

# BOARD OF DIRECTORS MEETING MINUTES

April 7, 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 [Green](#), CTA Representative

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I. Call to Order – Sharing of student work: Micheline called the meeting to order at 3:34 pm.

Micheline created a slide show of the Student Showcase. Photographs were taken by Jerome. There were nineteen projects involved in the showcase. Tom Torlakson launched - the showcase. Some projects were: Welcome to the Channel Islands, The Living Museum, Smilies and Metaphors, Online Health, Without Me, and The Alphabet Book.

II. Agenda Approval **ACTION Passed**

Joyce Miller moved to approve the agenda. Robert Craven seconded. All approved. Mike entered times when guests would be calling in to make their reports.

III. Approval of Minutes **ACTION Passed**

Robert Craven made changes. Kurt Larsen moved to approve the minutes as amended. Kyle Brumbaugh seconded. All approved.

IV. Closed Session

V. Reports

A. General Board Report – Conference Reflections

Micheline quoted board members on how wonderful the Conference was. Send out an email reminder to 1st timers. Mike will share feelings. Board members shared their conference reflections

B. Executive Director Report – Mike Lawrence – Report stands as written.

- Small adjustments: Lead 3 – 233 attendees. Already passed the amount we've ever had. Will add a strand to accommodate increase number of attendees. Increase quantity or expand online professional development 2.2. There are several iPad workshops and Google workshop online.

- Question 3B LA area schools trying to recruit more districts. Menefee as far as East. Sharon suggested the Culver City School District. Online (Kurt suggested) Virtual Book clubs.
- Sharon suggested the approval of additional expenditure at ISTE 2011 for the ISTE 2012 volunteers to attend the affiliate meeting. Marisol Valles, Christine Olmstead and Katherine Hayden would be the attendees. Mike is comped. Micheline, Robert taking the free registrations. Four \$100.00 attendee fees. About \$1500.00 to \$2000.00 total for the extra day. Sharon proposed that CUE cover the cost of the Registration Fee and Hotel Room for all who expressed interest Christine Olmstead, Kathy Hayden, Sharon Sutton, and Marisol Valles. Joyce Miller seconded. Discussion: Robert good to have people there for the minimal cost. Motion approved.

***Action Passed***

C. Treasurer's Report – Robert Craven –

- Thanks to Marisol for going above and beyond. Line P. Marisol stated this is not an estimate but as of March 28, 2011 actual amount. There will be changed to Column O and P because the conference was two weeks later and not all bills have been paid.
- Budget looks really good. The Conference bolstered the numbers. There was a good increase in sale of booths, CUE combined income from both Fall and Annual Conference.
- Membership comps - first time tracking it (five teachers/admin, free certificates for affiliates, lots of discounts).
- Newsletter income (switch to new Ad Company) will come in the next budget with income).
- Annual Conference Expense, security will be increased, (more sessions, so had to add another guard), more nametags, signs, etc.
- Book sales - low number. Mike wants to look at a different way to get income.
- Question on investments from Kyle. Why so much money in reserve? Mike stated that we pulled \$250,000 from checking to reserve. No one bank had more than \$250,000, which is FDIC insured. Money will eventually come back to original accounts. Total income from MacWorld, \$1738.00; yet it gives CUE some exposure.
- Lines 167/176 PUW's \$50,000 income/ spend \$45,000 on the project.
- 2009 & 2010 Annual Report – Mike wanted to make sure we looked at it and he wanted to share with Board and then Membership. Kurt's name is spelled wrong and need to add years. Page 2 correction: as long as long

D. Director of Operations Report – Marisol Valles – – Stands as submitted.

- The budget doesn't have as much detail because the conference this year was later in the month. Evaluations, budgets are just coming through.
- 12 Vendors actually submitted evaluations. Numbers up with rave reviews. Suggestion to have a Food event in exhibit hall as a draw. Also, coffee in the Vendor room.

