

**CATE Board Meeting
Minutes
February 13, 2014
Town and Country Hotel, San Diego, California**

Present: Liz McAninch(President), Michelle Berry, Bob Chapman, Carrie Danielson, Susan Dillon, Angus Dunstan, Kim Flachmann, Bill Foreman, Anne Fristrom, Punky Fristrom, Trevor Guina, Jill Hamilton-Bunch, Nancy Himel, Carol Jago, Greg Johnson, Jim Kliegl, Carole LeCren, Courtney Lockwood, Debra Martinez, Denise Mikkonen, Kristy Orona-Ramirez, Meghan Schimmel, Pam Stark, Carol Surabian, Jeannine Ugalde, Joan Williams, Bill Younglove Absent: Charleen Delfino, Jayne Marlink (attending to Pre-Convention)

I. Call to Order 8:40 a.m.

- A. Motion by Dunstan/Surabian to accept December 2013 CATE Board Minutes. Motion approved.
- B. Motion by Dunstan/Kliegl to approve the February 13, 2014 CATE Board Agenda. Motion approved.

II. President's Report

- A. President McAninch commended everyone who has helped with the 2014 Convention particularly, Carole LeCren, Michelle Berry, and Nancy Himel
- B. McAninch requests that council presidents and council members accompany awardees and guests to award ceremonies.
- C. McAninch reminds CATE Board members to scatter among the attendees and talk to people about CATE whenever possible.

III. Past President's Report (online report)

- A. During this period Past President Delfino has worked on awards, purchasing plaques and getting information. She set up ballots for voting to take place at the Annual Business Meeting.
- B. Delfino has been working to get speakers for the 2015 Convention in San Jose. She will contact Christina Garcia author of *King of Cuba*, *Dreaming in Cuban* and four other novels and a book of poetry, *The Lesser Tragedy of Death*. In March she will meet with Neil Gaiman author of *Caroline*, *American Gods* and many, many more.
- C. The Convention Chairs are still trying to finalize Poet Laureate Robert Hass and Pamela Michael director of "River of Words," the foundation founded by Bob Hass to promote the teaching of art and poetry and to increase awareness of environmental literacy.

D. Jim Burke will be receiving the CATE Distinguished Service Award. Please provide Liz with any additional letters of support for his letter package.

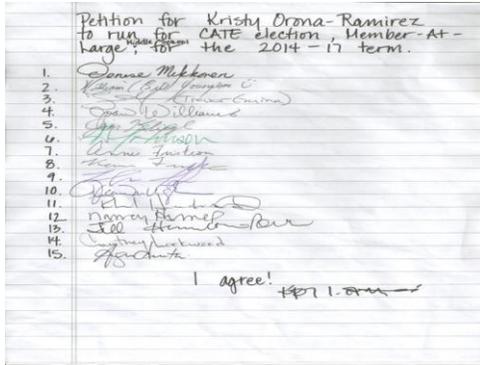
IV. Vice President's Report

- A. Vice President Dillon is looking forward to the convention
- B. May CATE Board meeting will be at the San Jose Doubletree by Hilton on May 2, 3, and 4, 2014. Board members should plan accordingly.

V. A. **Motion to reopen approval of the minutes. Berry/Williams approved.**

B. **Motion by Berry/Dunstan to amend the minutes to add to the ballot: and add**

Kristy Orona-Ramirez MAL, Middle by signature submission,



Mary Adler, who was nominated for MAL, College by Southland Council, and

Daniela Sow, who was nominated for MAL, College by the Greater San Diego Council .

Motion approved.

C. Motion by Berry/ Dillon to approve the minutes as amended Motion approved. (Minutes were subsequently amended and published to CATEweb.)

