



BOARD OF DIRECTORS MEETING MINUTES

July 26 & 27, 2006
Board Retreat
Waterfront Plaza Hotel, Oakland

Board members present: Brian Bridges, Hall Davidson, Steve Glycer, Jan Half, Barbara Keenoy, Terry Faherty, Scott Smith, Sharon Sutton, and Debra White

Board members absent: None

Staff present: Mike Lawrence, Marisol Valles, Rachel Weidinger (2 hours)
Guests: Peter Murphy, CLMS/CLHS, Eileen Walters, CUE CPC (phone), Mark Wagner, CUEtoYOU (phone)

REGULAR AGENDA

I. Call to Order

President, Scott Smith, called the meeting to order at 9:45am. On July 26, 2006

II. Reviewing Student Work

Scott shared projects from using Photostory 3 that infuses writing and reading. Scott emphasized that the strength of this project was the ability for students to hear their own voice as they read.

III. Approval of Agenda

Jan moved to adopt the agenda as amended. Barbara seconded. Motion PASSED unanimously.

IV. Approval of Minutes

Barbara moved that we approve the minutes from May 25, 2006 as presented. Brain seconded. Motion PASSED unanimously.

V. Closed Session

*The Board went into Closed Session at 10:20am
Closed session ended at 11:15am.*

VI. Committee Appointments

- A. Executive Committee - Scott brought forward the nomination of Sharon Sutton and Hall Davidson as Members at Large.
 - B. Finance Committee - Scott brought forward Brian Bridges as a nomination to the Finance Committee, as Assistant Treasurer.
 - C. Communications Committee - Scott brought forward Jan Half and Terry Faherty as liaisons to the Communication Committee.
 - D. Advocacy Committee - Scott brought forward Steve Glycer as liaison to the Advocacy Committee
- Jan moved that the list of appointees be confirmed. Debra seconded. Motion PASSED unanimously. (All other committee appointments and liaisons will continue as previously appointed)

COLOR: PINK

VII. New Business

Our 2005-08 Business Plan provides a guiding framework for the ED's work and the general direction of the organization. As each agenda item is opened for review, discussion, decision, have the 2005-08 business plan open as a reference document.

A. Mission / Vision

The board generated ideas and words related to CUE and CUE's vision.

B. Financial Health

Jan share about the budget, by first having the board look at the summary page. The board further discussed the itemized budget. There was focused discussion on the CUEtoYOU workshops, specifically regarding the exploration of an increase of the profit margin.

Part time employee was hired instead of a full time employee as Admin. Assistant, so budget lines for the staff member's benefits will not be expended and salary will be less than currently budgeted.

The board reviewed the amount that should be held in reserve. The current goal for reserves is 3 to 6 months of operating costs.

C. General Operations

Mike reported on the events that have occurred relevant to the general running of the organization. Items included: office moves, staff additions/changes, updating the information system, new programs (CUEtoYOU), reinvigorating committees, new consulting positions and the addition of a new part time position.

Mike also discussed the aspects of working in the virtual environment.

Mike discussed the implementation of Citrix and CUE's move to the use of a SQL database.

D. Promoting CUE Vision & Expanding CUE Influence

1. Communications Committee

Mike shared about the work of the Communications Committee. He also shared some "White Papers" that are being published on the CUE Web Site to share innovations in technology.

a. OnCUE (print) Mike share some changes in the design elements for OnCUE. An addition is that headshots of the authors will be added to all articles.

b. Web, Podcasting, e-blasts (electronic) Ongoing.

c. Partnerships. Mike shared about possible partnering with Pacific IT Professionals. Mike also share about some things happening through CCSESA and his membership on their Telecommunications & Technology Subcommittee (TTSC). He shared his thoughts about upcoming training plans for Chief Technology Officer and possible collaborations with CETPA.

2. Northern Reach

- a. Committee Momentum:
Northern California Task Force & NECC '06 MVP Committee Mike shared his ideas for connecting members of the Northern California Task Force and NECC MVP Committee to form a new committee. The committee would be renamed Strategic Partnership Committee. (Jan suggested the name) Mike will extend an invitation to the members of these two current committees to join this new committee.
- b. CLMS/CLHS (Peter Murphy) Peter shared some of the history of the CLMS/CUE collaboration. He then shared what is currently happening with planning for the Monterey Technology Conference for 2006. Highlights include membership promotions. The brochure with costs reflecting membership promotions/conference costs was shared with the board. Advocacy discussion took place. Peter offered an opportunity to have some members of the Board attend CLMS Legislative Day in April 2007. Another opportunity is available in Sept.
- c. Macworld
Mike shared that the call for papers is out. Mike will be informed of Educational submissions. Mike shared about working on including membership and reduced cost to CUE members for MacWorld this coming year.
- d. Online Learning Symposium
Scott began discussion of an Online Learning Symposium that would be focused in the north. Jan brought up what is happening with ADEC and their upcoming Online Summit. ADEC is looking for partners. ADEC's summit is scheduled for March 14-17, 2007 in Millbrae. Discussion took place about exploring this partnership. Jan and Steve will further explore this option.

