

Event: ASLTA Monthly Board Meeting

Format: Online via Zoom

Date: 3/19/17

Present:

- President Arlene Garcia
- Treasurer Bill Newel
- Professional Development Chair Christine Multra Kraft
- Evaluations Chair Amy June Rowley
- ASLHS Chair / Acting Secretary Jason E. Zinza
- Vice-President Keri Brooks (joined at 8:38pm EST)
- ASLTA Conference Chair Kim Smith (joined at 8:15pm EST; left at 9:00pm)

Not Present:

- Member-at-Large Anbo Bottoms (due to illness)
- Chapters Chair Brenda Schertz (personal conflict)

Meeting called to order at 8:00pm EST

Reports:

1) CONFERENCE REPORT

Registration Count:

- There are 311 conference registrations as of 3/19/17, which is very encouraging to the conference planners and shows strong demand for professional development.

Hotel:

- The main conference hotel (Salt Lake Marriott at City Creek) is completely booked and no further rooms are available. Committee is actively working with one adjacent hotel and another within short walking distance to secure price-matching with the primary hotel. Once that is in place, announcements will be made via social media to inform potential attendees about lodging overflow options.

Presentations:

- Presenters are being confirmed and finalized and will be completed within the next few weeks.
- Stephanie Abrams has decided against delivering the changemaker address.
- **ACTION REQUIRED:** The conference committee is responsible to ensure all presenters register as ASLTA members if they have not done so previously and pay past dues if applicable.

Sponsors:

- Conference has a critical need to obtain further sponsorship. Amy June Rowley suggested that the conference planners and Board submit names of companies that can be approached to discuss sponsorships.
- Conference planners have developed an "à la carte" sponsorship program in which local businesses / organizations can sponsor specific in-kind support and / or sponsor presentations, presenters, or panels at the discussion. Such "à la carte" sponsorships would be identified with a tag saying "This speaker is sponsored by _____."
- **ACTION REQUIRED:** Board will make t-shirts and polo shirts with the ASLTA logo available for sale to increase revenue.

Entertainment:

- Entertainment events on Thursday (Evalina Gaina) and Friday (Ben Jarashow) evenings will be open to the community.

Financials:

- Board is very concerned with conference costs. Pursuing additional sponsorships and selling ASLTA apparel are some strategies to address the issue.
- Parliamentarian Joshua Beckman waived his fees, saving the conference money. His transportation, conference registration, and hotel expenses will still be covered by the conference.
- The conference committee plans to obtain AV equipment through various sources that should be free, saving money. The exception will be renting large screens used for the banquets.

Meals:

- Breakfast and lunch will be provided to all attendees on Thursday, Friday, and Saturday of the conference.
- Only out-of-pocket meal: Dinner, on Thursday. Attendees will be on their own.

Publicity:

- Another promotional video will be released within the next two weeks.
- **ACTION REQUIRED:** Treasurer reminded Board and Kim to contact him prior to sending out eblasts as the contact list must be updated each time manually in MailChimp prior to each mailing. This is not done automatically. Bill generates the list of current members and sends it to the person mailing the eblast.

2) EVALUATIONS REPORT

- New evaluation system has begun, and bugs are being identified and remedied. Working with GoReact on a beta processing system to move through the queue of people waiting to complete their certification. Using GoReact, applicants can upload their evaluation materials and videos; once uploaded, only the Evaluation team has access. By April the Evaluations committee will know whether GoReact can handle the system, and costs will be determined. If not, then an alternative will need to be found.
- The need to develop a payment structure for re-evaluations is urgent.
- Considering to increase the fees for the older system to encourage people to transition faster to the new certification system.
- Overall, the new system is working well. One unexpected roadbump: Those who have QUALIFIED certification need to either upgrade to MASTER or downgrade to CERTIFIED. Evaluations Chair will send a 60-day notice to this group requiring action. After that, those with QUALIFIED certification will be downgraded, period. No extensions for the older system allowed.
- **ACTION REQUIRED:** Desperate need to update the ASLTA website with more information regarding ASLTA certification. Acting Secretary Jason E. Zinza will work with Amy June Rowley to craft an FAQ.
- Will also need to contact various state Department of Education offices to request them to update their published information regarding ASLTA certification to reflect the new categories of CERTIFIED and MASTER, now that provisional, qualified, and professional certifications have been discontinued.
- **ACTION REQUIRED:** Award lifetime CERTIFIED membership in recognition of long service to ASLTA for certified members who meet certain criteria (Bill developed a draft two years ago but this action was tabled). Amy proposed calling these retired, certified members: Emeritus members. Member would continue to be listed as certified teacher on website and membership would become lifetime. If a certified member does not get awarded "Emeritus Status" and simply retires the issue was/is to create a special membership rate for Retired members. Retired Members would continue to be listed on our website as long as they continued to pay annual Retired Member dues. If the member was/is retired and was valid certified at time of retirement member would continue to have certification listed on the website. (This Retired Member status would apply to any member Associate or Certified). The

