



## BOARD OF DIRECTORS MEETING

**July 23-24, 2007**  
**CSUMB, Monterey CA**  
**MINUTES**

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

Board members absent: none

Staff present: Mike Lawrence, Marisol Valles

Guests: Ted Lai, Apple Distinguished Educator; Mike Eason; Wendy LaDuke.

(8:30am - 9:15am - July 23) NEW BOARD MEMBER ORIENTATION

### **I. Call to Order**

*President Scott Smith called the meeting to order at 10:02 am*

*The Board would like to thank John Ittelson for hosting the CUE Inc. Board at Cal State Monterey Bay.*

### **II. Review Student Work**

Scott shared student work with the board. This focused on Bob Marzano and his work on academic vocabulary. One of Scott's instructors is using Moodle to teach geometry. He established a classroom glossary that students contributed to. These are reviewed by the teacher. This has created a method that (1.) brings in the 'shy' kid and (2.) his quiz scores increased.

### **III. Agenda Approval**

Debra moved to approve the agenda. Terry seconded. The motion PASSED unanimously.

### **IV. Approval of 5.21.2007 Minutes**

Barbara moved to accept the minutes as written and amended. Sharon seconded. The motion PASSED unanimously.

### **V. Closed Session**

Brian moved to enter closed session. Barbara seconded. The motion PASSED unanimously.

## VI. CUE - the next 30

CUE Business Plan 2008-2013 – The board looked at the CUE organization in light of its historical past and where it is going in the future. The Board reviewed the monograph *Good to Great* by Jim Collins. Further discussion followed that shaped the framework for the development of the next CUE Business Plan.

## VII. Board Appointments

### A. Executive Committee – At Large Members

Scott appointed two At Large members for the executive committee: Terry Faherty representing the north and Barbara Keenoy representing the administrator group.

### B. Finance Committee Appointments –

Assistant Treasurer - Micheline LeBlanc was appointed by Scott to this position.

### C. Affiliate Liaisons -

Board members reviewed a list which affiliates each member would stay connected with. Scott stressed the importance the liaison relationship each board member must have with each affiliate and encouraged a personal phone call to affiliate presidents.

### D. Committee Liaisons - (Liaisons will contact the committee chairs about their assignments)

1. Communication - Micheline Leblanc
2. Conference Planning - Sharon Sutton
3. Advocacy - Steven Glycer
4. Strategic Partnership - Terry Faherty
5. Affiliate Leadership - Kurt Larson
6. Pearl Anniversary - Sharon Sutton

### E. SIG Liaisons (Liaisons will contact the SIG chairs about their assignments)

1. Independent Schools SIG - Sharon Sutton
2. Video in the Classroom SIG - Debra White
3. Technology Coordinators SIG - Steven Glycer
4. Library Media Educators SIG - Brian Bridges
5. TEC/ASTUTE (Higher Ed) SIG - Kurt Larson
6. Administrator SIG - Barbara Keenoy

## VIII. Reports

### A. Executive Director Report

Mike shared a PowerPoint on the current path of CUE to the board. This included some of the new partnerships such as Macworld, Leadership 3.0 and League of Middle/High Schools. The hub@CUE was demonstrated. It provides space for all the 19 affiliates. A registration system also comes with the hub@CUE. Many CUE member benefits were shared. Legislative advocacy has expanded the influence locally and nationally. The annual CUE conference is the single biggest event for CUE and its members. Mike encourages the members to actively use this tool as they work with CUE members.

### B. Treasurer's Report

Brian led the members through the current budget. We are operating in a positive condition. We will be putting approximately \$25,000 into our reserve, bringing it to approximately \$350,000. Brian still feels we need to get this up to \$500,000 at minimum. Ideally this reserve should get to an equal amount of the current budget, or \$1,000,000. Overall the trend is healthy. There is concern that we are investing significant time and energy into events of CMLS, Macworld, and Leadership 3.0

without any significant financial gain. But the elements of branding, relationship building and membership needs to be calculated into this thinking.

C. Conference Manager Report

Mark Wagner has volunteered to on be the Conference committee and is the workshop coordinator. Registration brochures will be out in September. The numbers for exhibitors is ahead of last year. Marisol met with vendors at NECC. This helped us in securing commitments for our conference. New vendors will be able to get booth space on September 1st. CUE will only reserve space when full payment is received. Marisol will provide the board with a list of vendors who have committed for 2008 on line in September. The board will be staying at the Hilton vs. the Windham. The deadline for adding any additional days will be August 15.

D. CUEtoYOU Report

Mike presented the CUEtoYOU report outlining the general events over the past quarter and the ones planned for next.

