and Distance Learning SIG has requested \$500 to award a scholarship in Cindy Peterson's honor to send a candidate to TIDE. The Board questioned whether advertising for the scholarship and nomination and selection policies should be determined by the SIG or by the Awards and Scholarships Committee. Valerie will obtain the criteria from the SIG and send it to Dorothy and Gretchen. Gretchen will check the Policies and Procedures concerning awards, the policies of the Technology SIG, and will report back to the Board.
- Valerie reported that she is corresponding on a regular basis with Maggie Miller to revitalize the Learning and Study Strategies SIG. She reported also that she is communicating with each SLC leader six weeks before each region or state conference or local meeting to determine materials needed. She is also getting the name and address of the person to whom materials should be sent and copying that information to Vicki.
- Gretchen reported that because Lucy MacDonald will be unable to be the keynote speaker at the Minnesota conference in October, there will be a request for someone to take Lucy's place. Both Russ Hodges and David Caverly were suggested. Gretchen noted that Mary Thurow will

notify Valerie of the request to select a replacement for Lucy. It was also noted that the original motion approving Lucy as keynote speaker will need to be amended by the Board.

6. Executive Assistant Report Gretchen reported that she and Karen are working on job descriptions and will have them completed by February.

She is also working with Terry Cook to compile all of the Awards and Scholarships documents and will have them organized in one format by February.

Gretchen also asked for clarification about sending attachments with e-blasts. Vicki will check with Amy and report back to Gretchen.

She also would like to have all of the Awards and Scholarships forms placed on the website. The Awards and Scholarships Committee will work with Corrine Johnson to set that up. It was also the consensus of the Board that job descriptions for all positions—not just open positions—be placed on the CRLA website.

Gretchen also asked the Board to consider whether to add Kellogg to #4 (waiving payment for the eblast) in the new e-blast policy. It was decided to continue discussion the February Board Meeting.

7. Membership Coordinator Report Vicki reported the following:

- As of January 8, 2007 the database showed 1282 members with 2006+ expiry, 525 of those with 2007+ expiry. This compares with the database a year ago (January 15, 2006) showing 1173 members with 2005+ expiry, 452 of those with 2006+ expiry.
- The letters of invitation to join CRLA to Austin Conference attendees that are not members and to individuals that work at ITPC institutions are still in progress by Sharon and other readers.
- In addition to the 15 missing *JCRLs* that were reported and sent out last month to institutions and subscription service, another 16 have been reported this month. This month's issues are mostly spring 2006 issues. Problems with Victor Graphics need to be monitored.
- In addition to asking for the Board's approval of this new contract, she proposed that Dugan Data be paid part of the new monthly management fee beginning with January--\$10 for photocopies and \$50 for shipping and handling displays. Since Amy has already been paid according to the former fee schedule for January, this additional \$60 would be a late payment added to February's bill.
- She had emailed the Board with the current SRC and other organization's mailing list for conferences and asked to be notified of any changes or updates. Vicki noted that she needs street addresses—not post office box numbers—for items to be mailed through Fed Ex.
- A new roll n' show bag is being purchased to replace the one that was damaged in Austin's shipment.
- She reviewed (December 22, 2006) the list of ITPC evaluators. Five of the 33 were not CRLA members during the last three years or ever. Eighteen of the 33 needed to renew membership for 2007. This information was passed on to Tina Barnes.
- During the 2006 calendar year 365 *Tutor Training Handbooks* and 788 ITPC pins were sold.
- As reported to the board in a separate correspondence, several organizations including NADE, NTA, and NCLCA have been using our mailing list more than the twice a year to promote their conference.

It was suggested that NTA not be given any CRLA membership lists until the issue of ignoring ACDEA policy to send more than two e-blasts is resolved. Gretchen reported that Hunter Boylan has written a letter to NTA requesting that the policy be followed, that he is going to talk with NADE about the outdated lists they use, and that he will talk with NCLCA about what he identifies as a misunderstanding about using the mailing lists. The question was raised whether the ACDEA policy,

since it seems to be so ineffectively controlled, should be modified. Discussion will continue at the February Board Meeting.

8. Newsnotes Editor Report Anne Marie has the articles for the next issue of *NewsNotes*, and the disk is ready to be sent to the proofreader. She will send a report to the Board January 22 with a list of the articles that will be in the next issue. She reported also that she is awaiting a jpeg from Antelope Valley Press of a picture of Magdalena Capriou to accompany the article about her award. She is also waiting confirmation from the people she invited to write articles for the next issue. She noted that everything, including a report about the February Board Meeting, will be ready to be sent to Amy immediately after that meeting. Rick will make sure that there is an article from Frieda about the conference.