issue became that Alicia was resistant to including All active, current members in a membership directory. We were discussing various ways to have this listing work but then it became a lower priority on the to do list and was dropped. I think "creation of a membership directory" is still on the to do list but it is not a high priority at this time. Without a full membership directory we can still award Emeritus status to certified members in recognition of long service. That part of the proposal can be done with our existing website. The board needs to take action to establish the Emeritus status and the guidelines for awarding Emeritus status. Bill's proposal from two years ago could be a starting point for revisiting this issue but it is has not been a high priority. When Bill proposed this status he called it Honorary but agrees that Emeritus is a better title for it. When Bill proposed this status he also nominated Cathy Bolton, Barbara Holcomb and Sam Holcomb to receive this status. These motions were tabled.

- The next Facebook Live will be with Amy re: Evaluation system.
- **ACTION REQUIRED:** Amy June needs to confirm she is available to do the Facebook Live event on Wednesday, April 12.

3) PRESIDENT'S REPORT

- Strong reminder to the Board to be more communicative regarding restructuring proposals and ideas. Desperately need Board involvement and feedback to carry out ASLTA business. All Board members are asked to read all the posted documents in the Google Drive.
- Christine Multra Kraft mentioned the ASAMA program as an example of group project management software that can track to-do lists and completion, with that information available shared with the Board. Such a system would improve accountability, follow-through, and task completion.
- Board is asked to consider advocacy and membership needs. Where to start?
- Bill Newell advocates that the proposed restructuring of Board positions distinguish between accounting / bookkeeping and fundraising. There should be a separate position for someone who focuses on fundraising. The demands are too great for both responsibilities to be accomplished by just one person.

4) TREASURER'S REPORT

- Treasurer's term ends at the NPDC conference. A new Treasurer should be named by the end of the conference. Bill and Bev will continue to work after the conference to close up all of the conference activities and payments and continue to work through August 31, 2017. (Note: Both will be going on a one-week vacation after the conference ends.) By August 31, 2017, ASLTA needs to be ready to turn over all functions of the Treasurer as outlined in the Scope of Work document that was sent to the President, as well as all functions of the Bookkeeper outlined in that Scope of Work; the President has both descriptions in hand. During the period from the end of the conference to August 31, 2017, Bill will be available (excluding the aforementioned vacation) to review procedures with the new Treasurer and new Bookkeeper. (Person hired as bookkeeper must be experienced with bookkeeping, attention to detail, follow through, etc. Bill cannot train on bookkeeping skills to a person who is not familiar and experienced with general bookkeeping procedures. Also very helpful if the person is familiar with Quickbooks. At this time, Bill and Bev do not plan to be involved with their former ASLTA roles beyond August 31, 2017.

5) VICE-PRESIDENT'S REPORT

- Nominations for Board positions need to be publicized. People can be nominated or self-nominate. Elections will be done in person at the conference as well as online. Nominations will be accepted beginning March 29 up until the second day of the conference.
- Positions to be elected:
 - President
 - Secretary
 - Professional Development
 - Member-at-Large
 - Treasurer (appointed, but will need to find interested / capable people)

6) SECRETARY'S REPORT

- Would like next newsletter to go out the second week of April, around April 17. Content to include: Nominations; FB Live info; pre-conference workshop announcements; most updated conference information.

7) MOTIONS

1. Motion: I, Amy June Rowley, move that ASLTA contract with Joshua Beckman to serve as Parliamentarian at the ASLTA conference, and accept his proposal to waive a fee for services. His transportation, hotel, and conference registration will still be covered by ASL. Seconded by Vice-President Keri Brooks. Passed unanimously.
2. Motion: I, Christine Multra Kraft, move that Leslie Greer, President of CIT, complimentary registration to the ASLTA conference. Seconded by Treasurer Bill Newall. Passed unanimously.

NEXT MEETING:

Board agreed to meet weekly on Sunday evenings, for the foreseeable future. Topics for each meeting will be outlined ahead of time for discussion and resolution during the meeting.

Date: Sunday, March 28, 2017.

Time: 8:30 - 10pm EST.

Meeting adjourned at 10:20pm EST.

Minutes submitted by acting Secretary Jason E. Zinza (3/20/17)