

BOARD OF DIRECTORS MEETING MINUTES

April 18, 2012, 9:00am - 4:00pm

San Mateo Marriott



Board members present: Micheline LeBlanc, Ray Chavez, Diana Paradise, Kyle Brumbaugh, Lainie Rowell, Kurt Larsen, Robert Craven, (by phone) Joyce Miller and Ken Shelton.

Staff present: Mike Lawrence, Marisol Valles, Danny Silva (to present his report)

Guests: Larry Hiuga (CDE)

For Lunch and Conversation: Chris Walsh, Rowland Baker (TICAL), Michael Simkins (Lead 3.0 Symposium Director), George Manthey (ACSA), and two visitors from Singapore's Ministry of Education: Dr. Poon Chew Leng, Deputy Director, Research and Evaluation and Dr. Cheah Horn Mun, Director, Educational Technology Division.

I. Call to Order – Sharing of student work 9:00am

Micheline called the meeting to order at 9:01am. Lanie shared student work (6-12 school) with a composting project where they utilize Facebook, Twitter, VoiceThread, Google SketchUp and Weebly to publish information about their project.

II. Agenda Approval **Passed**

Robert moved to approve the agenda; Lainie seconded the motion.

III. Approval of Minutes **Passed**

Joyce moved to approve the minutes with the addition of summary statements associated with the reports; Ray seconded the motion.

IV. Closed Session

V. New Business/Discussions

1. Preliminary 2012-2013 Budget Discussion

Micheline noted that we are currently sound financially and recommended more money to affiliates; Kurt recommended dollars for completing website work & possible consultant to lead updating the CUE Articles of Incorporation; Robert recommended funding Infinite Thinking Machine (ITM).

2. Student Technology Leadership SIG **Passed**

Robert moved not to approve the proposal as written, but to recommend that the proposers work with Diana and Mike to modify their proposal--resubmission is encouraged; Diana seconded the motion.

3. 21st Century District Steering Committee ONLINE project **Passed**

Kurt moved that CUE provide representation to the "On[the]Line" initiative, a CSBA-led effort focused on creating CSBA-approved policies and model plans that integrate the use of technology across all aspects of their schools; Kyle seconded the motion.

4. General Board Report – Conference Reflections

Pluses +’s: Staff did a fantastic job; there was a high level of enthusiasm; filled sessions; keynotes were fantastic. Minuses -’s: Internet access; crowded in-demand sessions. Suggestions: increase CUETips; increase space within Student Showcase area; rename Thursday, "Kick-off" keynote.

5. Advanced Studies Certificate Proposal **Passed**

Robert proposed that we move forward with the Advanced Studies Certificate Proposal and increase development budget by \$3k; Lainie seconded the motion.

6. Proposed Fall CUE Conference Planning Committee Policy **Passed**

Kyle moved that we adopt the recommended Fall Conference Planning Committee Policies & Procedures; Diana seconded the motion.

VI. Old Business

1. Student Bill of Rights

Discussion postponed to another meeting.

VII. Reports

1. Executive Director Report (Mike)

Article of Inc. need revision; Student Scholarship did make the needed timeline and will be moved into next year; Mike shared a few highlights from the Search Engine Optimization (SEO) report; need to shape content; Drupal module has been installed to support meta-tagging; CUE get a homepage grade of "A" for the search term "Ed Tech Professional Development"; Mike shared OnCUE+, the digital OnCUE Journal app for iPad (built with MagPlus).

2. [Treasurer's Report](#) (Robert)

Our reserves will soon break the million mark; we are well protected with the FDIC; looking like we will not need to use reserves to pay bills in June.

3. [Director of Operations Report](#) (Marisol)

Fees for conferences will remain for both conferences except for a \$5 increase in the North. Our annual conference had the highest attendance since 2002. Workshop registrations at the conference were down; we need to rethink offering as many as we do. Because of Internet problems at the convention center, we again are looking to work with another provider, Cross Communications, who is the provider next-door at the Hilton and where connections were strong and unfailing. Membership continues to grow, now at 4600+. Regarding next-year's fall conference, "the MOU with NVUSD is being finalized for ACHS. The school will be closed on Friday during the conference. Tentative theme is: 'SUPER-CHARGED LEARNERS FORGE THEIR OWN PATH'."

4. Professional Development Coordinator Report (Danny)

- 14 Lead Learners trained and ready to lead Common Sense Media Workshops
- We also rolled out three new workshops that were a huge success: iBooks Author, Apple TV in Education and the YouTube Workshop for Educators.
- Google staff asked us to help start planning the next GTA, possibly in New York in the fall.
- ISTE will be here soon and CUE has three workshops scheduled, a Google Workshop for Administrators and two iPad workshops.

Diana thanked Danny for a job well done and the way he has approached his new role.

5. Leading Edge Report (Lainie)

The group will be conducting a focus group to look at the new Admin curriculum at Lead 3 conference. Focus group attendees will be invited to pilot the course. Online Teacher 2.0 has been released.

6. ISTE Report (Bonnie)

- CUE has distributed ISTE promotional materials at affiliate events and other conferences identified in the database Jan Half developed.
- As of December 31st:
 - 783 registrants, compared with 633 that time in 2010
 - 170 of the registrants for ISTE 2012 are from California
 - 366 exhibiting companies, compared with 352 that time in 2010
 - 1,190 booths sold, compared with 1,232 that time in 2010
 - 24,700 room nights sold, compared with 22,718 that time in 2010
 - Housing is nearly 80% sold out, with limited options for booking additional hotels...there are none in the area that would not require extensive (and expensive) shuttling.

7. Affiliate and SIG/Committee Reports (All BOD members)

8. Partner Reports

- a. CDE Report (Larrv Hiuga)

MyBOE.org has a link for public comment directed to the Ed Tech Task Force.

b. CTA Report (Jerry Green)

CTA has still not taken any position on the Student Bill of Rights.

VIII. Adjournment - 4:00 PM