

BOARD OF DIRECTORS MEETING MINUTES



April 1, 2008, 3:30-6:00pm
Conference Call

Board members present: Brian Bridges, Steven Glyer, 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

II. Review Student Work

Terry Faherty led a discussion on READ 180, a reading intervention program her district is using. She has found that the criteria for selecting students were often not followed and the results on student reading scores were correspondingly low. They are doing an action research on the program to identify what practices produced the best results. On the affective side, they found that students tended to raise their hand more, and they said such statements as ‘they know now how to find information in my history book’ and over 80% said they liked to read books more.

III. Agenda Approval

Kurt Larsen moved to accept the agenda as amended and it was seconded by Barbara Keenoy. The motion passed unanimously.

IV. Approval of Minutes

Mike stated that the minutes had a few minor errors. 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

The Board entered into closed session at 3:50 pm.

Closed session ended at 4:25 pm.

VI. Reports

A. General Board Report – Conference Reflections (Sharon)

1. Conference this year and next: Sharon led a discussion on people’s reactions to the conference. All members shared ideas, both positive and negative via ‘digital clicks’. Expand CUE tips. The 30 year bash had some difficulty with hearing speakers, etc., but it was much appreciated and an opportunity to see many veteran CUE members. Spotlight sessions did not have the hoped for attendance, but the quality was great. We might consider a networking time after the event on Thursday. Internet connections were again not up to the task. We need to remedy this. Affiliate reception time slot needs to be

examined. There were some schedule conflicts raised. Feedback on the sessions was favorable. It was recommended to get data on the sessions, what was hot and what was not. We need more curricula, especially in math. Kurt spoke for the Board acknowledging the participation of Doug Prouty at the conference. He was an inspiration to all who attended and represented the best of what CUE is and stands for. He will be missed by everyone.

- i. Things to keep: Corporate dinner; Visibility of the Board at the conference; First year participants; Hilton was a better facility; Volunteer dinner was well planned by Suzanne; Opening and closing sessions; Expand corporate vendor rooms offerings.
- ii. Things to drop: End CUE Ball @ 6:00 PM and announce affiliate meetings.

B. Executive Director Report

1. ACSA – Lead 3.0: Scott asked what CUE would receive for this event. We get a 50-50 split plus \$10 for membership. Mike feels that we will probably break even this year but have laid the groundwork for the event in San Diego for next year. We anticipate having about 150 people attend. Board has requested a breakdown of the job classification of attendees.
2. FETC – ILC: Mike shared that we have 43 vendors committed so far. He felt that this was on target for a new event. The board asked if FETC brought any new vendors to this show, but we don't have data on that yet. Mike spoke about the role of the Board during this event. He indicated that they would be liaisons for CUE and we have booked a 20 x 20 booth. Travel comp is also being provided for Board members to attend.
3. Server Issues: Mike is looking into another provider to improve reliability and service.

C. Director of Operations Report

1. Staff: Transition in order to hire the office and membership coordinator position that has been open since October 2007.
2. Our part-time employee, Carrie Miller, gave her 2 weeks notice. Her last day with CUE was on Sunday, March 9, 2008. She relocated to Chico, CA. She was a vital part of our success with attendee registration.
3. Conference by the numbers: Cancellations data show we had 40 requests for refunds in 07 and up to 70 in 08. Palm Springs USD had 200 + people added to the attendance this year. The average paid amount per attendee was \$153 this year vs. \$143 last year. Conference rates for next year? Board felt that we should keep it the same. Vendor follow up status – we did visit each vendor to secure his or her attendance for next year. The Board wishes to thank Marisol and her team for doing such a professional and exceptional job with this year's conference. The Board was also very appreciative of the work done by the conference chair Suzanne Mitchell.
4. OnCUE advertising: with the new agreement with AOS, the first check of \$1165 will be arriving shortly.

D. Treasurer's Report

The state of the budget is good. We are currently running a \$380,000 positive, but not all bills are in. We had a large increase in vendor income. The workshops did well. We

offered more of them, but attendance was lower for each. There is a big demand for hands on sessions. Mike updated information that showed we are now breaking even on the CUEtoYOU effort. We should be able to add a good amount of funding to our reserves.

E. CUEtoYOU Report

Mike shared the CUEtoYOU report with the Board. He said that this program should break even this year. The Board had questions about CUE and Google. The Google Academies usually have 50 attendees. There was discussion about running a smaller scale Google Academy for district efforts. There was also interest in finding out if there was a Google Academy for administrators.

F. Committee & Liaison Reports

1. Affiliate Next Steps (Kurt): Kurt shared that we had a very successful session at CUE for our affiliates. Our next step is to dive into Elluminate and how to use and manage this tool. Mike is organizing training for this tool. There is interest in starting up an affiliate in the Chico area. Debra expressed concern that some affiliates might need help with the tax issues. The Board wanted to know how we get the leadership of the northern CA affiliates involved in the ILC conference. Kurt asked about the CUE Community space. Mike shared that this is a powerful tool but is not being utilized. Speaker handouts and value of a conference after the event were what we felt the CUE Community would help with. There was much enthusiasm for this tool. Kurt felt that we need to improve how to share these two tools with our CUE web page.
2. Strategic Partnership (Terry): The strategic dinner was a big success and the partners would like to expand it for next year. They recommended that we do a better job of our scheduling. They liked the coffee room. Would like to leave a slot for the 'little guys'. The corporate partners would like to have time for a focus group to get user feedback. An idea shared was that our main corporate sponsors get a big ribbon, etc for their booth acknowledging their helping CUE. We should keep this activity for our conference.
3. Legislative Advocacy (Steve): see notes. CUE will be sending an endorsement letter in support of SB1637.
4. CDE & CTAP Update & Communication Committee update (Micheline): CTAP will be in the May revise with a 7% cut. Senator Torlakson's bill is expected to do OK according to Micheline. Many CTAP employees have received pink slip notices. Barbara Thalacker, CDE Ed Tech Director will be leaving her post May 2, 2008. Scott recommended having her replacement phone in at the next Board meeting.
5. CTA Update (Keith Pickering-Walters): Written report only. Scott mentioned that the content is rich with CUE mission work and expressed the importance of Keith's work as CTA liaison to the organization.

VI. New Business

A. Approval of Executive Director Contract Revision, March – June, 2008

It was moved by Steven Glycer to approve the Agreed Contract Modifications for the Executive Director effective March 1, 2008. This was seconded by Sharon. It passed unanimously.

VII. Old Business

IX. Next Meetings: May 27 (f2f) 9:30am-3:30pm

Hosted by: Google

Googleplex, Room TBD

1600 Amphitheatre Parkway, Mountain View, CA 94043

Marisol will contact all board members to coordinate the day's travel.

Items for our next meeting

1. Discussion of Second Life
2. Budget discussion
3. Institutional membership
4. Conference call from the new CDE person
5. Recommend that we plan May meeting to end at 5:30
6. Election of new officers
7. Retreat planning

X. Adjournment

Micheline LeBlanc moved to adjourn. It was seconded by Terry Faherty and passed unanimously.