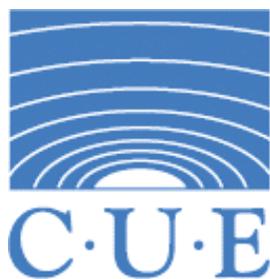


BOARD OF DIRECTOR'S MINUTES

November 15, 2007, 9:00 am - 3:00 pm
Nicholas Foundation, Aliso Viejo



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

Board members absent: Barbara Keenoy

Staff present: Mike Lawrence, Marisol Valles,
Mark Wagner (Consultant)

Guests: Keith Pickering-Walters (CTA), Barbara Thalacker (phone),
Gerald McMullin (phone)

I. Call to Order

Welcome/Introduction

Mel Takata

Mel shared about Shareology and their current efforts. Educators have told them that they need private online communities. Capistrano USD is using Shareology to support their work with professional learning communities. Shareology also host the IVIE award program that allows users to submit innovative projects to share with others. (student film/media festival in the San Diego area). Dr. Nicholas has announced the establishment of the HTN (Henry T. Nicholas) Foundation.

II. Review Student Work (Sharon)

Sharon shared an early childhood podcast of their father's day poems. It was fun to listen to these projects. The students wrote the poems and then recorded them into podcasts. The other item she shared is their "Family of the Week" project. They create projects about their family and make them into a CD. One CD is created for every student. These are all kindergarten and first grade students.

Steve shared the new Intel Classmate system with the board. His district is field testing two classroom sets of these, as are 3 other schools in the US. Release is set for Spring 2008.

III. Agenda Approval

ACTION

Terry Faherty moved to accept the agenda as written and it was seconded by Debra White. The motion passed unanimously.

IV. Approval of Retreat Minutes

ACTION

Steve reviewed some additional changes to the September minutes with the board. These were minor spelling errors, except for (1.) a motion regarding the 'reboot' issue and (2.) tax 990 issue. A motion to accept the minutes as revised was made by Sharon Sutton. Brian Bridges seconded the motion. It passed unanimously.

V. Closed Session

The Board entered into closed session at 9:50 am.

Closed session ended at 11:38 am.

VI. Reports

A. CDE Update (Barbara Thalacker via phone, code: 76763812, time certain: 11:30)
Barbara Thalacker shared news about the Microsoft Settlement. She updated us on the status of the ATTAIN act. She feels that the CTAP-SETS bill will get approved. Tech literacy was discussed and she said that the feds are ok with how California provides proof. Scott invited Barbara to use the Palm Springs Conference as a platform to support the CDE's work.

B. Executive Director Report

1. Partnership Updates (CUE/FETC, CLMS/CLHS, Macworld, Lead3, NACOL)
Mike indicated that we have real growth in partnerships for CUE. We have 13 confirmed presentations at MacWorld in our CUE to You. It is a two day event. The cost is \$99 per day or \$199 for two days. Brian, Debra, Terry and Micheline plan to attend and Kurt will try to get there as well. The event is now called the Macworld Educator Academy.

Oct. 14-16, 2008 is presently the dates for the FETC-CUE fall conference at the San Jose Convention Center. This is a Tuesday-Thursday event. The exhibit hall will be a 2 day event (Wed-Thur). It has also been planned for 2009 and 2010, same location and same days of the week. There is a potential conflict with CETPA in 2010. It was suggested that we explore if we could video stream the keynote talks or other sessions. Securing subs is a potential problem for schools and districts. It was suggested that we do targeting of specific groups, such as EL, online, credit recovery, after school, Response to Intervention, special education and CTE. InnovatEd is being considered for branding.

2. *OnCUE Journal* Ad Outsourcing Update

This will start with the Spring issue of OnCUE. This partnership is designed to help make our publication cost neutral.

3. CUE/NACOL Online SIG

Mesquite A has been reserved for the Online SIG group that will be held on Thursday from 4-6 pm at the CUE Conference. Keith shared CTA's policy for online in California. He indicated that distance education is important for improving learning, but not as a means to avoid building classrooms or schools. It should be available to all students. Keith has provided us a searchable pdf file of all of CTA's positions.

4. Leadership 3.0

Mike is looking for support to get word out on this event. It is set for April 10-12 at the Westin at the San Francisco Airport.

