



# AMERICAN SIGN LANGUAGE TEACHERS ASSOCIATION

## Online Board Meeting Minutes

Sunday, November 11, 2018

Time: 5:30 PM [EST], 4:30 PM [CST], 3:30 PM [MST] & 2:30 PM [PST]

### SPECIAL MEETING CALLED BY PRESIDENT SMITH-WARSHAW

#### 1. Roll Call

Janice Smith-Warshaw, President

James Wilson, Vice President

Lorraine Flores, Professional Development Chair

Beatrice Pfaff, Chapter Affiliation / Bylaws Chair

Jason E. Zinza, Secretary/Acting Treasurer

Special Committee: Communications, David Martin

Special Committee: ASLHS Coordinator, Christine Sharkey

Treasurer [vacant]

##### a. Absence(s):

Special Committee: Conference Chair, Kristine Hall

Evaluation Chair, Amy June Rowley

#### 2. Meeting called to order at 5:35 pm EST

#### 3. President's Report

- a. Concerned with weak conference registration numbers. Would like each Board member to support the conference committee in different ways, and develop an aggressive social media presence to encourage individuals to attend the 2019 conference.

##### Possible Challenges & Solutions

- There are 3 major events occurring roughly at the same time as the ASLTA conference. This may be affecting registrations.

**ACTION ITEM:** Emphasize the value of the ASLTA conference for personal / professional development in ASLTA's social media promotions.

- Cost is always a factor. Developing the payment plan hopefully helps address this issue. Need to make members know about this option by mentioning it constantly.

**ACTION ITEM: Develop a schedule for frequent notices (eblasts, Facebook posts, etc.) that mention the installment payment option.**

- Members waiting to see more information about presenters and topics before deciding to register.

**ACTION ITEM: Ask Conference Chair Hall to release the conference schedule and announce updates as more presenters are finalized. This way, members can see various presenters and topics, and be motivated to register.**

- Members have expressed desire for more collaboration time between teachers during the conference. The Teacher Shreshops are a good step in this direction, but dedicated discussion / collaboration time is limited.

**ACTION ITEM: Ask Conference Chair Hall to look at the conference schedule and see what can be done to facilitate additional discussion / collaboration time. Specifically: What about having a discussion room, with various topics available throughout the day and seating in a U-shape?**

**ACTION ITEM:** Conference Chair Hall to look at the conference schedule and see where more time devoted to discussion / collaboration can be developed.

**ACTION ITEM:** Develop a graphic of the three confirmed keynote presenters (Laurene Simms, Octavian Robinson, MJ Bienvenu) and promote on social media.

**ACTION ITEM:** Develop a graphic of the confirmed parliamentarian and distribute.

**ACTION ITEM:** ASLHS to send out encouragement to register for the conference to its membership. Maybe video or video + text combination.

b. Conference finances are not as strong as hoped for. Board members are asked to recommend any potential sponsors that the conference committee may not have considered, and pass them along to Conference Chair Hall.

- Vice President Wilson would like to cap spending on the conference and ASLTA budget until finances are stronger.
- Goal is to have 150 registrations by March 2019. That would allow some budget wiggle room. Right now, we are looking at a severe limitation of funds and that will require changes to the conference budget.
- Because the conference budget is tight, it would be wise to reduce general ASLTA spending to boost reserves. Board members are asked to review the general ASLTA budget for 2018-2019 and identify places where cuts can be made.

c. Membership renewal drive. Nearly 100 certified members have not yet renewed membership for this year. It may be that the log in technical issues in September and October discouraged members from renewing. Now that the log in / renewal issues have been resolved, would like to encourage members to renew via a personal touch.

- Board members to reach out personally to certified individuals who have not yet renewed. Walk them through the process - how to log in, how to reset their password if needed - and show ASLTA's appreciation for their membership.

**ACTION ITEM:** Secretary Zinza to generate a list of certified individuals who have not renewed membership for 2018-2019, and divide the list among Board members. Board members to contact those individuals.

**ACTION ITEM:** Special Committee: Communications Director Martin to release an eblast emphasizing that the log in / renewal technical issues have been resolved, so don't forget to renew your ASLTA membership.

d. Conference programming. Conference planning team is interested in having the Art ASL Video Awards (AAVA) be part of the entertainment program during the 2019 conference. This is a showcase opportunity for the Deaf community, particularly those enrolled in K-12 settings. Board is concerned by the cost and a potential conflict of interest (Jon Savage serves on the conference committee, and also directs the AAVA).

- The proposed cost is \$5,000.00, with prize funding coming from this amount.
- This amount may be higher than what has typically been spent on conference entertainment in previous years.

Board decided to support the AAVA entertainment proposal if costs are covered by outside sponsorships.

**ACTION ITEM:** President Smith-Warshaw to call a special meeting to review the conference budget and further discuss the AAVA proposal.

**ACTION ITEM:** Secretary Zinza to research entertainment expenses for previous conferences in 2017 and 2015.

E. Conference support. Discussion on ways individual Board members can support the conference planning team. Intent is to support conference planners, rather than taking over or replacing.

**ACTION ITEM:** Secretary Zinza to support Christy Lively (Conference Treasurer) with the conference budget.

**ACTION ITEM:** Special Committee: Communications Martin to support Jon Savage (Conference Publicity) with developing more frequent social media content.

**ACTION ITEM:** Professional Development Chair Flores to support Keith Gamache, Jr. (Conference Professional Development) with screening presentation proposals.

**ACTION ITEM:** Vice President Wilson to support Lisa Hermatz (Conference Sponsorships) with outreach to encourage further sponsorships.

**ACTION ITEM:** Vice President Wilson to work with Lisa Hermatz (Conference Sponsorships) to contact the California Association of the Deaf (CAD) for sponsorship (per Professional Development Chair Flores' suggestion).

**ACTION ITEM:** Special Committee: ASLHS Chair Sharkey to contact the group of researchers from China to see if they would be interested in presenting at the conference.

### **MEETING ADJOURNED AT 7:15 pm EST**

Meeting Minutes respectfully submitted by Secretary J. Zinza

#### **Future meetings:**

December 2, 2018 (in lieu of November 25 / Thanksgiving) at 6:30 pm EST

December 16, 2018 at 6:30 pm EST

January 6, 2019 at 6:30 pm EST

January 20, 2019 at 6:30 pm EST

February 3, 2019 at 6:30 pm EST

February 17, 2019 at 6:30 pm EST

March 3, 2019 at 6:30 pm EST

March 17, 2019 at 6:30 pm EST