

BOARD OF DIRECTORS MEETING MINUTES



March 26, 2009, 3:30-6:00pm  
Conference Call/Elluminate  
888.387.8686/ room # 9902620

Board members present: Brian Bridges, Micheline LeBlanc, Sharon Sutton, Steve Glycer, Kurt Larsen, Cameron McCune, Jerome Burg, Barbara Keenoy, Debra White  
Staff present: Mike Lawrence, Marisol Valles

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- I. Call to Order
- II. Agenda Approval **ACTION passed**  
Sharon Sutton moved to accept agenda as amended; Kurt Larsen seconded the motion. Motion passed unanimously
- III. Approval of Minutes **ACTION Passed**  
Steven Glycer moved to accept January 2009 board minutes; Kurt Larsen, seconded the Motion. Motion passed unanimously
- IV. Closed Session –
- V. Reports
- A. General Board Report – Conference Reflections
1. Jerome - happy with the numbers and the speakers
  2. Kurt – excellent conference
  3. Cameron – impressed with attendance; session were good, hotel was great; mixed reviews on keynote; did not need two people at CUE hub;
  4. Brian – agreed with Cameron regarding CUE hub;
  5. Micheline – enjoyed Pickering and Marzano; suggested asking attendees in a survey what they may want for sessions and vendors; more publicity for Thursday’s freebie sessions; perhaps CUE board members could help with seating at the keynote; acceptance speeches were too long
  6. Sharon – enjoyed the conference; mixed reviews on Marzano; move CUE hub to the center; vendors were happy; acceptance speeches were too long;
  7. Steven – iNACOL suggested more sessions about online sessions; enjoyed Marzano; Awards were too long; agree with booth duty; follow up videos are difficult to find.
  8. Marisol demographics – 30% drop in workshop attendance; 38 international attendees; 141 from out-of-state; CUELA is still the largest affiliate attending the conference; over 50% are first timers at the conference; 60% teachers; 11% administrators; 14% from independent schools; almost 395 from northern CA
- B. Executive Director Report
1. Update on goals and deliverables; 152 registered for Lead 3.0 and 24 corporate partners Keith Krueger will moderate the closing Keynotes (21<sup>st</sup>

Century leadership with declining budget. They met hotel attrition numbers; there is a possible break-even or a slight profit for this event.

2. Fall 2009 – Discovery is interested in a northern CUE;
3. Bob Walczak – St Helena HS has volunteered to host; need to look later than October since it is wine-crushing season. Look to an early November date or Halloween weekend.
4. Group discounts for Spring CUE 2010
5. Lead Learning

#### C. Director of Operations Report

1. Updates: exhibitor registration for 2010 - about 40 vendors and 62 booths; should the Board stay at the Hilton or move to the Wyndham?
2. There could be more corporate rooms than they currently are. Does the board want more corporate rooms?
3. Could there be a third category of presentation rooms of vendor supported communities of educators (Apple Distinguished Educators, DEN members, etc.) presenting in a corporate room? Steven, Sharon and Micheline like the idea.
4. Discovery, Apple, Promethean, Smart, Adobe, Pearson, Visucate, had rooms or sessions at CUE 2009

#### D. Treasurer's Report

1. Budget – we are doing well. We budgeted for 2500 attendees and we were on target. By the end of March, we should be on budget or a bit higher than we thought.
2. How should be calculate for next year? That discussion will happen with the finance committee and be brought to the board in June.
3. Reserve on the summary page; we did not lose money because we were in insured CDs

#### E. CUEtoYOU Report

1. Sharon commended Mark for his presentation skills

#### F. Committee & Liaison Reports

1. Board members gave their reports about affiliates and SIGS
2. CUE board voting will begin April 1; board candidates bios and podcasts will be live on April 1; postcards will go out and emails will be pushed on April 1 as well; April 28<sup>th</sup> at 5 PM is the deadline for voting.

#### G. CDE Update (Cliff Rudnick) –

1. Micheline sent the ETO report to all member

#### H. CTA Update (Keith Pickering-Walters)

1. No report

## VI Old Business

A. Business Plan

1. Mike's intention was to make it brief and state the big ideas – where is the education technology world going. His three big ideas are: Fiscal solvency, teacher certification program, website consolidation.

VII. New Business

A. Budget Priorities

1. Steve did a poll about what the board felt about the attendance for 2010
2. Kurt suggested piloting online classes with CUEtoYOU
3. Brian believes the exhibitor presence will be lower at CUE 2010
4. Membership is down roughly 500 from last year.
5. 66- 75% of income comes from the conference
6. Finances for CUE, Inc: 73% from conference; 12% from membership; 10% from CUEtoYOU; and 5 from other.

B. Fall 2009 Event Progress

1. Venues to consider have been added; Jason Sutter, Bob W, Terry Faherty are working on a possible Napa area Fall CUE.
2. When does a decision have to be made about a fall CUE? By May 1 a decision would have to be made.
3. Micheline will send a thank you note to Dana and Nicole for their excellent work at the CUE conference and every day.

C. Affiliate Town Hall Meetings Recap

1. Brian thanked all that participated in the town meetings
2. To expand the network beyond their membership was the big A-HA
3. Kudos to the whole team

D. 2013 & 2014 Palm Springs Contracts

1. We have tentative contracts with the Renaissance and the Convention Center for 2013 and 2014 (March 11-18, 2013; March 17-24, 2014)

- E. CA Ed Tech Task Force – AB 836; CUE's position is one of support with a watch position. AB 836 would create a statewide education technology body for education technology leadership with stakeholders from various groups and organization.

F. CUE Position on EETT Redirection to CALPADS

**ACTION: passed**

1. LAO recommended that EETT funds be diverted to CALPADS
2. Motion that CA funding (approximately \$70M) under American Recovery and Reinvestment Act (ARRA), Title 1-A, for Enhancing Education Through Technology (EETT) be aligned with current education technology efforts, and further motion that CA apply for ARRA Statewide Data Systems funding to support CALPADS implementation
3. Steven Glycer moved to accept the CUE position; Kurt Larsen, seconded the motion; motion passed unanimously

G. CTAP Region 3 offer – Micheline brought forth Ben Anderson’s CTAP 3 proposal for a fall CUE-type event. Mike will contact Ben.

VIII Next Meetings: June 2 (face to face– Crystal Cove State Park)

1. Fly into Orange County or Long Beach; southern board members can pick up northern board members

IX. Adjournment

Barbara Keenoy moved to adjourn and Debra White seconded the motion. Motion passed unanimously.