



## BOARD OF DIRECTORS MEETING Minutes

June 2, 2009, 9:30 am - 3:30 pm

Cultural Center, Cottage #34 Crystal Cove State Park, Laguna Beach, CA

Guests: Keith Pickering-Walters, Joe Von Hermann

Present: Barbara Keenoy, Cameron McCune, Sharon Sutton, Steve Glycer, Jerome

Burg, Micheline LeBlanc, Debra White, Kurt Larsen, Brian Bridges

CUE staff: Mike Lawrence, Marisol Valles

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- I. Call to Order **9:30am**  
Prior to the student work, Joe Von Hermann welcomed the CUE Board members. He explained the PORTS program
- II. Student Work (Cameron) Cameron explained the Digicom PUSD program at Palm Springs  
USD. He shared a couple movies for the June 2009 event.
- III. Agenda Approval **ACTION** passed  
Motion made by Steve Glycer; seconded by Debra White; passed unanimously
- IV. Approval of March 2009 Board Minutes **ACTION** passed  
Motion made by Barbara Keenoy to accept the minutes as amended; seconded by Kurt Larsen; passed unanimously
- V. Closed Session (board)
- VI. Reports  
Conversation prior to reports:
- a) Maintain and reach out to new groups: reach outside of CA and private schools. TRLD will not happen in January; so we will try to reach those attendees for our Spring CUE conference.
  - b) CUE Inc is thinking of buying lists to get the word out about the conference.
  - c) Web search optimization to move CUE to the top of Google results list. Site organization and home page has to have better metatags to make it to the top of the search list.
  - c) CUE should: (1) broaden number of revenue streams; (2) publishing – CUE print - CUEtoYOU; (3) online learning, *Best of CUE*, Dana would take the lead on this; (4) Certification program proposed – no data about need currently presented.
- A. Executive Director Report (Mike) –
- 1. Lead 3.0 – CUE may make a profit ~ \$10,000; this is a worthwhile event politically; possible focus group about certification; looking for CUE rep to the planning committee
  - 2. TED – offered a free franchising; have a TED<sup>x</sup> CUE– some place to go during the conference on Thursday- must be captured on video.
  - 3. Mike is meeting with Peter Murphy tomorrow about CLMS. Propose that CUE stand back this year; but we continue the CUEtoYOU workshops as done in the past.
  - 4. Summer board retreat – @ CCCOE July 20-21
  - 5. NECC – four-year rotation; ISTE membership conference; the NECC name will go away in 2010. MVP (marketing-volunteer-partnerships) 2012 – CUE, PACT, TCEA made a proposal to ISTE for the MVP = no word from ISTE yet.
  - 6. Mike took a list of possible keynote speakers for Spring CUE 2010
- B. Director of Operations Report (Marisol)

1. Marisol is negotiating contracts for the 2013 and 2014
  2. CUE affiliates can offer CUE membership at a local event for \$20 if they follow CUE's guidelines
- C. Treasurer's Report (Steven)
1. Wrote a budget looking at 2200 attendees at the CUE conference
  2. Board prefers fiscal conservatism due to the crisis in CA
- D. CUEtoYOU Report
1. There is a bonus possibility in each quarter for Mark
- E. Committee Reports
1. Affiliate Leadership (Kurt) – got the latest from Nicole. Gerald may continue as lead affiliate director
  2. Awards & Nominating (Mike) - Nominating committee policy to be reviewed today. Stacey Campo, John Fleishmann and Brian Ausland may run, Gerald McMullin and Jon Corippo will also run again
  3. Communications (Micheline) - The committee policy and helping with the CUE consolidation of all web pieces. CUELive - ongoing
  4. Advocacy (Steven) –
    1. Federal advocacy: Sheryl Abshire won the advocacy award; two others will be acknowledged at NECC; at NECC, there will be a Hill visit on Tuesday – about 250 people have signed up to participate; ETAN-Alert to fight for the decrease in EETT funding; ATTAIN on back burner right now.
    2. State: no advocacy call this month; several bills being watched; Tier 3 being monitored; CLRN is reviewing online high school textbooks in math and science- the state SBE is dipping toes in the water.
  5. Strategic Partnerships (Kurt) – Kurt commended Mike, Marisol and Jan Half for their efforts in this area.
  6. Conference Planning (Sharon) – meeting June 23 at CCCOE
    1. Conference Evaluation Results - hand out
- F. CDE Update (Cliff Rudnick *via phone*) – did not participate due to illness.

Kurt Larsen 7/19/09 10:41 AM  
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- G. CTA Update (Keith Pickering-Walters) – (1) School services fiscal report about the May revision and CTA fiscal services are in agreement in their reports; (3) most likely there will be lay offs in August (RIFS); (4) CTA budget, except legal services, got slashed. CTA does not have a public position regarding online textbooks and online courses. No active posture at this time.
- H. CUE board supports Keith Pickering-Walters to remain the CTA representative to the CUE board.  
 Motion made by Steve Glyer; seconded by Sharon Sutton; passed unanimously  
**ACTION passed**

- VII. Old Business
- A. CUE Conference Contracts – 2013 & 2014 **ACTION passed**
- VIII. Motion made by Cameron McCune moved to accept the contracts with the Wyndham and the Convention Center; seconded by Debra White; passed unanimously
- A. 2009-2014 CUE Business Plan **ACTION**



Tabled to summer meeting

IX. New Business

A. Nominating Committee Policy Revision

B. Page 3 (add) in the event of non-availability of the nominating committee chairperson, any one-committee member can serve the role of vote verification.

**ACTION passed**

Motion made by Micheline LeBlanc to accept the policy decision as amended; seconded by Kurt Larsen; passed unanimously

C. CTAP/SETS Discussion –Given the situation regarding Tier 3, CUEtoYou could step in and offer PD to folks and perhaps complete some of the other duties of CTAP personnel. Steve suggested that CUE Inc. investigate what happened in Texas (when the regional ed tech offices were closed) by asking folks at TCEA.

D. 2009-2010 Budget Approval

**ACTION passed**

Motion made by Kurt Larsen as presented to the Board at the June meeting; seconded by Micheline LeBlanc; passed unanimously

E. 2009-2010 Board Officer Elections

**ACTION passed**

Motion nominating Kurt Larsen for secretary made by Micheline LeBlanc; seconded by Cameron McCune; passed unanimously

**ACTION passed**

Motion nominating Micheline LeBlanc for VP/Treasurer made by Jerome Burg; seconded by Sharon Sutton and Barbara Kennoy; passed unanimously

NOTE: An agenda item for the July meeting is Town Hall meeting

Kurt Larsen 7/20/09 10:45 AM

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X. Next Meeting: July 20-21 (Retreat – TBD)

**ACTION passed**

XI. Adjournment: Motion to adjourn by Barbara Keenoy; seconded by Steve Glycer; passed unanimously.