

# BOARD OF DIRECTORS MEETING AGENDA



January 13, 2011 3:30 pm - 6:30pm  
Phone Conversation

Board members present: Kyle Brumbaugh, Jerome Burg, Robert Craven, Kurt Larsen, Micheline LeBlanc, Cameron McCune, Joyce Miller, Diana Paradise, and Sharon Sutton

Staff present: Mike Lawrence, Marisol Valles

Guests on the phone: Larry Huiga, CDE and Jerry Jones, CTA Representative

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- I. Call to Order: Micheline called the meeting to order at 3:36 pm.
- II. Review Student Work: Skipped student work. It is difficult to present student work in this type of phone conversation environment.
- III. Agenda Approval **ACTION Passed**  
Sharon Sutton moved to approve the agenda. Diana Paradise seconded. All approved. Mike entered times when guests would be calling in to make their reports.
- IV. Approval of Retreat Minutes **ACTION Passed**  
Mike Lawrence noted that sometimes there was too much detail in the minutes. It was recommended to delete several statements under Section VIII. Robert Craven noted several spelling and punctuation areas, and Kurt Larsen mentioned that his name was misspelled. Kurt Larsen moved that we accept the minutes with corrections and Kyle Brumbaugh seconded. All approved. Corrections made were moving no show numbers to Fall CUE report, Kurt Larsen's name corrected, and changed the word to attendees under ISTE section.
- V. Closed Session (board)
- VI. Reports
- A. Executive Director Report – Mike Lawrence – The report stands as submitted. Update: There were up to 103 people who used the CUE promo code for Mac World. Update on Web Presence: Mike Morrison prepared an executive summary that both Kurt and Kyle attended. Blue Hughs Interactive. We received 3 proposals. The committee was against a proprietary system. A decision will be made by Tuesday, January 18, 2011. For the next ARRA EETT C Grant CUE will send out a letter to awardees who receive \$50,000 or more to register for CUE at the early bird price. Board will help to contact winners.
- B. Director of Operations Report – Marisol Valles – The report stands as submitted. Update: 743 people registered. (17% decrease) 198 registered for workshops (30% decrease) Exhibitors are still calling. CUE has sold 155 booths to 111 vendors. Epson will purchase a corporate room. Working on program next week.
- C. Treasurer's Report – Robert Craven – The report stands as submitted. A). Budget: Doing well on the Reserve getting back to the \$500,000 amount. Fall CUE pulled a lot of resources away from focusing on the CUE 2011 Palm Springs. We are doing very well now. TechEd is marketing CUE as well as CETPA. Robert secured AD space in Scholastic Administrator, Instructor Magazine, Tech in Learning Magazines as well as other marketing pieces for free. The web store can now remain open during conferences. (Mike reminded us that Exhibitor's can give out a Exhibit Hall all day pass (\$5 for one or 10 passes for \$35 for exhibitors)

Jerome suggested a variation of the CUEpon for vendors. B). Annual Report: Report was good (unqualified opinion). Remained about the same on total assets for 2009/2010. Ended the year in a good fiscal situation. Mike added that the next step for the audit is to put it in a nice form that will be available at the CUE Conference for members to read. New Tax Law change (will have to file a new State Tax Law. Affiliates have until November 15, 2011 to file the first State tax post card.

- D. CUEtoYOU Report – Mark Wagner – The report stands as written. We are continuing to recruit new lead learners.
- E. Leading Edge Report – Lainie Rowell – The report stands as written. Work group meeting tomorrow. Talked to Ray Chavez and will share with CTAP. Need K12 specific examples. Mike will send out an email to all tonight regarding workgroup committee.
- F. Committee Reports
  - 1. Committee and Liaison Reports
    - i. SIGS – Check Micheline’s Google doc for reports and updates.
    - ii. Committees: Check Micheline’s Google doc for reports and updates.
  - 2. CDE Report – Larry Hiuga– lots of changes. New Division Director is Tom Adams. Haven’t heard a lot from new Superintendent. The department is in the process of getting out money for grants. Continue with Tech Plan Reviews. Lots of concern about Microsoft Voucher 2<sup>nd</sup> SyPres and E-Rate. CUE will be invited to meet with Tom Torlakson to explain what is happening. Mike asked about the Online Learning Task Force. Can CUE become involved with that?
  - 3. CTA Update (Jerry Green) 4:43 pm – State Council meeting in 3 weeks. CTA pleased with election results. No CTA sponsored legislation open at the moment. CTA proud of the QUIA Program. Good Teaching Conference coming up soon in the North and in the South it is the same time as CUE.

VII. New Business –

A. Award Committee Report – no recommendation for LeRoy Finkel Fellowship and no nominee for the Legislative Advocacy Award. Jerome stated that the Board should encourage others to apply for these awards. Joyce Miller moved to accept the slate of award winners and Diana Paradise seconded. All approved.

***ACTION Passed***

B. Nominating Committee Report – Kurt Larsen moved to accept the slate and Cameron McCune seconded. All approved.

***ACTION Passed***

C. Board of Directors Campaigning – Cameron McCune moved to accept the Campaigning Policy and Kyle Brumbaugh seconded. There was a discussion about language being added about speaking at the conference. Cameron moved that we accept the policy with amended language and Kyle seconded. All approved.

***ACTION Passed***

D. BOD 2011 Retreat and June 1 face-to-face update – no update by Mike. He will bring up again at the April Meeting.

VIII. Old Business

A. Business Plan Review/Discussion – Diana Paradise and Jerome Burg – descriptions should be added. Kurt replied that our annual review should become a redirection/goals for the staff. Concise items need to be addressed in the plan at our next plan. Micheline stated that although we did not look at the complete plan at the retreat we did put in place goals and deliverables for this year. Mike stated that some of these goals are over 5 years. The plan is for five years. Sharon suggested that we just share the goals and deliverables at each meeting. Kurt suggested that board members talk to Micheline. Diana continued to explain and review her Marketing Plan and Overview and Discussion chart with us. Discussion to continue.

IX. Adjournment – TIME CERTAIN: 6:45 pm Kurt Larsen moved to adjourn and Diana Paradise seconded. Micheline officially adjourned the meeting at 6:45 pm. The next meeting will be in April after the CUE Conference in Palm Springs.