

CRLA BOARD MEETING AGENDA
December 10, 2004
2:00-4:00PM Central Time

CALL TO ORDER

1. Approval of Agenda – Russ
2. Approval of Minutes
3. Treasurer Report – Rexanne
Approval of Treasurer's Report
4. SIG and State/Region/Chapter Report - Kate
Approval to allow North Carolina to remain in Mid-South Region
5. Executive Assistant Report - Karen
Approval of Russ's appointment of Pat Jonason as Conference Registrar
6. Membership Report – Vicki
7. Newsletter Editor Report – Anne-Marie

OLD BUSINESS

1. 2004 Conference – Russ
2. 2005 Conference – Valerie
3. Data Management Contract – Russ
Approval of Russ' authority to negotiate and sign contract
4. State and Region Travel Requests – Kate
5. Elections Update – Russ (via Laura Symons)
6. 2005 ACDEA Fellows – Russ
7. ITCP/IMCP Certificates
8. Houghton Mifflin Travel Award
Approval to accept Houghton Mifflin Travel Award application
9. Guiding Principles – Kate
This item was tabled for January meeting
10. New Exhibits Chair – Karen
12. Website Re-Design – Corrine

NEW BUSINESS

1. Job Posting on the CRLA Website
2. CAS – Kate
3. Policy on Use of CRLA Name – Karen
Approval of Board policy on use of CRLA name
4. Advisory Media Board
Approval of name change top Media Advisory Board

ADJOURNMENT

COLLEGE READING AND LEARNING ASSOCIATION

BOARD MEETING

DATE: December 10, 2004

**LOCATION: Conference Call
MINUTES**

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

GUESTS PRESENT: Corrine Johnson, Website Manager

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

1. **APPROVAL OF AGENDA:** Discussion on the Advisory Media Board was added to New Business, and CAS was added under Old Business. There were no other changes to the agenda.

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

2. **APPROVAL OF MINUTES:** Minor corrections were made to the November 12, 2004 minutes.

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

3. **TREASURER'S REPORT:** Rexanne reported that Pat Jonason will have the Conference Registrar's report ready in the next few days. At the present time, the Association has approximately \$230,000 in assets. She distributed the end-of-the month report for November.

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

4. **SIGs and STATE/REGION/CHAPTER REPORT:** Kate reported that she has written to all SIG leaders to inform them of the December 15 deadline for funding requests. So far, Kate has received only two funding proposals. She expects more in the near future.

Kate reported that the Brain Compatible Teaching/Learning SIG has about 50 members. Charis Sawyer is the leader, and they are looking for a deputy. The Board approved the formation of the Brain Compatible Teaching/Learning SIG.

North Carolina has been in the Mid-South Region and has 23 members. As of August, the South East Region has 33 members. Both regions are active and doing very well. Kate asked the Board to allow North Carolina to remain in the Mid-South Region.

MOTION: That North Carolina be allowed to remain in the Mid-South Region. Rexanne/Valerie. MOTION PASSED.

5. **EXECUTIVE ASSISTANT'S REPORT:** Karen reported that she is cleaning up minor items on some job descriptions. She also is working on revising the job description for Conference Registrar. She noted that Pat Jonason has agreed to be the Conference Registrar through the 2006 conference.

MOTION: That the Board approve Russ' appointment of Pat Jonason as Conference Registrar through the 2006 conference. Frieda/Valerie. MOTION PASSED.

6. **MEMBERSHIP REPORT:** Vicki reported that she is busy cross-referencing member and non-member lists to complete appropriate mailings. The email to invite non-members to join CRLA will go out as soon as she finishes the renewal notices. She reiterated the importance of having everyone's email address since most of the correspondence will be sent in this manner. However, she noted that Valerie can send post cards as she sees fit.
7. **NEWSLETTER REPORT:** Russ noted that *Newsnotes* will be coming out within the next week. He will talk with Anne-Marie regarding *Newsnotes* for December.