E. Committee Reports

1. Affiliate Leadership (Gerald) -

Review of the CUE Affiliates. Decided to use a rubric that would assess the various affiliates. This was derived from an analysis by Mike and Gerald. Used tax info and state of the affiliate reports submitted to CUE. The board is interested in what metrics. Debra cautioned how strict interpretation of the data that might cause any alienation. There is need to articulate common interests of both CUE affiliates and CTAP regions. Kurt recommended that a presentation be made at the CTAP meeting prior to the CUE conference. Steven suggested that the board consider establishing a growth grant fund that affiliates could apply to for support.

2. Awards (Mike) ... tabled to next meeting

3. Nomination (Mike) ... tabled to next meeting

4. Communication (Terry)

5. Conference Planning Committee (Barbara)

6. Legislative Advocacy (Scott)

7. Thirtieth Anniversary Pearl (Sharon)

Michael Morrison is no longer able to fill the co-chair committee duties thus the board requested staff to seek another co-chair to work along side John Valle. Sharon reported on all of the many planned 30 year anniversary activities.

F. Affiliate Updates/Reports - tabled to next meeting

G. SIG Reports - tabled to next meeting

H. ASTUTE report

John Ittelson shared information on the higher ed SIG group. Scott stressed the need to develop a strategic plan to tap the resources of teacher educators to connect new teaches to the CUE community. Marco Polo has changed to Thinkfinity Literacy program. This was a merging of Verizon and Marco Polo. CSUMB is the content lead. CUE might act as a link with Verizon and the education community.

Board comment

*The Board expressed great appreciation to Intel for their commitment to education and support of our work. The Board also thanked Ted Lai, a representative of the Apple Distinguished Educator group and Apple for their groundbreaking work in the area of educational technology. The Board appreciated Ted's discussion on rethinking the basics. The board also thanked John Ittelson and CSUMB for their fine hospitality.*

## **IX. New Business**

### **A. Partnership Proposal (Time Certain: 10:00am Tuesday)**

The Board outlined a set of conditions and issues to be negotiated in this conference agreement. Kurt moved that CUE bring back to the board of directors a three-year contract, reviewed by a lawyer, with the parameters listed above as CONDITIONS and NEGOTIATION ISSUES with a partner to operate a conference in northern California beginning in the fall of 2008 that would be co-sponsored by CUE and the partner.

Steve seconded the motion. The YEA votes were 8 and the NEY votes were 1, the motion thus PASSED.

### **B. CUE Strategic Partnerships Committee Policy**

1. Proposed structure and focus - The general function of this committee is to maintain and expand relationships with professional organizations, educational institutions, corporations and other potential partners. The board has asked the full state representation be considered. This is modeled after the ISTE 100. A golf tournament might be considered for Palm Springs as a type of strategy to use.

2. Terry moved to accept this new committee. Debra seconded. The motion PASSED unanimously.

### **C. Committee Chair Recommendations**

1. Terry moved that the board accept the slate of committee chairs. Micheline seconded. The motion PASSED unanimously.

### **D. Corporate Member Council proposal**

1. Sharon moved that the Prime Corporate Member Council proposal be approved as presented. Kurt seconded. The motion PASSED unanimously.

### **E. 2007-08 Meeting Dates**

1. September 24, 2007 – videoconference call, 3:30 – 6:00 pm

2. November 15, 2007 – face to face (So. Cal) , 9:30 am – 5:00 pm

3. January 10, 2008 - videoconference call, 3:30 – 6:00 pm

4. April 1, 2008 - videoconference call, 3:30 – 6:00 pm

5. May 27, 2008 – face to face (No. Cal) , 9:30 am – 5:00 pm

6. July 21-22, 2008 – 2007-08 Board Retreat/New Board Member Orientation

## **X. Old Business**

A. *OnCUE* Printing/Distribution Proposals ... *tabled to next meeting*

B. Leadership 3.0 Symposium Developments ... *tabled to next meeting*

## **XI. Adjournment**

*The meeting was adjourned at 4:00 pm.*

Next steps:

1. Members will provide to Mike by weeks end, a list of their top three items to be part of the new CUE Business Plan.
2. Mike will do a first draft of the Business Plan that incorporates these lists provided by the board members. Mike to provide sub committee with draft to review/edit as appropriate. Presented at next meeting.
3. Affiliate, Committee, and SIG liaisons will contact their presidents/chairs within the next week on

their appointment.

4. Review the hub@CUE as a tool to be used by affiliates and SIGs. How can it be used more?
5. Marisol will make a real time listing of vendors available on the CUE website for board members to review and solicit additions.
6. The executive committee will do a draft of the 2007-08 goals/deliverables and bring them to full board for careful review.