



BOARD OF DIRECTORS MEETING MINUTES

May 27 2008, 9:30 am - 3:30 pm

Google, Inc.

Arsia Mons Room, 1400 Crittenden Lane

Mountain View, CA

Guests: Keith Pickering-Walters (CTA), Cliff Rudnick (CDE), Anna Bishop (Google)

Board members present: Brian Bridges, Steven Glycer, Kurt Larsen, Micheline LeBlanc, Terry Faherty, Debra White, Barbara Keenoy, Sharon Sutton, and Scott

Smith; **Board members absent:** None, **Staff present:** Mike Lawrence, Marisol Valles

I. Call to Order

Anna Bishop was our host at Google. She along with Tina Ornduff provided a presentation on Google tools during the board lunch break. Thank you very much Anna and Google for being such great hosts. We'd love to come back for a future Board meeting at your facility.

II. Review Student Work (Scott and Barbara)

Barbara shared the work of her students. She said that her district, El Rancho Unified, has declining enrollment and have closed 4 elementary schools. Rivera Elementary School has 551 students, with the highest test scores in the district for the past 6 years. They are 64% EL and in a 98.9% Hispanic community. They provide English instruction with all students. Through an EETT grant they received a laptop and projector for every 5th/6th grade teacher + netTrekker subscription. All field trips are made into a photo book using iPhoto. Barbara shared one of the books that the students made. Scott acknowledged the leadership of Barbara and the great results of her campus.

Scott shared his experience of video work by students. They created the Slick Rock Film Festival where student videos are shown at the Visalia Fox Theatre. They have now done this for five years, with over 200 submissions. A 'red carpet' treatment with awards was provided for the top winners, etc. Scott showed several of these student films. This entire program has grown significantly over these past five years. They have developed a partnership with Comcast that informs the public of this event. They have a high school and middle school division.

III. Agenda Approval

Terry Faherty moved to accept the agenda and it was seconded by Debra White. The motion passed unanimously. Mark Wagner will not be able to join us via phone today.

IV. Approval of April 2008 Board Minutes

Brian stated that the minutes had a few minor errors. Debra also indicted that we had the wrong person on one of the motions. These were corrected by the Board secretary. A motion to accept the minutes as revised was made by Sharon Sutton. Micheline LeBlanc seconded the motion. It passed unanimously.

V. Closed Session (board)

The Board entered into closed session at 10:09 am. Closed session ended at 11:06 pm.

VI. Reports

A. Executive Director Report (Mike)

1. New Office Location – Due to surrounding conditions of the community in terms of safety, Mike shared that he is relocating the CUE office.
2. Update – Session presenters for the new ILC have been selected and notified. Total number was 200+. We had submissions from all across the US. This occurred because of the nationwide FETC reach. Our vendor comparison is about equal. We are getting some vendor

pushbacks. FETC charges their vendors approximately two times the level CUE does. There is also a clear difference and some tension between 1105 and FETC. Mike feels that we have a good working relationship with FETC. They are adopting our "five persons, one goes free" discount.

3. Kurt asked if we have a historian or historian committee. Mike has been directed to investigate the formation of a history committee and report it back to the next board.

B. Director of Operations Report (Marisol)

1. Internet connection is still an issue. The board directed Mike and Marisol to investigate solutions to this problem.

C. Treasurer's Report (Brian)

1. This year we are in good shape. Next year's budget is optimistically cautious. We discussed the possibility of marketing the spring conference to the home schooler population, to parents, PTA-PTO-PFO, charter schools and private schools. This may be a good way to increase our attendance, a key concern of our vendors.

D. CUEtoYOU Report

1. June 25th Google Teacher Academy (GTA) – CUE and WestEd will produce this GTA, generating 56 Google Certified Teachers (GCT), which includes CUE membership. In addition, Google has authorized a new system or institute that can be various lengths of time and is not free, but would need to be funded by an LEA, COE or some other entity. These events could be done outside California. There is great interest to participate in this summer's Google Academy in San Jose. Over 150 people have submitted requests for the 50 seats.

