



## BOARD OF DIRECTORS MEETING AGENDA

December 6, 2012, 9:30 am – 4:15 pm

PBS SoCal, Costa Mesa

Board Members: Kyle Brumbaugh, Ray Chavez, Robert Craven, Kurt Larsen, Suzanne Mitchell, Diana Paradise, Lainie Rowell, Roger Wagner. Not present: Ken Shelton (joined via phone, when possible)

CUE Staff: Mike Lawrence, Marisol Valles

Guests: [Brian Bridges \(CLRN\)](#); [Not available at time of meeting: Jose Ortega (CDE), Jerry Green (CTA)]

AGENDA	ACTION ITEMS	NOTES
I <b>Call to Order</b>	CUE President, Robert Craven, calls the meeting to order: 9:37am. Welcome by Jamie Myers, PBS SoCal	
II <b>Review Student Work</b>	Robert C shared a variety of student work from his district, <a href="#">Fullerton School District</a> [K-8, 14K student population; 39% ELL]	Former FSD Supt, Cameron McCune (former CUE bod) led the district's vision with integrating technology into teaching and learning.
III <b>Agenda Approval</b>	<u>Approved:</u> Ray C moved to approve today's meeting agenda; Lainie R. seconded this motion. BOD approval vote: 8:0	
IV <b>Approval of <a href="#">Board Minutes</a> (Oct 1)</b>	<u>Approved:</u> Kurt L moved to approve the October 2012 BOD meeting minutes as amended. Lainie R seconded this motion. BOD approval vote: 8:0	
V <b>Closed Session</b>		CUE BOD only.
VI <b>Unfinished (Old) Business</b>		

<p>a <a href="#">Formal Proposal: Affiliate Event Subsidy Program</a></p>	<p>Approved: Kurt moved to approve as written. Roger Wagner seconded this motion. BOD approval vote: 7:0</p>	<p>Mike met with affiliate representatives for the purpose of lining up CUE policies with their needs. Topics of discussion included: categories of allowable expenses (e.g., travel expenses for keynote speakers, printing), policy structure (e.g., staffing and procedures, checks).</p>
<p>b Awards (MIH and Platinum)</p>	<p>Approved: Robert moved to approve the deadline for submittal of the two awards be extended to December 20, 2012. Roger W seconded this motion. BOD approved vote: 8:0</p>	<p>CUE invites staff to make nominations.</p>
<p><b>VII New Business</b></p>		
<p>a <a href="#">Fall CUE Reflections</a></p>	<p>Discussion only.</p>	<ol style="list-style-type: none"> <li>1 Food options: Great having the addition of food trucks. Suggestion: include list of food options in conference guide.</li> <li>2 Registration Tables: need to be moved to ease registration lines for increased efficiency/speed.</li> <li>3 Presenters: recommend adding support person for cable/equipment set-up. Other idea: provide staff &amp; presenters with a list of phone #s when issues occur</li> <li>4 Medical Emergencies: Procedure is to call 911.</li> <li>5 Iron CUE: need to re-tool this with assistance by conference committee.</li> <li>6 Suggest Poster-type sessions in room corners; large screen (45 min spots), e.g., talk with Brian Curwick about Common Core &amp; technology.</li> </ol>
<p>b <a href="#">Draft Fall CUE 2013 MOU</a></p>	<p>Approved: Ray Chavez moved to approve Fall CUE MOU as drafted. Seconded by Lainie R. BOD approved vote: 8:0</p>	
<p>c Strategic Partnerships Committee Sunset</p>	<p>Approved: Roger Wagner moved to sunset the Strategic Partnership Committee; Kurt Larsen seconds the motion.</p>	

	BOD approved vote: 8.0	
d <a href="#">NEW Professional Learning Committee - Proposal</a>	Approved: Lainie moved to approve the new <i>Professional Learning Advisory Committee</i> proposal. Ray C seconded the motion. BOD approved: 8:0	
e Committee Member changes - ( <a href="#">see ED Report</a> )	Approved: Lainie moved to approve the additions to the Committee for Northern CUE Conference. Suzanne Mitchell seconded the motion. BOD approved: 8:0	
f <a href="#">CUE-MACUL Road Trip Proposal</a>	Action: Tabled until January BOD meeting.	
Noon - Lunch		
12:15pm eSS Update - Brian Bridges, CLRN		
<b>VIII Reports</b>		
a <a href="#">Executive Director Report</a> (Mike)		X
b <a href="#">Director of Operations Report</a> (Marisol)		Conference, affiliate and human resource updates.
c <a href="#">Treasure's Report XLS, PDF</a> (Ray)		<i>The overall fiscal health of CUE is good with expenses and income in alignment with proposed amounts and appropriate to support strategic direction/priorities and operations. Special note of increased income from Fall Conference due to increase in exhibitors and attendance. Also noted decrease in Professional Development income due to a variety of factors (i.e. less equipment workshops) detailed in PD report. Overall the reserve balance/investments remained healthy at roughly \$900 K and</i>

		<i>budget is on track with proposed amounts for 2012-13.</i>
d <a href="#">Professional Development Coord's Report</a> (Mike)		X
e <a href="#">Leading Edge Certification Program Report</a> (Lainie)		-We now over 500 Certified for our first certification -Certificates for "Online Teacher" will not be generated after December 31, 2012. -OBT - new "Bootcamp Curriculum" Exploring Common Core in OBT Curriculum -Admin improving from pilot - many expected to offer in new year Elizabeth Calhoon completed Mobile Learning Elective Module - Yeah! -We are working on 3rd certification... Ramsey Musallam took on the role of Lead Curriculum Designer for Digital Educator
f <a href="#">Affiliate, SIG &amp; Committee Reports</a> i Vertical Response rollout ii SIG Discussion		
g <b>Partners</b> i CDE Update (Doris Stephen via phone) ii CTA Update (Jerry Green via phone)	<i>Note times!</i> <i>11:00am</i>  <i>11:15am</i>	
h <b>Adjournment</b> - 4:15pm	Approved: A motion to officially adjourn this CUE BOD meeting was given by Lainie Rowell and seconded by Kurt Larsen. BOD approval vote: 9:0	
<i>Next CUE BOD Meeting</i>	<b>January 10, 2013</b> (3:30pm) - Conference Call	

What was not addressed in this meeting; to be forwarded to future BOD meeting:

## **CUE Marketing Plan - Dana DuRee**

[Click for Marketing Plan](#)

CUE's Programs and Marketing Coordinator, [Dana DuRee](#), gave a summary of the CUE Marketing Plan which she has recently crafted from the 2009-2014 Business Plan.

Dana identified the following key goals:

- 1 Enhance and promote a seamless CUE brand image
- 2 Effectively communicate and deliver value to our target markets
- 3 Increase market share