



AMERICAN SIGN LANGUAGE TEACHERS ASSOCIATION

**Online Board Meeting Minutes
Sunday, July 16, 2023
Time: 6:30 PM [EST]**

Zoom link:

ASLTA is inviting you to a scheduled Zoom meeting.

Topic: ASLTA's Personal Meeting Room

Join Zoom Meeting

<https://zoom.us/j/9338077097...>

Meeting ID: 933 807 7097

Passcode: fpN3WG

1. Roll Call

James Wilson, President

Matt Andersen, Vice President

Justin Small, Communications Director

Rhonda Jennings-Arey, Secretary

Jason E. Zinza, Treasurer

Jessica Parker, ASLHS Coordinator (at her own Board meeting)

Guests

Melissa Ibanez, ASLHS Graduation Coordinator

Absent:

Professional Development Director - **VACANT**

Aimee Sever-Hall, Evaluation, and Certification Director

2. Meeting was called to order by President Wilson at 6:35 pm EST

MOTION #2023-062: I, Jason Zinza, move to approve the meeting minutes from 6/27/2023 as read.

Seconded: Matt Andersen

Vote: Passed

MOTION #2023-063: I, Justin Small, move to approve the special meeting minutes from 6/28/2023 as read.

Seconded: Rhonda Jennings-Arey

Vote: Passed

3. President's Report

- a. Accolades. Wanted to welcome Vice President, Matt Andersen. Wanted to recognize and thank the departing officers for their hard work and service - Lorraine Flores - Vice President, Amy June Rowley - Evaluation and Certification Director, and Bo Clements - Chapter Affiliation Director. Also thanked the entire board for our service at the conference.
- b. ASLHS Agenda: Jessica Parker and Melissa Ibanez. Special meeting will be on July 30 to focus on this collaboration.
- c. RID letter. Will send soon.
- d. Dates for the 13th Biennial NPDC and Conference Planner Contract. We need to figure dates as soon as possible. Tentative date July 9-12, 2025 but will confirm soon. We would possibly fly to DC on July 5.
- e. Professional Development Director. There are three people interested in this position. We will meet soon to address this.

4. Vice President's Report

- a. Position transition:
 - a. Google Account
 - b. Facebook
 - i. Board's private group
 - c. Evaluator & Vice President role
 - d. Acquired the advising role in the BKP committee
- b. Vice President duties?
 - a. Recent changes?
- c. Bylaws Committee Report
- d. Marketing and branding analysis
 - a. A new committee with both the communication director and the new ninth board member.

5. Secretary's Report

- a. Need the meeting dates for the rest of 2023
- b. NPDC Minutes have been approved and signed by three people
- c. LESICO tickets early bird July 31, 2023
- d. Sharing issue with our minutes etc.
- e. Documents I need from Jason, Matt, Aimee, and Justin. (done)

6. Treasurer's Report

- a. Audit follow-up

- i. Members approved an audit for fiscal year 2022-2023. We are in FY 2023. Our CPA cannot complete an audit while the fiscal year is still in progress.
- ii. Members approved an audit for fiscal year 2021-2022. Reached out to our CPA. 90 days is not feasible; the minimum time frame for an audit is approximately 150 days. Unlikely to be able to begin an audit until January 2024. Will follow up with me this week with more information. Estimated cost is \$5,000.00 - \$9,500.00.

MOTION #2023-064: I, Jason Zinza, move to allocate \$10,000 from the main account for the purpose of conducting and completing audits from fiscal year 2021-2023.

Seconded: Justin Small

Vote: Passed

- b. Closing the 2023 NPDC books in progress. Reimbursements processed and checks sent out (except for Sara Bianco's - a bit more complicated); reconciling credit card charges with receipts and accounts. Trying to complete all conference account work by August. Will not have final profit / loss numbers for several more weeks.
- c. 2023-2024 budget priorities
 - i. Board retreat in 2024? YES
 - ii. Scotland conference representation? 1 person
 - iii. Canada conference representation? Set aside 4k
 - iv. ACTFL conference representation? Set aside 1 person cost
- d. Bookkeeper update.
- e. ASLTA mailbox address change? Yes hit button
- f. Thomas Riggs Fund (dedicated to chapter leadership).

Motion #2023-065: I, Jason Zinza move that ASLTA board close the Thomas Riggs restricted fund and value of \$7,484.02 be divided equally between L1, LF2, and the main investment fund because the members moved and voted to close the chapters and did not mention this fund.

Seconded by: Jessica Parker

Vote: Passed

- g. Members have begun renewing for 2023-2024. The Treasurer recommends keeping all membership costs the same as 2022-2023.
- h. Question for webmaster: 26 people have registered on the ASLTA site but not paid for membership ("no plan selected"). Would like to have this option of registering but not paying to be eliminated as an option.
- i. Suggest to set a membership retention & recruitment goal of 750 members for 2023-2024 and base the budget on that number, with funds allocated to the contingency fund for shortfalls.

