

ASLTA Board meeting online 6.24.2016

Present: Arlene Gunderson, Keri Brooks, Bill Newell, Andrew Bottoms, Jason Zinza
Amy June Rowley, Brenda Schertz, Christine Multra Kraft

Newsletter – concern about process, about getting it out

ASLHS – everyday functioning of ASLHS could be the basis for future ASLTA home office?? – need to collect hours from ASLHS volunteers/workers.

Social Media – people are joining ASLTA facebook page at a crazy rate! Need to discuss future of this – separating members and non members? Fundraising using this?

Fundraising – brainstorming to bring money into ASLTA

- Cycle a thon
- Online auction for Chuck Baird painting/posters
- Sell T shirts
- Membership drive
- Webinars
- Membership costs: Our membership costs are now very low comparable to other organizations. At the moment we are not offering a high level of benefits. B once the website is up, and new evaluation system is underway, we can raise membership costs.
- Many requests are received by the evaluation office for training – suggestion to make training materials available online. It could become a money maker.

Chapters – how to support chapters, encourage people to join local AND national. Need to reconnect with members. Formation and maintenance of chapters as only have 8 paying chapters this year down from 24 last year. Is the system too complicated? 'Old fashioned' ?? Should we look at something new? Build up on the regional coordinator concept?? Chapter benefits include \$500 in funds for a

workshop for their first year. Should we publicize this – would this be an unreasonable financial burden? Benefits of maintaining chapters would be to promote action toward state legislation of ASL teachers plus provide professional development opportunities for local ASL teachers. The states that have strong chapters often have corresponding legislation in place. Maybe larger chapters can 'mentor' smaller/newer chapters. Need 'support package' of some sort. On how to form/maintain chapters and promote legislation for ASL teaching standards.

Note from Bill – need volunteer hours from the Regional coordinators. Brenda will get this and put in appropriate table in Google Drive. This info is needed asap.

Discussion on appreciation to sponsors/donors. ASLHS constantly works to stay in touch with members/new members/supporters. Special welcome letter for new members. Reminders for dues, announcements of events, etc, it seems to work – people feel connected to ASLHS. Possibly can build this function into the website. Welcome letter automatically generated. People like getting confirmations and cards, not just a number, a welcome response after people pay membership fees. For institutional membership, a personal letter/contact from ASLTA would be great.

Website update: All Out is currently building the new website – estimated completion in a month. Civic Forum is the free software system that is on the back end of the website, handling the membership database, all the financial information, membership categories, certifications, etc. Information has been manually added to the system, but some bugs in the system, there's a long to-do list with getting this system functional. And it costs money to develop – recommending we use a different group to address this aspect. All Out is asking for 8 thousand yearly to maintain the website.

Discussion on 'Contact Us' section – for TOO COMMON questions (ie on certification stamps and membership cards) have a FAQ that pops up before the people can type an email.

Evaluation Update: 10 people currently in the pilot. Old evaluation system was suspended on June 1. Those with provisional certification can still apply for Qualified and Professional levels. Timeline calls for the new system to be fully functional on September 1.

Discussion on costs for new system. A summary of the costs should be shared with the board, then with the members. Amy will be in contact with Bill on this.

Certified members – about 400 in good standing. 61 are 1 year behind (will lose certification on Sept 1) and more people who are 2, 3, 4 years or more behind. People confused between certification and membership. Vlog made last spring, b

seems people are still confused. Amy will make a video 'plea' for them to pay up membership and keep their certification active – will send out via eBlast and send directly to those 61 people. Agreed – we will split up the list and make personal contacts. Bill will send the list, if a board member knows that person, can 'claim' that person – then the rest will be divided up equally.

Discussion on cultivating organization loyalty

- Connection to Gallaudet and RIT programs plus other ASL teacher programs. Use our personal contacts. Need to keep pushing their leaders.

-positive message, positive tone

-discussion of hearing people not using ASL at conference, how do we encourage ASL environment (this was seen in elevator, social times, etc, not during workshop Old days – had 2-tier membership. Have a campaign – 2-for-1 with local chapters and National ASLTA (at a discounted price) to get NEW members on our roster.

Everyone can make a quick video with reason for joining ASLTA (prof dev opportunities, networking, contribution to the field, etc) and another one for why become certified (opened doors for me, leveled playing field, got me a pay raise, helped set higher standards at my school) Anbo & Ben can combine into one cool video and end with message "JOIN ASLTA TODAY" with link to website

Value of ASLTA Certification

Let's promote the value of certification – this "levels" the playing field when Deaf teachers compete with hearing teachers with RID certification or teacher's certifications.

Need to promote from within organizations – schools and businesses – advertising for ASL teachers encourage them to add requirement for ASLTA certification or encourage their current teachers to get ASLTA certification.

Veditz

Discussion on using Veditz platform for webinars. CMK will explore Veditz platform with Arlene.

Webinars

- Set up for good interaction between presenter & participants
- Use voicethread for discussion???? Can try it out.
- Set up 15 minute videos on ASLTA webpage on fresh topics in the field, for small cost

- Will also look at other platforms and bring to Board. Rainmaker – 1 suggestion, Google class site – another suggestion

Discussion on pair-work sessions for Saturday 6/25

Actions – to raise awareness and increase value of ASLTA 'brand'

We have many goals/projects/potential - need to pick top 2-3 to focus for this weekend

- SOCIAL MEDIA goals and HOW to effect

- o Facebook, Twitter, IG

CMK & Arlene – minutes/Google Drive/Veditz platform for webinars

Keri & Bill – budget

Anbo & Ben – Social Media plan

Brenda & Jason – discuss Chapters

Create workable plans with timelines

Meeting paused at 3:45 EST, to resume at 11am EST on Saturday