

# CUE BOARD OF DIRECTORS - Meeting Minutes

Monday, October 1, 2012, 10:00 AM - 4:00 PM

WestEd, Oakland CA



AGENDA	ACTION ITEMS	NOTES
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Board Members (present): Kyle Brumbaugh, Ray Chavez, Robert Craven, Kurt Larsen, Diana Paradise, Lainie Rowell, Ken Shelton, Roger Wagner, (Suzanne Mitchell, by phone)

Staff (present): Mike Lawrence, Marisol Valles, and (via phone) Dana DuRee

Guests (present): Jerry Green/CTA, (via phone) Larry Hiuga/CDE Ed Tech Office

<b>I Call to Order</b>	The meeting was called to order at 10:12 AM by our CUE President, Robert Craven.	Acknowledgement of the recent passing of Bobby Goodson, one of the original founders of CUE, and her contributions was discussed. Diana shared her past connection with Bobby who was her Master Teacher back in the 80's.
<b>II Student Work</b>	Presentation of student work tabled until next CUE Meeting in December (Robert C: Fullerton SD)	
<b>III Agenda Approval</b>	<b>Approved</b> - Kurt moved to approve the October meeting agenda; Lainie seconded this motion. No further discussion. BOD approval vote: 9:0	
<b>IV Approval of July Minutes</b>	<b>Approved:</b> Kyle moved to approve the July minutes as amended. Lainie	<a href="#"><u>Click for July BOD minutes.</u></a>

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	<p>seconded this motion. No further discussion. BOD approval vote: 9:0</p> <p><b>New Action:</b> Diana will be including a short update for each of the Reports shared during the July 2012 BOD meeting; therefore, the revised version of the July minutes will be submitted for approval at the December meeting.</p>	
V <b>Closed Session</b>		CUE BOD only.
VI <b>Unfinished (Old) Business</b>		
<p>a Proposal: Subsidized Affiliate Events</p>	<p><b>Action:</b> The affiliate committee is finalizing the proposal to bring back to the Dec CUE BOD meeting for board approval.</p> <p><b>Approved:</b> The CUE BOD approved the expansion of the SIG/ Affiliate Committee from 7 to 8. Motion to approve: Kurt moved to approve the</p>	<p><a href="#">Click for Affiliate &amp; SIG</a></p> <ul style="list-style-type: none"> <li>○ \$500 p/affiliate</li> <li>○ July 1-May 30 submission time frame</li> <li>○ Online request form</li> </ul> <p>In support of affiliate health, the BOD approved the elements of the CUE Affiliate Subsidy Program - Draft Proposal.</p>

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	expansion; Ray seconded it. BOD approval vote: 9:0	
b Revised Articles of Incorporation language	<b>Approved:</b> Ray moved to approve Article II and Roger seconded it with the following revision: <i>The specific purpose of this Corporation is to advance <u>opportunities</u> and student achievement through the use of innovative <u>technologies</u>.</i> BOD approval vote: 9:0	<a href="#">Click for revised articles.</a>
c Strategic Partnerships Committee - Discussion	<b>Action:</b> Mike is bringing a revision to this committee at the December CUE BOD meeting. He is proposing sunsetting SPC in December; the key focus/purpose of this committee will be reassigned to existing CUE committees.	
d CUE Marketing Plan - Dana DuRee		<a href="#">Click for Marketing Plan</a> CUE's Programs and Marketing Coordinator, <u>Dana DuRee</u> , gave a

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<p>VI. Unfinished (Old) Business</p> <p style="padding-left: 20px;">d. CUE Marketing Plan - <i>continued</i></p>		<p>summary of the CUE Marketing Plan which she has recently crafted from the 2009-2014 Business Plan. Dana identified the following goals:</p> <ol style="list-style-type: none"> <li>1 Enhance and promote a seamless CUE brand image</li> <li>2 Effectively communicate and deliver value to our target markets</li> <li>3 Increase market share</li> </ol> <p>To promote an enhanced brand image, Dana made various recommendations including: create/maintain Pinterest account; ramp up Press Releases via distributions on PRWeb; create/distribute Media Kit for annual CUE 2013 Conference.</p> <p>The board made the following commendations: To discuss this plan more deeply at the next BOD meeting after having fully reviewed the doc (24 pages), to develop a Member Survey and target private schools (e.g., archdiocese)</p> <p><i>Marketing Strategies:</i> To address CUE brand image, CUE has contracted with Phase 3 Digital to execute a fully integrated Social Media and Search Engine Optimization (SEO) Plan.</p>