3. Conference Committee (Eileen Walters)

Eileen shared what the conference committee is currently doing. She shared the feeling that processes the committee is going through in preparation for the conference are becoming smoother. (Online processes were particularly referenced.) She shared a positive feeling about the current forward momentum of the conference committee.

- a. NECC reflections Scott led a discussion of what board members found exciting about NECC, and what they might like to see brought to CUE.
- b. Conference Manager Report Marisol presented information on Conference rates for 2007.
Sharon moved that the conference fees for 2007 be accepted as amended. Hall seconded. The motion passed. (Early Bird rates will remain the same as 2006, Pre-registration rates increased by \$15. except for Sat. only registration.)
- d. Marketing & Promotion Scott shared about the Administrator

Summit, which will take place on Thurs. of the Palm Springs Conference. This will be in partnership with ACSA.

- d. Considerations for 2008 Eileen shared some of the thoughts of the committee on the theme for the 2008 conference. Focus has been directed toward a theme incorporating the 30th Anniversary of CUE. (Cultivating Pearls of Learning is the current idea for the conference theme.)

4. Affiliates (Gerald McMullin)

Mike shared a PowerPoint State of the Affiliate Report that was put together with information from the information submitted by the affiliates as part of the requirement to receive their affiliate's share.

In addition, the report included some of the recent developments for affiliates.

Mike shared the potential use of Schoolwires by affiliates, and discussed what he is currently negotiating. Next steps for affiliates were shared.

- a. General update on affiliate health
- b. Mother CUE support (share program, member email, web services)

5. Membership

a. Individual

Marisol shared about what is going out in print to remind members to renew membership. A letter with a form goes out by mail. 30, 60 and 90-day reminders will also go out by e-mail.

Discussion took place about ways of contacting members who have expired and not renewed. "A personal touch".

Mike shared the automatic renewal available on line.

1. Membership cost

b. Corporate (Rachel Weidinger)

Mike shared the proposal for the new Corporate Membership Program. The revised program has 5 levels.

Rachel shared her activity at NECC in terms of connecting with ISTE 100 members and exhibitors who had not been at CUE recently.

c. Group Memberships

Group membership options were briefly discussed. No changes were made.

d. Pre-service teacher memberships.

The board discussed ways of getting pre-service teachers to join CUE.

6. CUEtoYOU Professional Development (Mark Wagner)

Mark shared his ideas related to CUEtoYOU events. Some specific ideas for evaluation of the workshops and presenters were discussed. The current document of performance benchmarks for the Professional Development Coordinator was made available to the board. Mark's start date is August 15. 1st quarter will be

Sept. 1 to Dec. 1.

7. Awards

Discussion took place regarding the awards program. Reminders should go to Affiliate Presidents to submit Awards Nominees. (Nov. 15)
Jan moved to make changes to the membership of the Awards Committee to expand the membership by two people always keeping an odd number of people. Steve seconded. The motion PASSED unanimously.

8. Advocacy Committee

Mike gave a brief report on how the Advocacy Committee is working to try and effect continuing EETT Funding. The Advocacy Committee will discuss an award to be given to a legislator. Mike and Scott shared about an ISTE Staff Development Opportunity in Washington DC for advocacy in April 2007.

9. California Student Media Festival

Hall shared some of the changes that are happening with the Media Festival. The board discussed the level of support from CUE. Barbara moved that CUE support the California Student Media Festival with a \$1500. cash donation and Conference & Memberships for the top winners. (\$3000. in kind donation and \$1500. cash) Brian seconded. Motion PASSED unanimously.

IX Adjournment

The meeting was adjourned at 3:10pm

X. Items for Sept. 2006 Meeting

1. Ideas for membership incentives plus ways of maintaining members.
2. Report from Conference Planning Committee
3. Report from Mark Wagner on CUEtoYOU workshop progress.
4. Report on the idea of a vendor special session area at the Hilton.
5. Affiliate kits ready to assist affiliates in development.
6. Report regarding ADEC/Online Learning Symposium.
7. Schedule an Advocacy Committee Meeting.
8. Report from the Communications Committee on the idea of a Corporate Board Dinner.
9. Report from ISTE regarding how other affiliates are getting the younger teachers, pre-service teachers join.
10. Anniversary committee report.
11. Strategic Partnerships Committee Policy
12. Video Conference for Jan. Practice in Nov.
13. Follow up on Villas in Palm Springs.
14. CUE Gear

DEBRA WHITE
Secretary

SCOTT SMITH
President