OLD BUSINESS

1. **2004 CONFERENCE REPORT:** Russ sent out letters to the conference committee members to thank them for their hard work. He is working on getting other letters out to others who helped make the conference a success.

He noted that the conference had a profit of close to \$20,000, and that people were very happy with the conference. Anna Crockett is compiling the conference evaluations and should have a report ready after Christmas. Russ will share the report with the Board at the next meeting.

Russ thanked Rexanne for getting some of the hotel charges cleared on the final bill.

2. **2005 CONFERENCE REPORT:** Valerie reported that the draft of the Call for Proposals was up on the website. However, Board noted that the draft should be reviewed by the Board before being published on the web. Valerie will forward a copy of the draft to the Board and ask Corrine to remove the draft from the website until the Board has reviewed it.

Valerie stated that she has a new contact person at the Long Beach Hilton. She has scheduled the tour of the hotel for 1:00PM on Saturday, February 19.

She mentioned that she is still working on the conference budget and should have a draft ready by the end of next week. She will share the draft of the budget with Russ prior to presenting it for Board approval.

Valerie will continue to work with Russ on organizing conference strands, the conference booklet and the registration form.

The Board congratulated Valerie on the outstanding job she has done so far.

- 3. DATA MANGEMENT CONTRACT:** Russ sent out copies of the ESG and the Dugan data management contracts to the Board for review. He mentioned that he did have a third contract, but their bid was not competitive with the other two.

He explained that Dugan Data Management is owned by Pat Jonason's daughter, Amy Dugan, who worked on registration data for the 2004 Conference.

Vicki and Russ will talk with Dugan Data Management to get clarification on some minor issues in the proposed contract.

MOTION: That the Board give Russ authority to negotiate and sign a contract with Dugan Data Management as appropriate. Rexanne/Kate. MOTION PASSED.

Vote on the motioned was postponed while Russ and Vicki investigate issues regarding the Dugan contract.

- 4. STATE AND REGIONS TRAVEL REQUESTS:** Kate mentioned that she received one request for a board member to attend a spring conference, Northeast Region. This will not involve airfare.
- 5. ELECTIONS UPDATE:** Karen noted that the Election Committee is moving and has two strong presidential candidates, three strong secretarial candidates, and one letter of support. The committee is awaiting other letters of support. As soon as the letters are received and reviewed, the committee will be ready to make recommendations to the Board.
- 6. 2005 ACDEA FELLOWS:** Russ announced that the Executive Board will name two outstanding CRLA members to be nominated as the 2005 ACDEA Fellows. Both have been notified and have accepted the nomination. They will send their packets to Russ after the holidays. Hunter Boylan has offered to write letters of recommendation on behalf of the nominees.
- 7. ITCP/IMCP CERTIFICATES:** The Board reviewed the revised ITCP and IMCP certificates that Russ has shared via email. Russ mentioned that some certificates were mailed out with misspellings. The committees are tracking down these certificates and will replace them with corrected copies.

Tutor certifications will continue to go out electronically.

- 8. HOUGHTON-MIFFLIN AWARD APPLICATION:** The Board considered the revised application form submitted by the Awards & Scholarship Committee. The Board agreed that the criteria on the revised form are more in line with other CRLA awards. Karen will notify Jane McGrath of the Board's approval of the new form and of the minor changes still to be made.

MOTION: That the Board accept the Houghton-Mifflin Travel Award application with minor changes and have it posted on the website. Kate/Rexanne. MOTION PASSED.

9. **GUIDING PRINCIPLES:** This item was tabled for discussion at the January meeting.
10. **NEW EXHIBITS COORDINATOR:** A notice has been posted on the website for a new Exhibits Coordinator. Interested members have been invited to notify Russ.
11. **NEW IMCP COMMITTEE CHAIR:** Russ will begin the search for a new IMCP Committee Chair by asking the current chair for her recommendations.
12. **WEBSITE RE-DESIGN:** Corrine Johnson joined the meeting at 3:40PM to discuss website re-design. The Board liked many of the proposed changes to the site. They suggested that we should be careful about the graphics used on the site. Corrine assured the Board that changes can be made easily.