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<b>VII New Business</b>		
a Committee Member Recommendations	<b>Approved:</b> Lainie moved to approve the recommendations of committee members. Kyle seconded the motion. BOD approval vote: 9:0	<a href="#">Click for Committee members</a>
b Board Awards Platinum MIH Nominations	<b>Action:</b> BOD discussed and recommended two very worthy candidates to forward to the Awards Committee. Diana and Roger will lead the writing. (Due December)	<a href="#">Click for Awards</a>
<b>VIII Reports</b>	<b>Action:</b> Diana will be including a short update for each of the Reports shared during the July 2012 BOD meeting. The BOD will, therefore, return to the July minutes for re-approval in the December meeting ( <i>see IV. Approval of July Minutes</i> ).	Recommendation: Kurt recommended, and the board agreed, that the Secretary will include a short summary for each of the CUE Report updates, starting with the July 2012 minutes.

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a CTA Updates - Jerry Green		The CTA representative gave an update of various legislative bills and propositions that the organization is supporting; specifically, propositions 30 and 32. Mike Lawrence is taking these recommendations to the CUE Legislative Advocacy Committee for their action (e.g., submit a CUE support letter to legislature).
b CDE Updates - Larry Hiuga		<p>Larry shared the following updates:</p> <ul style="list-style-type: none"> <li>○ Technology Blueprint</li> <li>○ IT Readiness data has been posted on CDE website (sbac)</li> <li>○ Funding for EETT grant program has ended</li> <li>○ Technology plan process and support is continuing into 2012-2013 with assistance from CTAP and CDE.</li> <li>○ K12 Voucher Program deadline is</li> </ul>
<b>VIII. Reports</b>		

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<p>b. CDE Updates, Larry Hiuga - <i>continued</i></p>		<p>September 2013. Note: new eligible products and previously approved items and services are now available at the CDE website. There are 'rumors' that, for those districts/schools/COEs that do not fully spend their current K12V funds, they will not receive the final 1st Cy Pres allotment. <a href="#">CDE website</a>. <a href="#">K12 Voucher website</a>.</p> <ul style="list-style-type: none"> <li>○ E-Rate trainings will be conducted statewide starting in October 2012.</li> </ul>
<p>c Executive Director - Mike Lawrence</p>		<p>Mike reviewed his report with the Board highlighting the following projects, policies, events, and goals &amp; deliverables update.</p> <p><u>PROJECTS</u></p> <ul style="list-style-type: none"> <li>○ Marketing Plan (developed by Dana Duree, CUE Programs and Marketing Coordinator)</li> </ul>

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<p>VIII. Reports</p> <p>c. Executive Director, Mike Lawrence - continued</p>		<ul style="list-style-type: none"> <li>○ Board iPad Solution</li> <li>○ Infinite Thinking Machine</li> <li>○ CUE Investment Policy (considering alternate structures for reserves)</li> <li>○ Commission on Teaching Credential - Teacher Prep Panel</li> <li>○ CDE's Ed Tech Cabinet (follow-up group to the Supt's Ed Tech Task Force recommendations)</li> </ul> <p><u>EVENTS</u></p> <ul style="list-style-type: none"> <li>○ ISTE 2012: CUE recognizes the wonderful partnership with ISTE and the great success of ISTE 2012 San Diego; in large part due to the efforts of CUE as affiliate host and its volunteer leaders.</li> </ul> <p><u>GOALS &amp; DELIVERABLES</u></p> <p>Mike gave an updated status of each of the his 2012-2013 Goals and Objectives (e.g., On Target, Complete, Incomplete). Noteable: majority of objectives are either <i>on target</i> for being met</p>



