

MINUTES DRAFT UNTIL APPROVED BY BOARD AT NEXT MEETING

CATE Board of Directors Meeting

April 30-May 1, 2016

Hyatt Regency Santa Clara

5101 Great America Parkway, Santa Clara, CA

Phone: 408-200-1234

To Do/Actions to Take
Before the
Next Board Meeting:

Saturday, April 30, 2015

Present: Denise Mikkonen, Liz McAninch, Michelle Berry, Joan Williams, Richard Hockensmith, Gina Cole, Mary Adler, Jill Hamilton-Bunch, Greg Johnson, Carmen Carrillo, Jeanine Ugalde, Carole LeCren, Angus Dunstan, Jan Stallones, Kathy Nichols, Bill Younglove, Trevor Guina, Kristy Orona, Jayne Marlink, Janina Schulz, Letty Kraus

I. Call to Order

The meeting was called to order at 8:35 AM.

II. Consent Docket

A. Approval of February 2016 Minutes

ACTION ITEM: To approve the minutes from the last board meeting. Moved by Dunstan, seconded by Guina. Passed.

B. Adoption of May 2016 Agenda

ACTION ITEM: To adopt the agenda for the December board meeting. Moved by McAninch, seconded by Dunstan. Passed.

III. Board Reports

A. President

Denise shared that everyone seemed extremely pleased with the CATE 2016 Convention. Denise clarified some shifts on the board. Kristy Orona is now both MAL Middle and CTA Liaison. Both Sue Somer and Jan Stallones have withdrawn from the election for a MAL Secondary position, which means the board can appoint a replacement. And if Jill Hamilton-Bunch wins her election, there will be a MAL Small Councils position. Nancy Himel has resigned as Exhibit Halls Manager. Denise gave some background information. She also reported that Carole LeCren has been helping to update the CATE board roster and posting minutes on the website. She also talked about NGSS (Next Generation Science Standards). She explained that the roll out, like Common Core, conflicts with the current state tests. NGSS has two meetings a year, one is in Sacramento on May 25th. Denise wants to go to the meeting, for making connections, and for keeping in contact with CDE. Denise also shared that Punky Fristrom discussed with her about welcoming administrators into CATE.

ACTION ITEM: To approve travel cost by the president to the NGSS meeting not to exceed \$1000. Moved by Berry, seconded by Ugalde. Passed.

B. Vice President

Meeting dates for the CATE Board:

Sept. 9-11

Dec. 2-4

Feb. 16 (Convention Feb. 17-19): Santa Clara

The May dates need to be voted on. Discussion ensued.

May 5-7

The locations will be available later this weekend (and typed here).

Everyone:
Mark your calendars
for next year's board
meetings and loca-
tions.

Trevor announced that lunch for the board will be in the hallway, buffet-style.

C. Past President (McAninch)

Liz announced the NCTE Convention: Faces of Advocacy (November 17-10 in Atlanta). She also announced the classroom excellence levels that each council is responsible for nominating for our own convention next year (from Policy 10.4.2):

<u>Council</u>	<u>'17</u>
Capitol	mid
Central	col
Fresno	ele
Kern	col
Redwood	mid
San Diego	ele
Southland	sec
TUCATE	sec
Upper mid	sec

D. Secretary (LeCren)

Carole shared that she will be making business cards only once a year, at the September board meeting. She is continuing to update the board directory.

E. Treasurer (Adler/Johnson)

Mary Adler is now officially on the books for signing checks. She and Greg are working out for how to contact them about money issues. Sending e-mails to both is acceptable. Greg went over the convention budget, pointing out the success of the exhibits hall and program ads, and the success of the pre-convention. He and Michelle pointed out highlights and other issues involving particular line items. Discussion ensued about the pros and cons of this year's presenter honorarium; approximately 63 redeemed the \$50. Greg took an informal poll of those who came to him for a check, and almost universally they said that the honorarium sent them a message that they were appreciated for what they do at CATE. Jeannine asked Jan how she stayed under budget for major speakers. Jan said the two agencies that she worked with told her they had some speakers who love teachers (i.e. were willing to present for discounted fees). Michelle shared that Jan's CATE 2016 Convention was the most successful (in terms of profit), with 886 attendees. The next highest was CATE in Monterey (with \$133,000 profit and close to 2000 attendees). She went over the range of profits over the last decades, with \$29,000 being the lowest profit, and \$105,000 being the next highest. Kristy, at the recent CTA meeting, had at least eight people approach her about enjoying the CATE convention. Angus suggested that we pause to reflect on why/how this occurred, especially in comparison to Monterey. Discussion ensued: hotel concessions on the bill, more money available in districts, etc. Angus suggested that the convention committee take under advisement that CATE no longer needs to ask councils to sponsor/pay money to support the convention.