Lastly, the Board suggested that Corrine submit the cost of acquiring projectors as a 2005 budget item to be considered in February. This item should be charged to the conference, rather than to website costs. Corrine will send her budget request for projectors to Valerie.

NEW BUSINESS

1. **JOB POSTINGS ON CRLA WEBSITE:** Jane McCabe has requested that the Board consider allowing the posting job announcements on the CRLA website. After some discussion, the Board decided that this might be more work than we want to do. However, the Board asked Corrine to investigate the possibility of posting jobs or creating a link to colleges with job openings. Corrine will notify the Board on what is possible. The Board will revisit this issue when she has had time to investigate the issue.

Corrine Johnson left the meeting at 3:54PM.

2. **CAS:** Kate asked for clarification on the CAS standards committee that is being advertised in the December *Newsnotes*.
3. **POLICY ON USE OF CRLA NAME:** Karen shared a draft of a policy on the use of the CRLA name by individual members. The policy will be added to the CRLA policies. The suggestions was made that ITCP and IMCP might draft wording that tutor/mentor program directors can use on their individual or institute websites and in their documents.

MOTION: That the Board institute the following policy on the use of the CRLA name: *Membership in CRLA is open to all with an interest in college reading and learning skills programs. Membership in CRLA does not imply endorsement by the Association of a member's credentials, beliefs, or actions.* Kate/Rexanne. MOTION PASSED.

4. **ADVISORY MEDIA BOARD:** The Board agreed that the name of the Advisory Media Board be changed as suggested by that group.

MOTION: That the Advisory Media Board's name be changed to the Media Advisory Board. Kate/Frieda. MOTION PASSED.

The Board thanked Rexanne for the wonderful job she has done as Treasurer.

MOTION: That the Board meeting be adjourned. Rexanne.

The Board meeting adjourned at 4:06PM.

ATTACHMENT: Treasurer's Report

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

Assets At Beginning Of Month

Money Market Account	\$ 29,963.82
Certificates of Deposit:	
6-month (matures 12/09/04)	\$ 25,432.67
6-month (matures 09/09/04)	\$ 25,258.71
24-month (matures 03/04/05)	\$ 25,343.97
24-month (matures 09/09/05)	\$ 25,724.62
24-month (matures 03/29/06)	\$ 25,365.94
25-month (matures 10/07/06)	\$ 25,286.46
Checking Accounts:	
Operations	\$ 27,849.30
Conference	\$ 19,464.23

Total Assets \$ 229,689.72

Asset Transfer

Transfer from Conf to Opr. \$ 72.43

Monthly Income:

Scholarships	\$ 1.00
Membership Dues	\$ 2,100.00
Interest Income	\$ 163.33
Tutor Certification	\$ 1,125.00
Misc Income	\$ 195.75
SIG Income	\$ 290.00
Mentor Certification	\$ -
JCRL	\$ 360.00
Tutor Handbook	\$ 1,307.00
Learning Assistance Monograph	\$ 344.19
TOTAL OPERATING INCOME	\$ 5,886.27

Conference Income/Assets \$ 51,039.38

Total Income \$ 56,925.65

Monthly Expenses:

General Board	\$ 7,044.94
General Organization	\$ 1,128.53

Publications	\$ 5,429.42
Committees	\$ 1,470.70
Membership/States and Regions	\$ 1,786.04
TOTAL OPERATING EXPENSES	\$ 16,859.63
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Conference Expenses	\$ 53,136.83
Total Expenses	\$ 69,996.46
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Net Monthly Income (Loss)	\$ (13,070.81)
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Assets At End Of Month	\$ 216,691.34