C. Treasurer's Report – Brian shared our current budget status with the board members. He indicated that we are in a good position so far with our exhibitors. We are getting vendors who are increasing their booth size. Our vendors are also placing their orders earlier. Brian also shared that we were able to add significantly to our reserve.

D. CUE toYOU – Mark Wagner attended to share information to the board regarding the CUE toYOU program. Some templates have been built to that will help to standardize the presentations moving forward. Mark shared these with the board.

The average cost to an attendee is \$100. Roughly \$25 covers the speaker, travel, etc. \$75 is profit. This is based on 20 people attending. The biggest money makers are the large events, such as CMLS, Digital Natives Conference, MacWorld, etc. Each of these major events can carry this program for a quarter financially. Apple is now able to sell CUE to YOU training. Lead learners – Mark has built an incentive program for lead learners. The program has three featured packages, two registration options and one easy process. Kurt suggested we look at Google Checkout as a solution. It is free to non profits and they waive the percentage costs for the first 3 months.

E. Director of Operations Report

1. 2008 Conference Update – Staffing –

Dana has been hired as our new Conference Coordinator. She will start on Monday and attend the CMLS conference in Monterey to get a better handle on how CUE operates.

F. Committee & Liaison Reports (Gerald McMullin via phone) - Gerald shared how the data on the affiliates were gathered. What can mother CUE do to help affiliates and what role should the board have in this process. With Kurt facilitating, each board members gave reports on the affiliates they are liaison to. Kurt started first and shared his experience with connecting with his two affiliates. He suggested that we use Elluminate as a tool. Elluminate (the company) has offered the use of their tool to CUE at no cost. Brian shared ideas he gathered. These included having mother CUE help honor their local award winners at the CUE Conference, allow them to put handouts in CUE Conference bags and to offer them the use of our registration system. Micheline shared her communications. The SLO affiliate is working to develop new leadership. A very large issue expressed by all members was the question of “how do you develop new leadership?” Mike suggested that we tape into our other partners such as CEPTA, etc. It was recommended that Mike secure the Elluminate tool for the affiliates. Steve also suggested that we set up two post-CUE Conference Elluminate sessions for affiliates to attend remotely before summer recess.

VII. New Business

A. Platinum Disk nomination –

ACTION

Sharon placed Sara Armstrong name in nomination for the CUE Platinum Award. This was seconded by Kurt Larsen and passed unanimously. The nomination will be submitted to the Award Committee for review.

B. Seymour Papert Award –

ACTION

The board discussed the Seymour Papert Award proposed by David Thornburg. There were 3 issues that Mike raised, (1.) sponsorship as a “for-profit” commercial award, (2.) who would make the nomination and (3.) who selects the winner. The board has asked Mike to negotiate on these issues with David Thornburg. Kurt Larsen moved that we recommend that the Thornburg Center and those listed by David be invited to work collaboratively with CUE’s Awards Committee to develop criteria for nominees including criteria by which nominations are sought and selection of each year’s award.

All of this is dependent upon the Thornburg Center providing the same level of in-kind services level of benefit as defined in CUE sponsorship. Terry Faherty seconded the motion. This passed unanimously.

C. Affiliate Strength – (see committee and liaison report above)

D. Affiliate Nominee for ISTE Board of Directors - **ACTION**
This action was postponed until the January meeting. Mike indicated that we ISTE will allow us to have 2 nominations

E. ISTE Board Nomination – This part of the agenda was accomplished after the November Board meeting had been completed. It was done via email under the direction of Board President Scott Smith. Kathy Hayden, was selected as the Board’s unanimous choice as our ISTE Affiliate Rep Nominee. Mike will move forward with the process. We wish Kathy the best success in this nomination.

F. Next items

1. Get in touch with Ken Mierzwinski on our tax issues
2. Update on the affiliate meeting for the March conference
3. The next board meeting is set for **January 10, 2008, 3:30 pm - 6:00 pm**
4. Committee reports not given today will be distributed to board members via email.

VIII. Old Business
None

IX. Adjournment

Steven Glycer made a motion to end the board meeting. It was seconded by Debra White and passed unanimously.

Submitted:

STEVEN GLYER
Secretary

SCOTT SMITH
President