OLD BUSINESS

9. 2006 Conference Sharon reported a conference income of \$45,932.62, which is 60% of the total CRLA/CASP conference income. Total income was \$66,554.36 excluding seed money from both groups.

Sharon will write thank you letters to institute and session leaders January 22 after obtaining needed information from Gretchen. She will also send thank you letters to the exhibitors after conferring with Linda Russell. Rick suggested that sample thank-you letters be placed in the conference planning manual, which he has placed online.

10. 2007 Conference Report It was noted that Pat Jonason, Conference Registrar, will attend the summer conference planning meeting in Portland rather than the Board meeting in February.

Board Meeting Site

- Rick reviewed the February meeting schedule that he had earlier emailed to the Board. He suggested that the Sunday Board Meeting end at 10:00 a.m. to accommodate travel schedules.
- He suggested that the Board examine the hotel contract. He will have copies made for the Board. Ann suggested that an agreement with the hotel business center be set up for selected people to make copies.
- Rick suggested that Board Members use the *MAX* light rail transportation system from the airport to the hotel. He had emailed the Board he had emailed information on using the system.

Keynote Speakers

- Rick had sent a final copy of the agreement with Dr. Skip Downing, keynote speaker for the 2007 conference, for the Board to examine. Sharon will sign the agreement, and copies will be sent to both the Secretary and the Executive Assistant. Rick will send Downing's address to Sharon.

MOTION: To accept the letter of agreement for Dr. Skip Downing to give the keynote address at the 2007 conference and to have Sharon Taylor and Skip Downing sign it. Rick/Valerie.

- Rick noted that although Jane Jarrow would be an excellent plenary speaker at the Saturday brunch, that bringing her in (\$2500 plus expenses) may be too expensive. He asked the Board for other options. He will explore a Portland speakers' bureau that has contacted him, and it was suggested that he ask Frieda for a recommendation of someone in the Portland area. This will also be discussed at the February meeting. Jarrow is still a strong candidate, but the expense is a consideration.

Website

- Rick reported that the CRLA website is again functional, but with the magnitude and timing of the problems we have had, he suggested considering another server since there was a lack of response from CCS. He proposed that we consider Host Monster, a more stable service that is cheaper—\$5.00 per month as compared to the \$72.00-\$96.00 we are currently paying—but one

which would provide more memory and more services. We would also be able to include more forms, and possibly for an additional charge, even credit card payment capability. He noted that the ideal time to have arranged such a transfer would have been right after the conference, but it is imperative that we have a reliable system. Rick and Corrine will check into signing up with Host Monster to determine what it would take to do a file transfer. He will make a proposal for Board approval at the February meeting.

Conference Budget

- Both Ann and Rick have prepared drafts of a conference budget. Ann noted that she will send a draft of a conference budget to Rick, and after he approves it, she will send it to Board Members for review before the February meeting, when it will need approval.

Exhibits

- Rick asked for clarification on responsibility for determining exhibitor charges and program advertising costs. It was suggested that Rick work with Linda Russell, Exhibit Chair. It was also suggested to Rick that he look through previous conference programs to determine companies he may wish to contact for advertising.
- He would also like suggestions for preventing problems with location of exhibits and food and will eventually add those suggestions to the conference planning guide.
- Vicki requested that he let her know if any major exhibitors request special banners.

Presentation Proposal Status and Program Committee

- Rick noted that the conference site went online January 1, 2007, and that one proposal was submitted before the system server problems occurred. He has received compliments on the timeline that was written to help people who submit session proposals. It was noted that Kate Sandburg had designed the timeline. Anne-Marie suggested that it be published in the February *NewsNotes*. Rick will send Anne-Marie a hard copy to use.

Conference Program

- Rick asked if he might use a template from previous conference programs to lay out proofs of the 2007 program. Vicki will contact Amy with Rick's request. It was also suggested that Rick begin arrangements for selecting a printer for the conference program. He will discuss that with Frieda and explore using a Portland printing house.

Lunch with a Mentor and Chair of Chairpersons

- Rick asked for clarification on the appointment of Lunch with a Mentor Chair and Chair of Chairpersons. He would like to appoint Jane McGrath as the chair of Lunch with a Mentor. Valerie and Dorothy agreed to help Jane as they had both served in that capacity previously. Gretchen agreed to contact Karen to research the term for the Chair of Chairpersons.