Current ASLTA Membership

Membership Category	Current #	Last Meeting #	2022-2023 Goal
<i>Supporting - 1 year</i>	51	41	
<i>Supporting - 2 years</i>	11	11	
<i>Associate - 1 year</i>	312	307	
<i>Associate - 2 years</i>	189	177	
<i>Certified - 1 year</i>	89	85	
<i>Certified - 2 years</i>	74	72	
<i>Retired - 1 year</i>	1	1	
<i>Retired - 2 years</i>	2	2	
<i>Retired Certified - 1 year</i>	1	1	
<i>Retired Certified - 2 years</i>	2	2	
TOTAL MEMBERSHIP	732	699	
<i>Institutional Members</i>	2	2	
<i>ASLTA Chapters</i>	4	0	

b. Banking & Schwab update.

Current ASLTA Financial Status			
Bank of America Accounts	Bank Balance	QuickBooks Balance	Needs to be Processed
<i>ASL Honor Society</i>	\$ 66,071.92	\$ 122,406.34	261
<i>Evaluation & Certification</i>	\$ 27,226.78	\$ 30,249.68	9
<i>Main Checking</i>	\$ 393,005.85	\$ 256,145.75	271
<i>Conference</i>	\$ 57,167.24	\$ 36,922.76	162
<i>External Donations to the NPDC (2023 Patrons)</i>	\$	\$	
<i>National Standards</i>	\$ 3,110.52	\$ 3,110.21	3
<i>Professional Development</i>	\$ 27,538.73	\$ 27,538.73	4

<i>Inclusion & Equity</i>	\$ 657.56	\$ 100.04	3
<i>BK Project</i>	\$ 4,581.83	\$ 5,081.66	1
<i>Investment</i>	\$ 2,324.69	\$ 100.04	3
<i>External Donations to Main Checking Account</i>	\$ 0.00	\$ 50.00	2
TOTAL ACCOUNT VALUE	\$ 581,685.12	\$ 481,732.76	
Schwab Long-Term Investment Accounts			
	Account Balance	Available Funds (cash)	Investment Notes
<i>L1 Initiatives Fund</i>	\$ 8,714.55	\$ 146.06	-\$16.00 (-0.18%)
<i>LF2 Fund</i>	\$ 4,559.01	\$ 77.74	-\$8.20 (-0.18%)
<i>Riggs Fund</i>	\$ 7,484.02	\$ 124.79	-\$13.40 (-.18%)
<i>Main Investment Fund</i>	\$ 90,844.94	\$ 824.78	-\$272.44 (-0.30%)
<i>External Donations (specify account)</i>	\$ 0.00	\$ 0.00	\$ 0.00
TOTAL ACCOUNT VALUE	\$ 111,602.52	\$ 1,173.37	-\$310.04 (-0.28%)
*Fund cannot be used until it has reached \$10,000.00 in value.			

7. Professional Development Director VACANT

- No Report

8. Evaluation and Certification Director Sever-Hall

- No Report

9. Communications Director Justin Small

- Webmaster updates
- CAPTCHA issue resolved
- Job Posting (bill for postings) right now no cost.
 - Chronicles of higher education posting \$435
 - Indeed free initial but for sponsored postings (more prominent) .10 cents per click... Average monthly \$457 for a 15 dollar a day budget limit.
 - Deaf Digest?? Not sure amount unable to find comparative
 - Linked in is free but to promote the job actively on the site in prominence is budget based.

- I suggest around \$15-20 for 30 days. Currently a job can be posted for 90 days for free. (make a motion?)
- Advertising billing amounts
 - <https://asлта.org/advertising/>
 - Main Homepage slider is no longer a thing
 - Next door advertising roughly 5.00 per day which is 150.00 a month
 - Facebook is budget based but average about 70+ for a month
 - With board blessing to create a new advertising breakdown really we should be basing on per member basis ie: .10 cents per E-blast to 732 members is almost 75 dollars per E-blast. Our current rate is only 75 for a video created by me for the advertiser.... I can create a new advertising breakdown and we can motion for approval at the next board meeting. I can also explore payment options through the website for the advertising rather than invoicing each time? (Jason?)
- Who made the motion for the communications committee? That person will need to establish the committee that I assume I will participate with. The new bylaws now has the vice president overseeing all committee formation and enactment correct?
- Bylaws Phase 9 needs to fix a few things in the current new bylaws.

10. ASL Honor Society Coordinator-Jessica Parker

- 23/24 Timeline:
https://docs.google.com/document/d/1nVdNDbxQpRz7i3AhNvHfpRuARh_gO4JzZofM64bqECI/view
- High School Applicants:
<https://apply.mykaleidoscope.com/scholarships/2024ASLHSSCholarshipHighSchool>
- College Applicants:
<https://apply.mykaleidoscope.com/scholarships/2024ASLHSScholarshipCollege>
- Love the updated link of ASLHS on the ASLTA web page-thank you, JP!
- <https://asлта.org/aslhs/>

MEETING ADJOURNED AT 8:39 pm EST

Meeting Minutes respectfully submitted by Secretary, Rhonda Jennings-Arey

Future meetings: *ALL MEETINGS ARE AT 6:30 PM EST*

August 13, 2023
 September 10, 2023
 October 8, 2023
 November 12, 2023
 December 10, 2023