

ARDLA Board Meeting

Minutes for
April 15, 2009, 10:00 a.m.
at the Ranch

Members present: Valerie Wilson, Cathi Swan, Chris Robbins, Karen Liebhaber, Bob Donaldson, Kristy Carter, Tonya McKinney, Carmen Borne

Members absent: Teresa Roebuck, Max Kolstad

Visitors present: None.

The meeting was called to order at 10:14 a.m.

Agenda Item I: Approval of Minutes

The minutes were approved as presented.

Agenda Item II: Treasurer's Report

Chris said the reconciled statement as of this morning was \$26,875.04. There were 3 deposits, all of which were for membership.

Chris explained that his largest problem was that he only receives the deposit amount with no idea where it comes from unless he corresponds with Tonya.

At this time last year, March 2, 2008, the balance was \$30,427.45. He assumes that the difference in balance between this year and last are 1) conference attendees/registration and 2) the scholarship checks he sent out which he did not send at this time last year.

The report was accepted as presented.

Agenda Item III: Publications Committee Chair Appointment

Karen Liebhaber has resigned as the Publications Committee Chair. The new chair is Carmen Borne.

Agenda Item IV: Update on Website

Chris explained that the website now has a link and was sent out for feedback. Ralph also sent Valerie an update. Chris said everyone liked the 3-color version.

Chris reported that the website is ready to be made live and Ralph has taken the feedback and is working on it. ARDLA has to purchase a hosting account for about \$200. We will move the website from INA and migrate up to the new site no later than May.

Agenda Item V: Committee Reports

A. Membership Committee—Tonya McKinney

Tonya asked who was in charge of listserv because she wondered if ARDLA will continue the listserv once the website is moved to the new site. Chris said there are no plans to change the listserv.

Tonya is concerned about who edits and modifies the new and old e-mail addresses. Chris explained that the new webhost has lots of tools for this. Tonya likes the idea of people being automatically added to the listserv upon their registration into ARDLA. Valerie asked that this capability on the new website be researched.

Tonya is also concerned about receiving the reports from INA, our current website host. Before, Velda would get a report and the Membership Committee would also get one. Tonya is concerned that the reports are not being received accurately. Valerie said she would get with Max so that Tonya and Chris receive the information and reports they need.

Tonya would also like to publicize professional development to new members. Valerie explained that the list has been sent to Karen who is working up Conference Attendee and Membership directories. Chris needs the list because ARDLA must pay a fee to USDLA for each new member. Karen can also get with Tonya who receives all new registrant information.

Tonya discussed membership and attendance to the conference and how long membership lasts.

The board discussed how conference attendees can get information from vendors. Chris said usually members may opt out of this list.

B. Conference Committee—Cathi Swan

Cathi has not received confirmation from one person, but her committee will meet once the new person receives membership. The committee is working via e-mail and will meet via phone on Fridays before the ARDLA board meeting so that she can make a report.

Cathi presented the 2009 conference logo. The board discussed the logo and Cathi said she would submit suggestions to the designer and resend the logo after changes were made.

Cathi explained that the conference Call for Proposals has usually went out via listservs and e-mail. Tonya has contacted the other chapter presidents and will see if she has past conference materials for Cathi. Kristi suggested that the Call for Proposals be only online and results be e-mailed to one person or e-mail. Cathi agreed.

Scholarship awards were discussed.

Cathi has visited other conferences to determine which tracts ARDLA needs in its conference and presented them. The board agreed that it was also important to arrange tracts around whichever proposals were received. Poster sessions, administrator topics, K12, and attendance were all discussed.

Pre-conference workshops and discounts were suggested. Bob will inquire about rooms for pre-conference workshops then confer with Cathi's committee. Valerie said including the pre-conference workshops in the conference fee would be a good value.

The board discussed the rooms at the hotel, presenter surveys and introductions, vendor booths, interaction, mixers, and bar options. Fees for presenters, conference attendees, and membership were discussed as were conference attendance and keynote payment and fees. Shirts as gifts and production of the shirts was discussed.

Last year's conference budget was \$17,660.94. About 125 people attended at a rate of \$150 per attendee. The expense for hotel and food was \$14,306.20. Liquor was \$401.03. The board discussed ways to increase revenue and decrease expenses. Valerie suggested an attendance goal in order to make a pre-determined number of dollars and asked the board to work on recruiting. Bob reminded the board that encouraging membership would be helpful.

Chris said the website has access to Paypal for conference payment.

Valerie reminded the board that ARE-ON wants to sponsor two awards. Kristy suggested that ARE-ON be a professional development presenter.

C. Publications Committee—Carmen Borne

Tonya will see if she has past conference materials for Carmen. The board discussed places to advertise for the conference.

D. Awards Committee—Teresa Roebuck

Valerie presented for Teresa, who was unable to attend.

The deadline for the awards was discussed. Chris explained the need to cut a check in August. The board decided to invite Dave Phillips to discuss this topic at the next meeting.

E. Vendor Committee—Chris Robbins

Chris has spoken with many vendors. He feels that he will have good representation on the Vendor Committee. He discussed the commitments he has and explained that the committee will meet before the next board meeting.

F. Professional Development Committee—Kristy Carter

Kristy presented her committee goals and will take the board's comments back to her committee. She said she sees part of her function as one to build up ARDLA. She would like the ARDLA to have an online resource center.

The board discussed business outreach. Bob suggested a Little Rock company.

Kristy also wants to clearly identify professional development's target audience. Kristy and Cathi discussed a facilitation pre-conference at the 2009 conference. Kristy discussed simplifying the professional development paperwork. She will take care of the records management.

The board discussed possible professional development ideas. Valerie suggested an Arkansas program like the University of West Georgia's DE certificate. Chris suggested an CIV facilitator's certificate. Chris suggested getting ADHE and ADE's input and endorsement on ARDLA professional development.

Kristy discussed policy for standards for helping faculty put traditional classes online. Chris reminded the board that having political help from ADHE, ADE, etc., might be best. Karen said a best practices/guidelines might work better than a policy attempt.

Kristy suggested marketing that a teacher who develops a professional development receive double the hours.

Kristy presented procedures from conference and assessment options for professional development. She presented workshop ideas on a handout.

The board discussed issuing professional development certificates at the ARDLA conference.

The board discussed the professional development workshops themselves. The target audience may determine whether webinars would be the best medium and would help build the brand name of ARDLA. Technical issues were discussed. Elluminate! was suggested as a vendor to help with professional development. Cathi said Elluminate! may even want to pilot professional development webinars. Webinars could be archived and sold, offered on CD, etc. Cathi suggested partnering with CILC. Carmen suggested partnering with HISTI.

Kristi suggested ARDLA being a vendor at HISTI next year. By then ARDLA would also have some meaningful things to offer. Chris suggested a table tent with ARDLA on it to get more name recognition.

Kristy plans to focus on webinars. The long term goal is a distance education certificate through ARDLA.

G. Agency Committee—Max Kolstad

No report.

Agenda Item VI: Conference Checklist

Valerie asked that everyone go through the checklist and make sure our areas are things that need to be done. Valerie will work with Bob and Tonya to refine the list.

Agenda Item VII: Other Business

Tonya brought up the need for a Legislative Committee. Valerie will bring it up and appoint a chair for it.

The revised brochure and flyer for the Publications Committee was brought up.

The ARDLA store will be taken off of the website.

Agenda Item VIII: Next Meeting

The next meeting will be held on Friday, May 15 at 2:00 p.m. via teleconference.

The meeting was adjourned at 1:09 p.m.