

BOARD MEETING AGENDA

January 18th, 2020

Ontario Doubletree

9 a.m. - 4:30 p.m.

Meeting called to order at 9:17 a.m.

Affiliate Members Present

Davena Bagnall	NCLTA
Tom Beeman	Advocacy
Evelyn Bejarano	Conference Registrar
Tonja Byrom	President
Nadine Elwood	FLA-OC
Alexis Frink	Past-President, Awards, KCLTA
Daniel Gutierrez	CVWLA
Paula Hirsch	Conference Coordinator
Svetlana Lazarova	IEFLA
Ángela Martínez	Secretary
Ali Miano	FLANC
Nicole Naditz	FLAGS
Nancy Perez	Treasurer
Angela Raines	FLASH
Ronit Ron-Yerushalmi	FLCSD
Alfredo Varela	SB-VAWLT
Paul Verduzco	Assistant Conference Chair
Kevin Duffy	FLASCC
Susan Watson	CLTA President-elect, MCLASC
Tanya Zaccone	Executive Director

Affiliate and Board Members Not Present

Georgia Cerda	FLANS
Bozo Dzakula	FLAMCO
David Pardess	CCCFLC
Melisa Robison	Membership
Yoshiko Saito-Abbott	CSU-FLC

California Language Teachers' Association

Board Meeting Agenda

January 18, 2020
9:00 AM - 4:00 PM

AGENDA ITEM		OUTCOME
9:00 Call to order	Tonja Byrom	
Welcome to all and a special welcome to Alice (Ali) Miano, replacing Victoria Williams as FLANC affiliate representative Ali is a Lecturer in and the Coordinator of the Spanish Language Program at Stanford University.	Tanya Zaccone	
9:10 Consent Agenda <ul style="list-style-type: none"> ● Reports <ul style="list-style-type: none"> ○ Advocacy ○ Affiliate Reports <ul style="list-style-type: none"> ■ CVWLA ■ FLAGS ■ FLAMCO ■ FLASH ■ FLASCC ■ KCLTA ■ NCLTA ■ SB-VAWLT ○ Conference Report ○ Treasurer's Report Treasurer's Report Slides ○ Website Report 	Tonja Byrom	Vote
9:20 Approve Minutes of 12.11.2019	Tonja Byrom	Vote
9:25 Advocacy Field Training Guide : Please read ahead of time and have your questions/comments ready.	Tom Beeman	
9:30 New Year's Checklist	Tanya Zaccone	
9:40 Affiliate Reminders (See reports) <ul style="list-style-type: none"> ● Please send articles about your local Jamboree to <ul style="list-style-type: none"> ○ webmaster@clta.net with a copy to Tanya at exec-director@clta.net 	Tanya Zaccone	
9:45 Awards	Alexis Frink	

<ul style="list-style-type: none"> • Awards • Scholarships • Grants • SOY • TOY Maggie Chen • Next TOY - process, timing 		
10:00 By-laws	Tanya Zaccone	
11:00 Conferences <ul style="list-style-type: none"> • Conference 2020 SWCOLT/CLTA • 2021 at Town & Country in San Diego (Feb. 24-28) • 2022 at DoubleTree in Sacramento (Feb. 23-27) • 2023 at Visalia Convention Center/Visalia Marriott) (Mar. 15-19) <p>Question: Will we keep the current Conference Model? Something to consider as we contract for conferences five years out</p>	Paula Hirsch	
11:30 Jamborees 2019-2020 <i>Reports</i> - how do we evaluate? - how to proceed? <ul style="list-style-type: none"> • SoCal IEFLA, FLA-OC, MCLASC 9/21/19 • Sacramento FLAGS, FLANS 10/12/19 • Ventura Santa Barbara SB-VAWLT 10/26/19 • FLC-San Diego 12/7/19 • Sierra Highlands FLASH San Jose FLASCC 2/1/2020 • Central Valley CVWLA 	Paula Hirsch	
12:00 Elections <ul style="list-style-type: none"> • President-elect 	Angela Martinez	Vote
12:30 LUNCH		
1:30 Hal Wingard Inspirational Leadership Endowment Report <ul style="list-style-type: none"> • Contribution levels • Concept paper 	Duarte Silva via Zoom	Vote
2:00 ACIS Report from Liz Matchett	Tanya Zaccone for Liz Matchett	
2:15 Summer Seminar 2019 Financial Report		
2:30 Executive Director Report <ul style="list-style-type: none"> • Board meetings - please reach out to Board members if you do not have a roommate for face-to-face meetings • CWLP January meeting • Director of Development volunteer 	Tanya Zaccone	

<ul style="list-style-type: none"> • Financial • Hal Wingard Endowment Fund • Newsletter • CLTA volunteer positions/AB 5 • More business 		
3:00 Webinars <ul style="list-style-type: none"> • free for all? • archives for Members Only? 	Paula Hirsch, Paul Verduzco	
3:30 TOY Selection <ul style="list-style-type: none"> • process/timing 	Tanya Zaccone	
4:00 Adjourn	Tonja Byrom	