Greg then went over the overall CATE budget. He explained that many of the items are within the range of the budget. Jeannine asked/suggested that the scholarship lines are destined to continue to decrease unless we find a way to advertise/allow people to donate to the scholarship. Discussion ensued about using social media, having a "donate now" on the website, etc. Bill warned that as a non-profit we need to be careful/consult legal about any constraints. Greg explained the Membership (2016 advance) line--this is the line that will represent the money refunded back to the councils based on the number of current/renewed members.

To Do/Actions to Take Before the Next Board Meeting:

Council presidents: take note of which level (elementary, middle, secondary, college) that you are responsible for nominating and submit the nomination paperwork by the beginning of the December board meeting.

Since this occurs in May, it does not show on this report. Mary questioned why there is nothing budgeted for the income of membership dues. Greg said he didn't have it ready last year when the budget was set--he added that he is still learning how this works. Greg pointed out that Precision charges \$30 each time you ask for a new membership printout. Joan explained that she asks for one each month. So, let CATE incur the \$30 fee; councils can ask for the most current monthly membership list directly from the Membership Chair. Michelle suggested putting the date on each budget printout; and corrected the spelling of the Henke scholarship. Greg finished by announcing that half a room for one night is \$84.12 (\$168.24), and to make sure everyone has receipts. He also requested that anyone with outstanding reimbursements need to do it well before June 30 so he can close out the fiscal year.

BREAK: 10:00-1015

F. Membership Chair (Williams)

Joan shared that her report was posted. Current membership is up: 1356 members. She thinks we might get another membership award at NCTE. Joan gently reminded that you must be a member of CATE, and of NCTE. She has been updating and correcting the membership roster; she has kept in contact with membership chairs from the councils, including a meeting at the convention. She suggested that the treasurer might want to meet with local treasurers. She used the hospitality suite when it wasn't in use. Any council that has a new membership chair, tell Joan how to contact him/her. She does have the current roster; she will e-mail it to you upon request. She reminded councils that local event coordinators must quickly and efficiently send in the information to Precision about any/all attendees who pay for a membership (or renew a membership) (and to send a copy of that list of new/renewing members to Joan so that she can cross-reference). Attendees at the convention who think they are members, and have paid to be members, need to be able to be verified that they are members. Joan even thinks that placing the membership booth next to the registration booth may help facilitate that communication. Jayne asked if the convention registration form requires people to put their membership number. (Yes.) Joan explained that the problem is that at the time when people register for the convention (let's say, December), they are members, but by the time of the convention, their membership will have expired. Kathy shared that when she registered online for the CUE conference, a notification came on the the screen to tell her that by the time of the conference, her membership will have expired, and the notification warned her that she would have to pay the non-member fee.

G. Convention Chair 2016 (Stallones)

Jan shared her post-convention report, which included the results of the attendees' evaluations. Some of the highlights include: 50% were first-time attendees, another 30% had been going for fewer than 5 years. Why they came to CATE included: 22% for the super sessions, 18% came for the speakers, and 17% cited the location (these numbers may reflect one person checking all three reasons). Reasons for returning to CATE depended on funding and location. Jan shared her personal observations: it seemed that it was successful to get the word out in multiple ways (personal visits to county offices of ed, to schools/principals); it is important to continue working with our "sister/brother" organizations; continue the fun aspects, such as door prizes; reconsider the Sunday brunch and how it meets the needs of our attendees. She also explained her withdrawal from the election for a board position--that in March/April her situation has changed, and she will be moving to Kentucky. Bill brought up the Sunday brunch dilemma; discussion ensued, including the fact that we need to have something on Sunday so that we can meet our Saturday room night requirement.

To Do/Actions to Take Before the Next Board Meeting:

All membership list request need to go through the Membership Chair (Joan) because she requests one once a month. Do not ask for a membership list directly from Precision so you don't incur additional charges.

Greg (the treasurer) will put the date on each future budget.