- Need report from Conference Committee. Updated has Fall 2011 logo available. Cultivating Achievement Logo from Peter. Thank you for your support.
  - Amy did a great job and really produced for us.
  - Passed 4,000 members. Diana Paradise asked what is capturing current members to continue to be members? Mike said there is a CUE direct tie to conferences and whether they join. Return renewal rate is low. School district budgets make a difference. When funding is available, new people attend. Cyclical with funding says Mike. ISTE is changing to be more like CUE, Mike says. Now membership is linked to Conference with ISTE.
- E. CUEtoYou Report – Mark Wagner
- Two workshops added Google Apps refresh and iPad workshop in San Diego. Migration Summit or Google Apps Summit for CEO’s needs to happen right now in late May 24th. Adding a line with online workshops.
  - Kurt asks does Mark Wagner need help? Mike said 3300 people attended CUEtoYou events. More people touched by CUEtoYou than CUE events. Increasingly growing. Mike says they are looking closely at this connection. Lead learners throughout the world. There are 75 Lead Learner Employees.
  - Kurt Larsen asked about marketing strategies for CUEtoYou. Kurt wants to look at putting some money towards growing this business. Diana Paradise is looking forward to the Summit in Northern California.
- F. Leading Edge Report – Lainie Rowell -- The report stands as written.
- Booming. Curriculum is flying along. Lainie is doing some great things. Poised to become a national effort. We will end up with a 20K carry over.
  - Will decide how the website will turn out.
  - First training will take place June 22nd.
  - Issues will be resolved for Lead 3.
  - Kurt Larsen asked does this curriculum serve community college and higher ed as well as K12. AT 1 Certification is what the curriculum is built on. Funded out of the Community College. Will be linking to the Leading Edge site to the CUE page.
- G. ISTE 2012 Update (Micheline LeBlanc) – presented in ED report
- H. Affiliate and SIG 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.
- I. Partner Reports
- CDE Report – Larry Hiuga– ETO update – Time **Certain 4:00 pm**
- Waiting on the Round 9 EETT Grant – two weeks away from being announced.
  - Microsoft K-12 Voucher is in a holding pattern. Cypres 1, second installment might be announced in the fall.

- E-Rate is deciding if cloud services will be included.
- CUE has been approved for IT Services under the K12 Voucher per Mike.
- CTA Update (Jerry Green) – **Time Certain 4:15 pm** - State council this week.
- Asked about bold actions on retirement. Main CTA officers are elected now.  
Dean E. Vogel - President, Vice President Mikki Chickoi,  
Secretary/TEASURER.
- SB613 Open Source, monitor, send back to CTA.
- AB802 - Online Education/cancelled/CUE supports.
- 3 bills that CTA sponsored about Charter Schools. Adult/career education/online education doesn't cost teachers positions.
- AB747 and AB626 no official position.

VI. Old Business –

VII. New Business -

- A. Preliminary 2011-2012 Budget Discussion - Micheline LeBlanc wants all meetings face to face so we have more time to discuss issues. Micheline recommends face-to-face meetings for next year. Mike asked do we need to plan for a deficit year or a surplus year. Diana says lessening of numbers, Micheline thinks there will not be a repeat, and Kyle says to put some of our effort on CUE to You. Diana says this should be a major conversation at Retreat. Kurt said challenge yourself, don't retreat. Cameron Saturday and Sunday conference. Diana says we need to build our affiliates. Private schools, home schooling, Cautious growth/optimism.
- B. Santa Barbara CUE Letter of Intent - Kurt Larsen moves that we move to accept letter of intent. Robert Craven seconded. All approved.
- ACTION – Passed**
- C. Grant Wrangler Opportunity – **Karen** stated that she was marketing this tool for her business grant management system. She publishes lists of grants for teachers. It gives people a place to play with new technologies as they come along.

Important points:

- She has a new full time job and wants someone to take on Grant Wrangler. It is important for the integrity to be retained.
- There is a tab that gives a report on usage and a survey for members on the technology most clicked on.
- It is a massive directory of sites for grants.
- Karen would like to have a decision by June 1, 2011.
- This is confidential information.
- Kurt mentioned the branding issue.
- Kyle said it was a valuable asset.
- Robert thought it was a nice benefit, but members could possibly find this someplace else.
- Diana was in favor of looking at it further.

Robert Craven moved to ask staff to find costs and gains and the pluses and negatives of the proposal. Diana Paradise would like recommendations from our Executive Director.

Discussion: if someone is selling property and a person or group purchases it, are they able to do what they want with it? We asked Mike to bring back more information on Grant Wrangler

and for his recommendation. A motion was made by Robert to move forward with research and have Mike bring back more information within 4 weeks. Jerome Burg seconded the motion. Motion approved by all.

**ACTION – Passed**

- D. CUEcast/Infinite Thinking Machine Opportunity – put on June Agenda
- E. Student Scholarships Proposal – put on June Agenda

VIII. Adjournment - 6:42 PM – Next Board meeting in the Brazilian Room – Parks/ right by the airport. Contra Costa county Office of Education on June 1, 2011. Retreat July 26, 27. Robert Craven moved to adjourn, Diana Paradise seconded. Approved by all.