VI. Membership Report (February 2014)

# COUNCIL	2/12	5/12	9/12	11/12	2/13	5/13	9/13	12/13	2/14	+/-
1 Redwood	25	29	24	24	25	22	22	31	27	-4
2 Upper	7	12	13	13	7	19	19	23	12	-11
3 Capitol	21	28	32	66	61	82	80	68	61	-7
4 Central	177	207	203	203	168	303	299	326	201	-125

5 Fresno	15	31	32	36	17	27	26	27	20	-7
6 TUCATE	8	16	51	51	47	48	16	17	9	-8
7 Kern	49	78	73	69	34	43	39	46	34	-12
8 Southland	250	470	466	415	189	216	221	234	183	-51
9 San Diego	68	82	81	77	65	63	66	67	66	-1
50 Out-of-state	11	17	16	17	8	12	13	13	8	-5
55 Libraries	17	17	16	15	15	15	15	15	15	--
99 Comps	1	1	1	1	2	2	2	2	1	-1
TOTAL	648	988	1008	987	638	852	818	869	637	-232

A. Electronic reminders--Joan Williams and Cindy Conlin met for a very productive meeting. It cleared up the confusion between Precision and Cindy as to who is responsible for sending out electronic reminders. They hope to have electronic reminders up and running around March. Accuracy of members' emails is important; Joan has been following up on bad addresses and emails to try to correct list.

B. Copies of current membership lists are available upon request.

C. Membership Booth has items to give away: bookmarks, pencils, candy, luggage tags, etc.

D. Board members are encouraged to spend some time in the Membership Booth to meet and greet people from their local councils.

E. Please renew your NCTE membership and your CATE membership

VII. Convention Coordinator

A. Michelle Berry reports that preparation for CATE 2014 is going smoothly. Town and Country Hotel has been very accommodating.

B. Events of Interest to the Board handout was distributed and reviewed

C. Carole LeCren has done an incredible job with all aspects of the convention.

D. Nancy Himel has brought new life to the exhibit hall, which this year will include a cafe, a mini-workshop space, and our registration area. Exhibitors will receive coupons for the cafe, in lieu of our providing coffee service for them.

E. Punky and Anne Fristrom have given invaluable assistance whenever they are needed.

- F. Board members should sit with their councils when their council's awards are scheduled.
- G. So far we have 412 people signed up. We have met our room block and we have surpassed the minimum for food and beverages.
- H. Cindy Conlin has done an excellent job and is working hard. The printer had to be replaced.
- I. We will be back at this hotel in four years.
- J. CATE 2015 is in San Jose Feb. 20-22
- K. Thanks to the board for all of their support; please sign up for a 2 or 3 hour shift in registration booth and/or membership booth.

VIII. Treasurer

- A. The convention is always the big money maker but we won't know the details for a few weeks.
- B. We have already paid a deposit to Santa Clara (4 years from now)

C.	Checking Account	\$62,128.31
	Vanguard GNMA	\$58,919.04
	<u>Vanguard 500 Index Fund</u>	<u>\$51,086.86</u>
	<u>TOTAL</u>	\$172,134.21

IX. Convention Chair

- A. Please help to host the convention, "We are the face of CATE."
- B. There are two locations for break out rooms, help people to find the rooms that are at a distance.
- C. There is a survey (electronic and paper) and attendees need to fill it out to be part of the raffle.

X. Liaisons

A. CCCSS

1. Today is the last day to give input on the Framework.
2. Eventually a written framework should be available for teachers

3. Bill Younglove shared an article by Bill Gates addressing the inaccuracies of critics of the Common Core

4. Bill passed out an invitation to his session about the Common Core

B. CTA

1. Make sure you are involved in the way the LCAP funds are spent in your local districts.

2. Update on the Vergara vs. State of California lawsuit

3. CATE Board thanks CTA for their contribution of the Friday morning breakfast.

C. *California English*: Please encourage people to submit to the Call for Manuscripts. Having prompts ahead of time helps encourage submissions. The Writing Project and Jayne Marlink have really helped solicit entries.

XI. Standing Committees

A. Policy and Censorship

1. Resolutions

**CATE 2014: Board Resolution
Commendation of the Convention Committee**

This convention happens only because of the efforts of many teachers and other volunteers who donate their time and energy to make this weekend possible.