Greg wants all receipts/reimbursement requests well before June 30.

H. Convention Chair 2017 (Nichols/Dillon)

Kathy shared that the major speakers will be:

Friday morning: Troy Hicks

Friday afternoon: CYRM (3th grade winner) Doreen Rappaport

Friday night: Sarah Kay (spoken word poet/programs for teacher)

Saturday: Caitlin Tucker

Saturday lunch: (pending)

Saturday night: Kwame Alexander

Sunday night: Penny Kittle

New strands: leveled strands of technology, blended learning, social justice/equity

Jill asked if she can help invite some good speakers she saw at CUE, pending a discussion of continuing the presenter honorarium. Kathy also shared an idea to get a meetup at NCTE for California teachers.

I. Convention Coordinator (Berry)

Michelle gave thanks to everyone involved in the CATE convention, especially Jan's marketing/education to all the county offices of education and various websites that posted our convention online, and other schools. She also thanked everyone for their personal connections to attendees, which ultimately will bring them back to future conventions. Michelle shared her final bill negotiations with the hotel--all 34 pages. She also shared some issues that may affect next year's convention. She then shared the back story on Unite Here, a group that is campaigning to unionize the workers at the Hyatt Regency in Santa Clara. Michelle asked board members to make a note if Unite Here people contact them, and if you need a response to them: we signed the two-convention contract before there was a unionization issue, and it would cost us \$100,000 to get out of our contract. If you are uncomfortable, refer them to Michelle or Denise. Michelle shared additional issues with CATE 2017 and CATE 2018. She explained some issues with the websites, including that the exhibits part of the website was, for the second time, hacked by a robot, which sent out over 1400 emails as spam.

Annie Gervais will be the CATE 2019 Convention Chair. She volunteered!

CATE 2020 in Southern California--Groups360 has been looking at locations.

The decision was made to change in agenda, and move liaison reports to before lunch.

Report of Liaisons

A. CTA (Orona)

Kristy shared her first experience at a CTA meeting--labor intensive and lengthy. She was assigned to the Curriculum and Instruction committee because of her association with CATE. She sent the link via e-mail to board members of all the legislation that is education-related. She will go to these meetings four times a year.

B. CWP (Marlink)

Jayne thanked the board for the award, party, and the book of letters (which all of her sisters have now read). She appreciates that the pre-convention worked--she very deliberately chose her theme so that she could get Troy Hicks to the west coast--she then found a way to inspire CWP teams to come out for this topic, and then to his session at CATE--which got them into the convention. She feels that because Orange County and San Diego are the two most tech-enabled areas (in schools), she felt that the topic would interest them. For this year, in this area of Northern California, maker-places/markets are popular, therefore the theme of next year's pre-convention will be about writing as making. In addition, she wants to end the day with longer sessions that give teachers time to make the texts that they're going to teach: multi-media makes, etc. She says they don't need a big name like Troy, but they may ask big

To Do/Actions to Take
Before the
Next Board Meeting:

Michelle passed
around a get well card
for Charleen DelFino,
who broke a vertebrae
in her back doing
gardening two weeks
ago. Sign the card and
return it to Michelle.

name writing project involved people to present. She hopes this will attract the K-College crowd. She shared that the 2017 pre-convention was going to be her last, but she has been inspired by the theme of the 2018 convention (“With Literacy and Justice for All”), so she may continue the pre-convention. She is going to include CATE membership forms in a mailing. CDE has asked CWP to do a different kind of professional development for private schools, with the money that comes in from the private sector--she hopes to use that connection to advertise CATE. In October 4-5, California Subject Matter Projects will be hosting a conference about interdisciplinary literacy and working across subjects in order to make some better collaborative work--it will be called Lead-Learn.

C. Common Core Consultant (Younglove)

Bill shared one federal and one state issue involving Common Core Consultant. He said 84-86% of the states are involved in common core (he shared the stats). No Child Left Behind was a revision of an act passed under President Johnson involving Title I. It is still active until Fall of 2016--but all of the requirements have gone away. Under the new EESA, states still need to submit accountability plans with goals, there will still be testing 3-8, once in high school, 95% participation minimum. All states must have adopted challenging academic standards. ELLs will be moved to Title I from Title III. There will be block grants for which districts can apply. There are nine core districts in California--six of the nine are experimenting with multiple measures as well as test scores. The federal level is monitoring this experiment in California so that they may use a similar system at their level. Kathy asked about the special ed test-taking requirements. Bill explained that currently 1% of special education students can take an alternate version of the test.