E. Committee Reports

1. Affiliate Leadership (Kurt + Gerald McMullin *via phone*) – Time Certain: 11:00am. Kurt and Gerald met last week to go over a number of items, (a.) conference affiliate meetings (b.) an elevator speech for these meetings and (c.) business cards for affiliates and SIGs. They have proposed an affiliate meeting at the ILC. Gerald discussed how to engage affiliates into the ILC. (1.) getting them to attend by reserving rooms, (2.) help the affiliates plan (3.) CUE Inc. sends out affiliate info on who has signed up to attend and (4.) hold a revitalization meeting with key players. (5.) Hold an affiliate leadership meeting. (6.) Have affiliates get contracts with the ILC for such things as bag stuffing, etc. Allow affiliates to team up for contracts. This might help foster a 'sister city' mentality where they do other events shared together. (7.) Get them involved in the 'periphery'. Blogging, podcasting, etc.
2. Awards & Nominating (Mike) – This group wants to be moved to online and they would like to reduce the three letters of reference to two letters for Outstanding Teacher and TIL Award. Carol Anne McGuire was selected as the 2008 Teacher of the Year by ISTE.
3. Communications (Micheline) – The communications committee held their first Elluminate session. Chris Walsh has left this position and Mike will be nominating a new leader for this position in July. Mike shared about the videos made at the CUE conference. Next meeting is set for Aug. 12.
4. Advocacy (Steven) – Steve reviewed the various bills in the state legislature as well as the fact that he will be one of the presenters at this year's NECC event in San Antonio. He will be leading a discussion on legislative advocacy organized by ISTE. Specifically he will share about CUE's successful use of interviews with key legislators in our OnCUE magazine and about the use of our Advocacy Award.
5. Strategic Partnerships (Terry) – Mike discussed the idea of organizing focus groups to be held at CUE that could be an income stream for CUE.
6. Conference Planning (not presented)
7. CDE Update (Cliff Rudnick) – Cliff Rudnick, who replaced Barbara Thalacker as the head of Ed Tech for CDE called into the CUE board meeting. Cliff has requested that a meeting be held at ILC by CDE to share information with attendees of state scope. Other items he shared

about (1.) 'Disruptive Schools: Innovation.' (2.) the way technology is presented and costed needs to be more efficient and this impact on professional development, (3.) in the short term 2012-13, need better ways to vet online courses, (4.) Bill Pedia has retired and the person replacing him is Deb Sigman (past assessment), (5.) Barb Thalacker will be working on a part time basis on special projects. (6.) Cliff has worked on CSIS, (7.) EETT formula grant funding is going to decrease by 1.75%. (8.) K12 Voucher update, \$233 M submitted and \$45 M reimbursed so far. (9.) EETT competitive grant had its submissions read and scores are now being compiled. Funding amount awards go to O'Connell office in July. (9.) out of the general fund of the Voucher program, only 1% were used for PD.

LUNCH & Presentation by Google (host)

8. CTA Update (Keith Pickering-Walters) - Keith shared about the state budget and the May revise. He also shared about the lottery program being considered as a way to handle part of the budget deficit. CTA is pressing for revenue increase to both the Democrats and the Republicans. Other issues CTA is working on for technology is (1.) Internet safety (2.) content on blog or MySpace sites issues (3.) policy advisory about electronic learning (4.) Keith will be returning to the classroom for next year but has requested to remain as the CUE liaison.

VI. Old Business

- A. 2008-2013 CUE Business Plan Objectives - Mike reviewed his proposed Business Plan Objectives for 2008-2013. The board asked that the following items be addressed during the board retreat in July.
 - a. What is the role of the board in making things happen
 - b. Focus on the objectives
 - c. What is the leadership development for the board
 - d. What are the conferences we have that provide focus
 - e. Grapple with brand – how do we keep brand strong while doing other events
 - f. How do we build community among the board – maybe all be on twitter (Brian)

VII. New Business

- A. 2008-2009 Budget Approval – A motion was made by Sharon Sutton to accept the budget. It was seconded by Kurt Larsen. The motion passed unanimously.
- B. Committee Chair Approvals
 1. A motion was made by Brian Bridges to accept Mike's nominations (Christine Olmstead – Awards, and John Ittelson, Nominating) for the two committee chairs. It was seconded by Barbara Keenoy. The motion passed unanimously.
- C. Discussion of Second Life (w/ CUE Volunteer SL Clare Lane) – Mike shared a Second Life video that he and his son made. Affiliates might meet in the space.
- D. 08-09 Board Officer Elections -
 1. President – Brian Bridges – Moved by Sharon Sutton, seconded by Barbara Keenoy, passed unanimously
 2. VP-Treasurer – Steven Glycer – moved by Kurt Larsen, seconded by Micheline LeBlanc, passed unanimously
 3. Secretary – Micheline LeBlanc – moved by Terry Faherty, seconded by Sharon Sutton, passed unanimously

V. Next Meeting: July 21-22 (Retreat – Crowne Plaza Hotel, San Jose, CA)

V. Adjournment

Terry Faherty moved to adjourn. It was seconded by Scott Smith and passed unanimously.

3:30-5:30 BOARD OF DIRECTORS RECEPTION