Let it be resolved that the California Association of Teachers of English (CATE) thank and commend the following outstanding volunteers and members of the convention committee:

Convention Chair	Carole LeCren, La Jolla High School, San Diego
Convention Coordinator	Michelle Berry, Retired, Windsor High School, Windsor
Senior Convention Coordinator	Punky Fristrom, Retired, San Diego Unified School District
Program Chair	William Foreman, CSU Stanislaus, Turlock
Registration Area	Richard Hockensmith, Summit High School, Fontana
Hospitality Chair	Jo Anne Mitchell, John Marshall High School, Los Angeles
College Credit Chair	Kim Flachmann, CSU Bakersfield, Bakersfield
Autograph Chair	Felicia Heck, Vista del Lago High School, Moreno Valley

New Teachers Booth	Akiko Morimoto, Retired, Washington Middle School, Vista
President's Reception	Elizabeth McAninch, Mercy High School, San Francisco
Technology/AV Co-Chairs	Robert Chapman, Eureka High School, Arcata Brian Jeffrey, Montclair High School, Montclair
Volunteer Coordinator	Angus Dunstan, California State University, Sacramento
Convention Photographer	Ron Lauderbach, Retired, San Ysidro High School, San Diego
Major Speakers Chair	Nancy Himel, Paramount High School, Paramount
CATE Membership Booth	Joan Williams, Retired, Arcata High School, Arcata
Pre-Convention	Jayne Marlink, California Writing Project, Berkeley
CATE Treasurer	Anne Fristrom, Retired, San Diego
Exhibits/Advertising Manager	Nancy Himel, Paramount High School, Paramount
Registrar	Cindy Conlin, Stratham, New Hampshire
Flyer/Program Publication	Carole LeCren, La Jolla High School, San Diego
Printer	Rick and Carol Benson, Golden Ink Litho, San Diego

Resolution Commending Governor Brown

Whereas continuing concerns about state budgets have placed pressure on all elements of California government, and

Whereas the federal government has attempted to place sometimes unreasonable and expensive mandates on the states regarding standardized testing, and

Whereas Governor Jerry Brown has helped direct recent increased revenues toward public schools and prioritized funding for K-12 schools, and

Whereas Governor Brown has courageously resisted excessive testing for California public school students, in the face of threatened funding cuts from Washington,

Therefore

Be it resolved that the California Association of Teachers of English (CATE) commend Governor Brown for his support of public education, which demonstrates his commitment to California's future.

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2. Carole Jago was asked to write an appendix about the joy of reading for the draft of the California Framework. She is also putting together a list of links for reading suggestions to be added to the Framework.

3. Discussion of problems with implementation of CCCSS and professional development

4. NCTE Intellectual Freedom Award--

a. Dean Vogel was suggested as a deserving candidate.

b. Brian Jeffrey was suggested for his work with GSA.

Motion by Dunstan/Chapman to award Brian Jeffrey for both the NCTE Intellectual Freedom Award and the NCTE Affiliate Intellectual Freedom Award. Motion approved.

5. Budget

a. CATE's *California English* is one of the few written journals published by organizations such as CATE

b. It is an important part of what CATE does for its membership

6. The committee had a discussion of a Common Core Framework roll out or conference about the Common Core. The following is a list of some of the ideas and possibilities discussed during the meeting:

1. Invite the CCCSS committee to talk about their vision

2. Offer help implementing the CCCSS in the individual classroom

3. Bring textbook presenters who are starting to have materials aligned to the CCCSS.

4. Highlight California's distinction from the federal common core. California has an ELD component.

5. Structure a cross content conference.

6. Collaborate with other professional organizations to organize the event.

7. Possible date November 8, 10:00-4:00 in Stockton.

8. Jim Burke has agreed to be the keynote speaker.

B. Convention Committee

1. CATE 2014 - The committee reviewed the convention budget with Anne Fristrom. We rely partly on council contributions for convention, so thank you for paying it forward for "the mother ship."