C. CDE (Kraus)

Letty shared that she “knows some things about some things” based on the office where she is located within the California Department of English. She reminded that despite all the internal issues with conventions and subject matter projects, that our offerings for teachers are the most important thing, and that we truly make a difference in teachers’ lives. She shared her involvement in the Secondary Literacy Project: WestEd, CTA, CDE, and ACSA. She would like the board members and teachers we know to take the survey to recommend webinar topics, etc. She also highly recommends My Digital Chalkboard, which has many, many resources for teachers. She also recommended a global learning listserv, which you can join by e-mailing Letty at lkraus@cde.ca.gov. Other topics: VAPA awards going out, adoption of the History/Social Science framework coming up. Bill asked if the CDE has any plans to offer the English/Language Arts framework (1000+ printed pages) as an on-demand printed document.

D. Other Liaisons

CLRP (Jago), California English (Jago), CYRM--see posted report for CE.

LUNCH 12:00-12:45

12:45-2:00 First standing committees

2:00-3:30 Second standing committees

3:30-5:00 First standing committees report out

4:10 Standing Committees Report Out

To Do/Actions to Take
Before the
Next Board Meeting:

Secondary Literacy
Partnership survey to
take:
<http://svy.mk/26y96Go>

Letty also encourages
us to check out My
Digital Chalkboard:
<http://bit.ly/1WVjp3a>

Executive Finance:

Present: Greg Johnson, Michelle Berry, Carole LeCren, Denise Mikkonen, Susan Dillon, Kathy Nichols, Mary Adler

The committee reviewed the CATE Budget for 2016-2017 and the CATE 2017 Convention Budget and proposed amounts for each line item.

Publications:

Present: Jeannine Ugalde, Jayne Marlink, Kristy Orona, Bill Younglove, Angus Dunstan, Jill Hamilton-Bunch

Jeannine reported out:

1. *California English*

As time provides, Publications Committee will prepare a short column titled: "Meet your CATE board" focusing on one board member per issue AND will forward to Carol Jago (Angus will prepare our first column and send to Jago.)

2. CATE Professional Writing Contest

Councils are encouraged to share link / prompt with members and to place on council FB pages

3. Student Writing Contest

2016 – 2017 Prompt: Innovation is about trying something new while tradition is about honoring the past. Usually innovation and tradition are seen as pulling in opposing directions. Write about a time when innovation and tradition came together. You can write a personal essay, an expository piece, a of fiction, or a poem that explores this blend of the old and the new.

4. CATE Emails

- Establish mailchimp.com for CATE email
- Jill will collect emails on document; Publications will set up mailchimp at September meeting
- At each board meeting Publications will solicit email notification topics for four CATE emails (Sept, Dec, Feb, May)
- We propose CATE board elections be run via email / surveymonkey

5. Communication from CATE Councils:

We encourage local councils to include in communication (email, Facebook, local web-sites) affiliation with CATE. Sample wording: X Council is one of nine geographical divisions of the California Association of Teachers of English. CATE is itself an affiliate of NCTE (The National Council of Teachers of English). Individual councils can include their affiliation with NCTE if appropriate. As a member of CATE, you are automatically a member of your local council. All CATE members are encouraged to join NCTE.

6. CATEweb.org

- Jeannine will reconnect with Cindy regarding removal of CATE 2016 banner replace with 2017; posting of Board information, Award Winners, and Scholarship Recipients
- Question: What would be involved in setting up a link for members to check their membership number and status

Mary Adler asked for clarification about the start of the e-mailing project: is the four e-mails per year like a quarterly newsletter? Jeannine explained that sending an e-mail after each board meeting, in order to not fill up people's e-mail boxes. Greg asked if we can offset the e-mail times to be different than *California English* publication dates. Angus explained that it is more of a report out from the board meeting. Greg suggested calling it Board Briefs or Board Shorts.