11. McGraw-Hill Professional Development Scholarship Sharon had previously emailed the Board copies of the application and evaluation forms for the McGraw-Hill Professional Development Award for Teachers of Reading for them to examine.

MOTION: To accept the scholarship as presented by McGraw-Hill. Rick/Dorothy. MOTION PASSED.

12. PALs Patricia Mulcahy-Ernt's request to attend and present at the 2007 IRA Conference will be tabled until the goals for PALs have been clarified and the 2007 Budget (with a line item for PALs) has been approved.

Karen, Gretchen, and Kathi Bartle-Angus will work on goals/job descriptions for the committee to present to the Board for approval at the Board Meeting in February.

NEW BUSINESS

13. Policy for Abuse of Mailing Agreement This was discussed above and will be revisited by the "Mailing List Team," Rick, Gretchen, and Vicki, in February.

14. Secretary's Duties: Copies of Minutes This item was tabled until the February meeting.

15. Dugan Data Contract The changes in the new contract, which had previously been emailed to the Board, were highlighted: change in contract time, changes in fees, changes in wording or placement to remove ambiguity. *NewsNotes* charges will be based on the standard hourly fee. The question of how conference related fees will be handled will be introduced at the February Board Meeting by either Amy Dugan, Pat Jonason, or Vicki.

It was noted that the fees were comparable to—or less than—those of similar companies and that the service was excellent.

MOTION: To accept the 2007 Dugan Data Contract for Services. Rick/Ann. MOTION PASSED.

MOTION: To send \$60 to Dugan Data to cover routine work done during the gap between the effective dates of the 2006 and the 2007 contracts. Rick/Dorothy. MOTION PASSED.

OTHER It was reported for Russ Hodges, Election Committee Chair, that the Elections Committee has candidates for the offices of Secretary and President-Elect and will have ballots ready in February.

ADJOURNMENT

MOTION: to adjourn. Ann/Rick.

The meeting was adjourned at 5:08 E.D.T.

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

Assets:	
Certificates of Deposits	\$188,308.34
Beginning Balances:	
Operations Account	\$ 62,864.44
Conference Account	\$ 8,648.13
Savings Account	\$ 13,561.88
Income:	
Scholarships	\$ 40.00
Membership Dues	\$ 2,100.00
Interest Income	\$ 4.14
Tutor Certification	\$ 1,400.00
ITPC Pins	\$ 431.76
Misc Income	\$ -
SIG Income	\$ 215.00
Mentor Certification	\$ 150.00
JCRL	\$ 30.00
Tutor Handbook	\$ 1,590.00
Learning Assistance Monograph	\$
Royalties	\$ 124.20
Total Operating Income	\$ 6,085.10
TOTAL INCOME	\$ 6,085.10
Monthly Expenses:	
General Board	\$ 901.38
General Organization	\$ 166.99
Publications	\$ 86.28
Committees	\$ 303.25
Membership/States and Regions	<u>\$ 1,677.31</u>
TOTAL OPERATING EXPENSES	\$ 3,135.21
TOTAL EXPENSES	\$ 3,135.21 No Conference Information
Net Monthly Income(Loss)	\$ 2,949.89
Assets At End of Month	\$276,335.68

Prepared by Ann Wolf, treasurer January 15, 2007

College Reading and Learning Association
Balance Sheet
End of Month – January 2007

Assets:
Certificates of Deposits \$189,299.14

Beginning Balances:
Operations Account \$ 74,294.36
Conference Account \$ 8,648.13
Savings Account \$ 5,081.85

Income:
Scholarships \$ 15.00
Membership Dues \$ 1,800.00
Interest Income \$ 1.73
Tutor Certification \$ 750.00
ITPC Pins \$ 302.50
Misc Income \$ -
SIG Income \$ 125.00
Mentor Certification \$
JCRL \$ 410.00
Tutor Handbook \$ 570.00
Learning Assistance Monograph \$ -
Royalties \$

Total Operating Income \$ 3,974.23
Total Conference Profit \$ -

TOTAL INCOME \$ 3,974.23

Monthly Expenses:
General Board \$ 1,238.83
General Organization \$ 234.02
Publications \$ 4,879.75
Committees \$ 652.47
Membership/States and Regions \$ 1,731.43

TOTAL OPERATING EXPENSES \$ 8,736.50
TOTAL CONFERENCE EXPENSES \$ 513.00

TOTAL EXPENSES \$ 9,249.50

Net Monthly Income(Loss) \$ (5,275.27)

Assets At End of Month \$272,048.21

Revised by Ann Wolf, treasurer March 24, 2007