2. CATE 2015- Liz McAninch reported that “Uncommon Connections” or “River of Words” are the two themes under consideration; “Uncommon Connections” is the preferred theme of the Convention Committee.
3. CATE 2016 - A convention chair is needed, so Southern California area councils need to bring a name to May meeting (but this person can be from other council, like in the past). Also, the challenging contract arrived in Michelle's email box late last night. This Board moved to allow Michelle to sign the contract when it was “Finished,” and so she will do that once she's had the chance to read the minutiae.
4. A refined and clarified relationship is needed with CYRM with specified expectations and responsibilities for both CATE and CYRM.
5. Because Michelle Berry is new to this position, and because we’re instituting some changes in convention, a survey of Board members of CATE 2014 will be sent to all the board members after convention next week, so we know what to continue and what to consider. General and specific details will be solicited, i.e. President’s reception, signage, room assignments, parking, the responsibilities board members carried out (autograph booth, membership, registration booth, receptions for councils, new teachers, exhibitors, etc.) Please reply to this when it comes.
6. Our registrar has suggested American Express should be available on the website's Shopping Cart for both registrants and exhibitors. When we ascertain the cost of adding AmEx, we’ll discuss adding it as a payment method at the May meeting.
7. Nancy reported that exhibitors want to know who else will be in the hall, and contact info on attendees, to mail ads, etc. As for the latter, we are considering setting a package deal price, which will add an additional fee for exhibitors who want the membership list for 1-time mailing. (Usually it’s 10 cents per name plus \$30 processing fee.) This can promote convention attendance in the case of exhibitors offering incentives for convention attendees. We’re not sure yet why exhibitors might want to know about their competition, so won’t entertain that until Nancy does further research.
8. 2019 – Michelle Berry will send Request for Proposals to Northern California areas Monterey (Hyatt and Portola), SF, Oakland, Sacramento, and Santa Cruz

C. Leadership

1. **Motion by Surabian/Chapman to submit Anne Sahlberg's name to receive NCTE's Teacher of Excellence, Secondary for NCTE 2014. It was a difficult choice and**

the committee would like to thank everyone who took time to nominate and recommend these candidates. Motion carried.

2. Multicultural Teacher of the Dream Grant has been changed and we do not have a way to submit anyone at this time. The Teacher Leadership Award has been suspended.
3. Shelly Garnett from Colorado has been coming to CATE for years and would like our support in running for the Nominating Committee for NCTE.

D. Executive Finance

1. Convention Expenses

Michelle Berry negotiated an excellent deal that saved us money on today's lunch. The committee commends the hotel and Michelle Berry for how smoothly details and arrangements are being handled for the convention.

2. 2014-2015 Budget

- a. We need to explore taking American Express credit cards. We need to find out how much American Express charges and see if it is feasible. Many people and institutions use only American Express.
- b. Discussion of the cost of board meetings included the possibility of committing to the same hotel (north/south) to help negotiate reduced hotel costs.
- c. We need to look at Golden Ink and Precision and make sure we are happy with the service and that it is the best deal for CATE. (The committee feels that these companies have been a good fit for CATE over the years, so it isn't inclined to propose a change.)

E. Publications Committee

1. New Coordinator for NCTE Literary Magazine Contest:
Bob Chapman will contact Tamara McCarthy to consider the position.
2. CATEweb: an update is needed for *CATEweb*.
 - a. The website is "clunky" and difficult to navigate. We need immediate access to the most current information. Cindy says it needs a total rebuild, and we'd like Cindy to do that. Between now and May, the committee will do some trials and record what worked and what didn't on CATEweb. Content/material needs to be updated – ex. the

new prompt for the Professional Writing Contest and the winners of the 2014 Creative Writing Contest.

- b. The committee feels that we need Facebook links on CATEweb.
- c. The committee wonders, what are we providing to users and others who need something? This leads to offering fresh ideas, links of the week, and sites worth investigating. That suggests a moderator...
- d. The committee also talked about income generating through banners/advertisements
- e. Cindy gave a ballpark estimate for a complete redesign at \$5000 – this would make the site available for large screen, tablet and handheld devices. We will make our recommendation regarding this at our May meeting. The consensus of the committee was that the overhaul is worth the costs.