Membership:

Present: Joan Williams, Gina Cole, Kim Flachmann, Richard Hockensmith, Carol Surabian, Carmen Carrillo, Letty Kraus, Janina Schultz, Liz McAninch, Trevor Guina, Jan Stallones

The committee talked about how leadership training used to take place at the September board meeting. They also talked about asking councils to send Joan the dates of events that they were planning to hold during the year so that she knew which events would ask for member/non-member registrations. They also talked about the expiration date for members, who sign up when they are members--even though their membership expires before the actually attend the convention. They will ask Cindy to look into having something on the website that members can check for their membership number and expiration date. Both CCSA and JSA, to name a few, both have something that does that. The committee discussed appealing to new teachers--and maybe second-year BTSA may be an access point. They also talked about having cross-curricular colleagues to attend or present at convention, but didn't come to any conclusions about how that would work. They also discussed marketing CATE. Letty suggested using webinars. Packaging the "best of CATE" instead of posting separate links to various materials may help us explain ourselves. Punky Fristrom's proposal for CATE to embrace administrators. He suggested changing CATE Bylaw 2.2 which states "This Corporation has been formed for charitable purposes to promote communication, cooperation, and educational knowledge among all persons and groups responsible for teaching English language arts..." Since it seems that administrators are included "among all persons," and since it takes a major effort to change the bylaws, it may be better to appreciate and create a relationship with administrators by creating a liaison position with ACSA. According to Policy 5.0, liaisons can be added to the board.

ACTION ITEM: To add a liaison from ACSA to the CATE Board. Moved by Williams, seconded by McAninch. Discussion ensued, including what a liaison would contribute/communicate, alternate ideas such as give an administrator award. Motion was defeated.

Council Reports

- A. Capital (Dunstan) As posted.
- B. Central (Dillon) As posted.
- C. FACET (Fresno) (Schulz) As posted.
- D. Greater San Diego (GSDCTE) (Ugalde) As posted.
- E. Kern (Johnson and Hamilton-Bunch for Flachman) As posted.
- F. Redwood (Williams) As posted.
- G. Southland (Younglove, Carrillo, and Hockensmith for Lockwood) As posted.
- H. TUCATE (Santos) As posted.
- I. Upper (Cole) As posted.

Meeting adjourned at 5:15 PM to reconvene on Sunday morning.

Sunday, May 1, 2017

Policy/Censorship:

Present: Angus Dunstan, Carole LeCren, Kristy Orona, Jill Hamilton-Bunch, Jayne Marlink
Jayne shared that CWP is looking for a new word for CWP Fellow, but they haven't found a substitute term that honors the fellowship but also encourages the teacher-consultant-mentor concept. Jill shared that CWP to her was less about writing then it was about learning to be a professional community and learning how to present (through critiquing each other). People who are in the program are fellows; people who have graduated the program are called teacher-consultants. Jayne explained that they are starting to capitalize Teacher-Consultant in order to take it back from other groups that use it. CWP doesn't have a summer institute; the writing projects within California run their summer institutes. After this discussion, Angus brought up the idea of nominating Bill Younglove for the NCTE Intellectual Freedom Award, and Daniel Reynolds, of Mt. Diablo, for the NCTE Affiliate Award (Bill and Kristy have both won the affiliate award in the past). Angus went over the criteria for the NCTE Intellectual Freedom Award, and recommended including Bill's work promoting and preparing Holocaust study curriculum as part of the nomination.

Angus will submit nominations to NCTE by the extended deadline he requested.

ACTION ITEM: To nominate Bill Younglove for the NCTE Intellectual Freedom Award. Moved by Dunstan, seconded by McAninch. Motion passed.

ACTION ITEM: To nominate Daniel Reynolds for the NCTE Affiliate Award. Moved by Dunstan, seconded by Williams. Motion passed.

Angus will submit the nomination to NCTE after requesting an extension of the May 1 deadline. Resolutions: Jill reported that she did send out the resolution that was approved at CATE 2016. She hasn't yet called for any new resolutions. Kristy pointed out that in her role with CTA, she sent us links to upcoming legislation which she said that we may want to consider taking a position on. Two examples of the legislation includes public school students being funded to attend religious instruction at private schools for multiple days per month, and recognition of the Armenian genocide. Angus asked about the recent court cases about union agency fees, and about tenure. Kristy said she is keeping her eye on the world language credential issue. Jayne suggested a resolution to stay tuned for CSMP support, which is moving forward to seek continued funding. Bill added that there is a bill in progress now, sponsored by Shirley Weber (San Diego) that involves CSMP funding.