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		<i>or completed.</i>
d Treasurer - Ray Chavez		
i Updated Investment Strategies	<b>Action:</b> - Mike Lawrence is following-up with Schwab/Greg regarding low interest funds, Jumbo CDs, and potential account initiating and maintenance fees.	The CUE board agreed that it is important to remain conservative (vs risky) in managing CUE's revenues.
ii Budget Report		Ray walked the board through the current budget document. The CUE organization is in a very healthy fiscal state showing increased revenue and membership participation which, is resulting in the addition of needed support staff and improved resources & services.
e Director of Operations - Marisol Valles		The report included an update on: <ul style="list-style-type: none"> <li>○ Human Resources - new part-time PD assistant</li> <li>○ Office Systems enhancements to online webstore portal</li> <li>○ Fall CUE 2012 (e.g.,</li> </ul>

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<p><b>VIII. Reports</b></p> <p>e. Director of Operations, Marisol Valles - <i>continued</i></p>		<p>sponsors, registration increase, housing, Iron CUE, volunteering, addition of food trucks, exhibitors, corporate sessions, speakers, conference planning committee, Matt Miller as the new CUE 2013 Volunteer Coordinator [taking place of Suzanne Mitchell], and housing).</p> <ul style="list-style-type: none"> <li>○ Affiliates (e.g., contracts, affiliate meetings, membership info status). As of September 2012, we have 4,800 members (vs. 4,314 in September, 2011; 3,398 in September, 2010)!</li> <li>○ DOO discussed how continuous improvement to network performance is being addressed for CUE/PS 2012. Focus on bandwidth - what worked, what didn't, as well as, how past issues with network performance are being handled.</li> </ul>
<p>f Professional Development</p>		<p>Mike shared Danny Silva's PD report with staff. Danny is</p>

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<p>Coordinator - Danny Silva</p> <p><b>VIII. Reports</b></p> <p>f. Professional Development Coord - Danny Silva - <i>continued</i></p>		<p>responsible for the CUE conferences (north and south), as well as, the ongoing PD events and services provided throughout the year:</p> <ul style="list-style-type: none"> <li>○ Florida's SLOAN-C for Google WE</li> <li>○ Louisiana with iNACOL</li> <li>○ Monterey with CETPA</li> <li>○ YouTube EDU Summit In addition: the curation of <a href="http://YouTube.com/teachers">YouTube.com/teachers</a> and <a href="http://YouTube.com/EDU">YouTube.com/EDU</a></li> <li>○ CUE Learning Tours - Flipped Learning Tour, Common Core Learning Tour, Digital Citizenship Learning Tour</li> <li>○ New York for Google Teacher Academy</li> </ul> <p>For a CUEtoYou calendar of global events, <a href="#">Click here.</a> A quarterly summary of workshops and participant numbers was provided (January to December 2012).</p>
<p>g Leading Edge Certification</p>		<p><i>Click for Leading Edge report</i></p>

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Program - Lainie Rowell		<p>The Leading Edge Certification Program (LECP) is a collaborative effort with county offices of education and CTAP led by CUE.</p> <p>Lainie provided a report of the LEC status. The marketing effort and results of this program is notable with numerous articles and references in EducatorWeek and eSchool News.</p> <p><u>Certifications Issued To Date:</u></p> <p style="padding-left: 40px;">Online Teacher/Online and Blended Teacher: 438</p> <p style="padding-left: 40px;">Professional Developer - OT/OBT*: 51</p> <p style="padding-left: 40px;">Administrator: 28</p> <p style="padding-left: 40px;">Professional Developer 14</p> <p><small>*OT - Online Teacher; OBT - Online Blended Teacher</small></p>
h Board Liaisons' Affiliate, SIG, Committee Reports		<p>This collaborative document is produced by the CUE BOD for each of their designated affiliates, SIGs, and committees. <i>Click for Affiliates, SIGs, Committees</i></p>
i <i>Added:</i> LDI (Leadership		Kurt provided the portion of the

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Development Institute) Feedback August 2012, CSU Monterey Bay		LDI evaluation results called, "What could 'mother' CUE do to support Affiliate events?". The overall results of the evaluation were extremely positive. The BOD really appreciated receiving this information! <i>Click here for results.</i>
<b>IX Adjournment</b>	<b>Approved:</b> A motion to officially adjourn this CUE BOD meeting was given by Roger Wagner and seconded by Kyle Brumbaugh. BOD approval vote: 9:0	
<i>Next CUE BOD Meeting</i>	Thursday, Dec 6th, 9:00am-4:00pm @PBS SoCal	This is a date change; was originally scheduled for Dec 5th.