- 7. *California English*: Carol Jago will continue as long as we want her to remain as editor, no new costs have been incurred, little to no advertising is sold.
- 8. CATE Professional Writing Contest: Olga Kokino is on board and the prompt is ready for this conference. She will be here tomorrow – please say hello and thank her for her work. The winner of this contest gets free registration –that's what members of the committee remember regarding the free registration we talked about earlier at this meeting.
- 9. Budget Priorities: The committee has no new charges but members feel that we need to spend a significant amount of money on the website, that won't come forward until the May Board meeting.
- 10. Other: We discussed what can improve CATE for our members and make CATE important for other language arts teachers. We discussed what brings us here – traditions, friends, sources for ideas. We talked about what teachers do now, who are not members, without CATE. Carole LeCren is putting together the SurveyMonkey questionnaire and hopes to gather some more insight. Bob Chapman mentioned that conferences and conventions are expensive. Kristy Orona-Ramirez talked about changes/loss of community. Bob Chapman shared thoughts on time commitment/availability

F. Membership

1. Booth set-up—some of the committee members will join Joan around 7 tomorrow to help set up the membership booth.
2. At booth, we will be checking on email addresses with the goal of getting the majority of convention attendees to provide us with good emails.
3. Small conferences and/or council conferences need to get memberships from the attendees. The rationale for getting the memberships is for us to be able to contact these attendees in the future. The recommendation from the membership committee is to include the cost of membership in the price and give a price reduction to current members.
4. Joan met with Cindy Conlin and Bob and Amanda at Precision to work on the new electronic reminder system. Cindy is creating a CRV for renewal at two months and one month. A link will take the recipient of the email directly to membership renewal. Precision will send out the reminders electronically. If no email, Precision will send out paper reminders. If the membership expires, they will send out paper and emails. The questions and replies will go to Membership Chair as will the bad email addresses. Amanda at Precision will track the renewals to let us know whether electronic or paper reminders seem to be more effective.
5. Rosters kept by Precision include many years of inactive members. This can allow us to reach out to people who have been inactive for a couple of years. Jim Kliegl asked if he could receive inactive rosters for a council that would go back five years or more. Joan suggested that these requests should come through her so that she can coordinate requests for rosters through Precision. Also, Joan has the active member electronic rosters going back at least eight years that she can send to councils upon request.
6. Changes recommended on membership form: Put the email addresses in boxes or on separate lines. Also recommended is a request to confirm the email.
7. We will start working on jazzing up the forms and our website sections. We need to have a more fluid website. Cindy will be helping with this.
8. Richard Hockensmith recommended putting in place an electronic “membership” for student teachers. The issue we currently have is that student teachers attend our conferences without being members, so we lose the ability to contact them. His recommendation is to have a \$5 electronic membership to get them into the database so that we can stay in contact with them. They would not receive CA English or price reductions for events. Joan will talk to Cindy and Precision about how we could set this up.
9. The committee also discussed how to do a better job for our membership. We discussed the generational needs for the “Millenials.” We need social activities to appeal to this group. Consider changing what we do for Friday nights, possibly adding music and/or some kind of physical activity. We need to

continue to tap into the need for collegial connections as well as the validation that attendees receive for the work that they are doing. Consider more opportunities for celebrating our teachers.

Guest introduced: John Pearson, tax consultant for CATE

XII. Council Reports

- A. Capitol- Report Online
- B. Central-Report Online
- C. Fresno-Report Online
- D. GSDCTE-Report Online.
- E. Kern-Report Online
- F. Redwood-Report Online
- G. Southland-Report Online
- H. TUCATE-Report Online
- I. Upper-Report Online

XIII. Old Business

Thank you to the Fristroms for the tour of the beautiful new San Diego Public library.

XIV. New Business

- A. Volunteers needed to help move things from one of the meeting rooms

XV. Motion to adjourn by Chapman/Kliegl. Motion approved 4:53

The next board meeting is May 2-4, San Jose, California at the Doubletree by Hilton

Respectfully submitted,

Carrie Danielson, CATE Board Secretary