Leadership

Present: Williams

The committee talked about recruitment for the positions that will be open on the board at the next election: MAL-Middle, MAL-College, MAL-Unspecified. They asked each council to find a person to run for at least one of those positions. The nominations should be brought forth from the council. They recommend that councils bring potentially interested candidates to a CATE board meeting (there is money in the budget to pay for the meal on a Saturday). They also recommend that councils makes sure that their candidates for the board positions be turned in at the December board meeting.

Joan's notes from her meeting include:

A. Recruitment

Member at Large, Middle

Member at Large, College

Member at Large, Unspecified

- Ask every council to find local member to run for each position

- Liz will provide / post nomination form

To Do/Actions to Take Before the Next Board Meeting:

RECOMMENDATIONS

1. All candidates register by December board meeting
2. Annual Business meeting on Saturday rather than Sunday
3. Voting link (Survey Monkey for voting) made available noon Saturday at convention
4. Request that election voting end 30 days after convention
5. Also send voting link through link through CATE email
6. Article in fall *California English* regarding change in candidate / voting procedure
7. Policy 6.20 – 6.21 change regarding voting
8. To consider – Sunday speaker moved from lunch to breakfast

Michelle, Kathy, and Susan will look at the CATE 2017 schedule to see about revisiting how Sunday works.

B. Building leadership on local councils

1. Personally invite individuals to be involved in local councils; assign specific jobs to engage
2. Very successful idea: Locally recognize CATE award winners, scholarship recipients, and award of merit recipient.

C. Recommendations for NCTE Leadership

Voting is already in progress for this year. Need to know positions available. Nominate by September

D. Rules of Conduct for CATE Board of Directors

1. Code of Ethics exists in CATE Policies; Committee will modify at September board meeting
2. Request sharing and revisiting at every September board meeting. Consider all members signing each year

Denise and Joan will make sure that revising the Code of Ethics is on the agenda for the September Board Meeting.

Convention Committee

Present: Michelle Berry, Jan Stallones, Trevor Guina, Greg Johnson, Liz McAninch, Denise Mikkonen, Janina Schulz, Susan Dillion, Kathy Nichols, Maria Santos, Mary Adler

Michelle submitted the following notes:

It's important for the Board to know how grateful the Coordinator and this committee are for your generous contributions to sponsor CATE's needs these past many years. Therefore:

ACTION ITEM: Motion to refund generous council sponsorships from this past convention back to councils, to be used for council events. Moved by Berry, seconded by Johnson. Passed.

Greg/Mary will refund the council sponsorships from CATE 2016.

Registrar's Report on CATE 2016

- Numbers provided for Pre-Con (195) CATE's (886) registrations, meals, packages, one-day reg, student teacher volunteers and so forth.
- Database issues were addressed from previous programming problems.
- She investigated, applied for, was approved, and set up a new GoogleApps for Non-profits, and she recommends that the Board investigate Google AdWords Grants to advertise convention for free.
- DreamHost offers free hosting for nonprofits, so she applied and was granted their plan for CATEweb.
- The CATEexhibits site was hacked several times due to vulnerabilities, which effected not only that site but also CATEweb and all associated email accounts, resulting in

her rebuilding the exhibits website in WordPress and posting on the free DreamHost hosting plan.

- CATEweb is now on a Virtual Private Server (VPS), which is faster and more reliable than a shared server. With the new CATE website, she purchased WordPress plugin for forms creating to CFP and exhibitor applications, and integrates with Authorize.net, our internet payment gateway (secure credit card processing), hoping to leave Americart account.
- She is working with Bill Foreman to improve the Call for Presenters form
- Recommended that CATE move to an event management software program/registration platform. She's heard from some Board members that EventBright and GoogleForms are possible for registration, but she would like these to be tested by a smaller event as a trial, and needs to be sure these programs will integrate with online registration payment programs.

Registrar's Contract for 2017, 2018, 2019

ACTION ITEM: Committee recommends that the Registrar's contract be renewed with no changes except for clarification on the collection bonus which now will read: "A collection bonus is offered: 10% of the registrar's fees invoiced at \$10 per registrant IF 95% of the registrants have cleared payment by May 1; a bonus of 5% of the invoiced amount if 90-94.9% of the registrants have cleared payments by that time." Moved by Berry, seconded by Johnson. Passed.

Exhibit Manager's Report on CATE 2016

- An anecdotal report was received shortly after convention as First Draft. I asked for a final draft and was told to use the one submitted earlier.
- Final accounting dictates the EH brought in almost \$26,000.
- Bags and badge lanyards were provided by exhibitors (Pearson and EMC).
- 17 exhibitors participated in Passport Program.
- "Ode to Sourdough" and "painted" graham crackers activities as ideas for what CATE should consider doing more often

Exhibits/Sponsorship/Advertising Manager Contract for future

- Much discussion and revising of contract going forward. Changes/edits in job description and commission/compensation to be read to Board, including change in commission to 20% for all categories except for new booths, 30%.

ACTION ITEM: The committee recommends that the noted changes be made to the Exhibits/Sponsorship/Advertising Manager contract. Moved by Berry, seconded by Johnson. Discussion and clarification ensued, including some edits to the wording to the contract. Passed.

- We presently have two people interested in the position, with more likely to come.

ACTION ITEM: Motion to create a subcommittee (Subcommittee: Nichols, Johnson, Berry) who will design a process for interviewing candidates to determine qualifications that best meet CATE's needs AND give authority to Convention Coordinator to hire Exhibits/Sponsorship/Advertising Manager with hopes of start date of July 31. Moved by Berry, seconded by Hockensmith. Passed.

Recommendations for future conventions:

- Open registration booths Thursday evening for 2 hours to alleviate Friday rush (bag stuffing moves to Wednesday evening)

- Start SuperSession at 8:15 to allow more time for speaker as well as turnaround time for hotel from theatre for 500+ to table rounds
- Consider new ideas for getting folks into Exhibit Hall: scavenger hunt, Twitter teases
- Exhibit manager must be present at her booth/in the hall at all times
- Create first-time-attendee page/link/video, sent upon registration to website for program and tips about convention
- CATE membership booth close to registration; new teacher and autograph booth there, too
- Keep variety of vendors: books, credit, tech, clothing, insurance – more in Exhibit Hall, fewer in hallways
- Workshop sessions in Exhibit Hall for commercial presentations – mixed reviews and varied attendance; mic announcements a major distraction
- Have room in back of Exhibit Hall for team meetups “Collaboration Station”
- Unconference in breakout
- Live interviews great idea but needs to be better quality sound to be effective
- Combined CWP/President’s Reception Saturday evening, opening opportunity for council receptions Thursday/Friday (reg Th night!)
- Crafts didn’t increase traffic to exhibitors; any activities should include exhibitors in some way
- Message board (physical and on social media) for meet-ups and such
- We need to appreciate and thank exhibitors in a professional way: chat about products, thank you’s, perhaps a quick drawing for baskets/wine at closing before tear-down.
- There was discussion of publishers having captive audience at convention by virtue of receptions/rented meeting rooms, etc.
- Meals to be sold on standby – We will sell vacant seats in banquet hall 20 minutes after doors open at the same price, and advertise this, along with “Attendees with purchased meal tickets must arrive within 15 minutes of the mealtime.”

Discussion ensued about finding a way to help early-career teachers to be able to afford going to a convention. Ideas proposed included a version of student teacher volunteering, with an application/scholarship process to “earn” the chance to volunteer in exchange for registration.

ACTION ITEM: Spend not to exceed \$500 on recommended AV equip to add to our supply, and not to exceed \$1000 to purchase mini-LCD projectors, a total of NTE \$1500. Moved by Berry, seconded by Williams. Passed.

A chart of past 10 conventions factoids was reviewed (based on flyers/programs)

- Printed program/online program - 2017 to be a transition year. Make enough for all, but ask on survey which is preferable for following years.
- Chair distributed past 10 years’ rates for reg and meals. The last registration increase was 3 years ago.

ACTION ITEM: The committee moves to increase the basic registration from \$180 to \$190, and increase the price of meals by \$5 each; packages to be adjust accordingly. Moved by Berry, seconded by Johnson. Passed.

ACTION ITEM: The committee moves to provide a two-tiered discount for committee chairs, based on the level of real-convention-time one is not able to attend in order to fulfill one’s volunteer duties. We request a total not-to-exceed of 8 (\$190) free reg-only discounts, and 6 (\$95) discounts. Moved by Berry, seconded by Ugalde. Passed.

To Do/Actions to Take
Before the
Next Board Meeting:

Carole: put this phrase
in the convention
program on every meal
page, or in the A-Z
section.

ACTION ITEM: The committee moves to provide a \$75 honorarium to lead presenters for each non-commercial workshop (following 2016 pilot). This is better than discount on reg as district would get the discount if they pay, and we wish to thank the presenters, plus much easier on registration process. Moved by Berry, seconded by McAninch. Passed.

- Schedule to be altered by chairs and coordinator to meet site and program needs.
- Between the major speakers at SS and meals, and the workshop presenters, are those speakers who are up-and-coming, well recognized in their fields of expertise, who would draw good crowds. We'd like to "spotlight" 5 of these throughout the weekend: one each on Friday and Saturday, and a cluster of 3 on Sunday morning (rather than 6 sessions) in our larger rooms. This provides incentive for attendees to stay to Sunday, securing room block, gives these folks a venue for their presentations, and builds their reputation, as well as CATE's, for providing their PD.
- Renovated Sunday schedule may become:
 - 8:30-10:15 Choice of three Spotlighters
 - 10:30-12:30 Brunch/speaker

CATE 2018 San Diego

- As a result of having to renegotiate the room block at Town and Country from 368 to 700, and the space we need not presently available when we need it...

ACTION ITEM: Authorize Coordinator to sign addenda as necessary with Town and Country that best suits the needs of CATE based on dates/space available. Moved by Berry, seconded by McAninch. Passed.

CATE 2019 Hyatt Regency SFO/Burlingame

ACTION ITEM: To nominate Annie Gervais of Capitol Council as CATE 2019 Chair for Hyatt Regency SFO/Burlingame, which will place her on the Board as Convention Chair in September 2018 – May 2019. Moved by Berry, seconded by Ugalde. Passed.

RFPs for CATE 2020

- 24 RFP turndowns (LA, OC, SD, PS), 3 no-go's for CATE; TWO good proposals: Hilton LAX and LAX Marriott; terms almost identical

ACTION ITEM: The committee moves to allow the Coordinator to sign the contract with whichever of the two is deemed more desirable after a site visit to both in the next month or two. Moved by Berry, seconded by Ugalde. Passed. Moved by Berry, seconded by Johnson. Passed.

Old Business/Budget:

Greg revised one line since yesterday's Executive Finance (meals for convention raised to \$100,000).

ACTION ITEM: Not to exceed \$1000 for Kathy Nichols to research and put on a "meetup" for California teachers attending NCTE in order to promote membership in CATE. Add this amount to the NCTE line. Moved by Berry, seconded by Ugalde. Discussion ensued. Passed.

ACTION ITEM: To increase the board-approved mileage reimbursement to 54 cents. Moved by Johnson, seconded by Dunstan. Passed.

ACTION ITEM: To adopt the proposed CATE 2016-2017 budget. Moved by Johnson, seconded by Nichols. Passed.

To Do/Actions to Take
Before the
Next Board Meeting:

Continued Old Business:

Bill Younglove discussed Facing History. He would like to encourage anyone to look at CATE's 66-year history as a research project. Bits and pieces are spread out, such as Bill's collection of every resolution we have done since 1960. Michelle shared that she has a box of *California English* journals and CATE Convention programs.

Greg paid CWP for their part of the pre-con. Carole pointed out that when Jayne steps down from CWP, we need to consider our relationship with them, and their position as the pre-con providers. Discussion ensued.

Kathy brought up that CUE still wants us to partner with them in some way, perhaps attendance at a CUE Rock Star Camp, and they have started doing content-specific camps, such as ELA. They want to partner with us, to help get the word out. Jeannine showed everyone the CUE website with the logos of all their partners, including CLSA, CABE, etc. Denise asked for clarification. It sounds great, but we need more information. The board gave Kathy permission to move forward to investigate a partnership with CUE. Further discussion ensued.

New Business:

Bill shared that NCTE has a cutoff date for NCTE in January for a November convention. He thinks, in his experience, that the cutoff date needs to be later, perhaps March. He would like to draft a letter for Denise to send along to the NCTE leadership.

ACTION ITEM: To give the president the power to ratify the election results over the summer because the election will not end until May 15. Moved by McAninch, seconded by Dunstan. Passed.

Angus asked about how the executive officers plan to replace the pending openings on the board. Discussion ensued about how the policies deal with such a problem.

Adjournment: Moved by Dunstan. Seconded by McAninch.

Meeting adjourned: 11:18 am