Executive Board Meeting following today's CLTA Board Meeting: 4:30-5:30

Next CLTA Board Meeting: Monday, February 10, 2020 at 6:00 PM on Zoom

MINUTES

AGENDA ITEM		OUTCOME/ TO DO
9:17 Call to order	Tonja Byrom	
<p>Welcome to all and a special welcome to Alice (Ali) Miano, replacing Victoria Williams as FLANC affiliate representative Ali is a Lecturer in and the Coordinator of the Spanish Language Program at Stanford University.</p>	Tanya Zaccone	Went around the room to introduce everyone
<p>9:10 Consent Agenda</p> <ul style="list-style-type: none"> ● Reports <ul style="list-style-type: none"> ○ Advocacy ○ Affiliate Reports <ul style="list-style-type: none"> ■ CVWLA ■ FLAGS ■ FLAMCO ■ FLASH ■ FLASCC ■ KCLTA ■ NCLTA ■ SB-VAW LT ○ Conference Report ○ Treasurer's Report ○ Website Report 	Tonja Byrom	<p>Nicole N. motioned Alexis F. 2nd</p> <p>Motion passed</p>
9:20 Approve Minutes of 12.11.2019	Tonja Byrom	Tabled for next meeting
9:25 Advocacy Field Training Guide : Please read ahead of time and have your questions/comments ready.	Tom Beeman	

<p>We will add this to the handbook so that everyone will have access to it. It is now in PDF form but it is also available in Word form so we can edit it.</p>		
<p>9:30 New Year's Checklist</p>	<p>-Tanya Zaccone read her letter of retirement as the Executive Director of CLTA. She is happy to serve until August 30th or November 30th based on the Board's decision and hers.</p> <p>-The Board expressed their gratitude and love for everything that Tanya Z. has done for the organization. Tanya's dedication, guidance, compassion and kindness has served us all immensely and we are profoundly grateful for her mentorship and friendship.</p> <p>-The Executive Board will be meeting after today's meeting to further discuss the transition and process.</p> <p>-Tanya Z. will make the final decision as to when she chooses to retire. Regardless, CLTA will be having a celebration for her a future conference.</p>	<p>More information to come in regards to the hiring process of a new Executive Director</p>
<p>10:00 Affiliate Reminders (See reports)</p> <ul style="list-style-type: none"> ● Please send articles about your local Jamboree to <ul style="list-style-type: none"> ○ webmaster@clta.net with a copy to Tanya at exec-director@clta.net 	<p>-Please make sure you check the 2019-2020 folder under the "Important Documents" folder, for any important documents such as the CLTA Board Calendar, Affiliate Report Template, Flight Purchase Request, and if you are seeking a Roommate.</p>	
<p>10:13 Awards</p> <ul style="list-style-type: none"> ● Awards ● Scholarships ● Grants ● SOY ● TOY Maggie Chen ● Next TOY - process, timing 	<p>-Original deadline was in December. There were a couple of people that applied. There was 1 applicant for Outstanding teacher.</p> <p>-Still need applicants for the Cuernavaca Grant- January 31st is the next deadline.</p> <p>- No applicants for the Outstanding Teacher Award- January 31st is the new deadline. Please let the Affiliates so they</p>	

	<p>can send nominations ASAP.</p> <p>-We have the SWCOLT TOY- Maggie Chen.</p> <p>-The process and timing for the next TOY needs to be formulated to make the process smoother and more transparent. Typically we gather names from the Outstanding Teacher Awards, but if we don't have applicants, that pool of people gets smaller. We want to make sure we pick the person that has the best chance at becoming ACTFL's TOY and give them enough time to start the process and give them time to organize their portfolios.</p> <p>-The December deadline seems a little early and overall a very busy time for everyone.</p> <p>-Angela R. made a comment that having to have someone nominate them and include a Resume can possibly contribute to the hassle of turning in the application.</p> <p>-Having a permanent Awards Chair position is convenient because the process will be cemented further as we continue.</p> <p>-There seems to be some apathy towards the entire process so we want to make the process easier and less tedious or burdensome for all.</p>	
<p>10:29 By-laws</p>		<p>Tabled for next meeting.</p>
<p>11:30 Conferences</p> <ul style="list-style-type: none"> ● Conference 2020 SWCOLT/CLTA ● 2021 at Town & Country in San Diego (Feb. 24-28) ● 2022 at Double Tree in Sacramento (Feb. 23-27) ● 2023 at Visalia Convention Center / Visalia Marriott (March 15-19) <p>Question: Will we keep the current Conference Model? Something to consider as we</p>	<p>-We have 19 rooms on Saturday.</p> <p>-We need LCD projectors and speakers.</p> <p>-Nadine E. former school is going to make the posters for the awards. Paula H. wanted to know how she wants the poster boards set up (layout) and be cost-effective. Paula and Alexis F. will discuss this and decide on a proper layout.</p> <p>-There will be a plated lunch; the Sunday Brunch will be long because all the awards and recognitions will be done that day. The Brunch is scheduled for</p> <p>-AVANT is doing a party on Thursday night (April 2nd); officers should plan to make an appearance.</p>	

contract for conferences five years out

-Evelyn B. needs some people from the Board to volunteer their time for a couple of hours (Thursday, Friday and Saturday) to help with Registration. Please send your names to Nadine E.

-Susan W. suggested we have some photo opportunities (selfie/photo frames) at our CLTA booth. Paul V. will be designing them and will take care of this.

-At the CLTA booth we will have realia commemorating its 50th anniversary, such as a quilt of past CLTA t-shirts, pictures, etc. Any other ideas are welcome.

-There is a sponsor for the CLTA cake (Vista gave them \$1500). It will be 3 sheets and have the logo (along with Vista). The cake is on Friday at the Exhibit Gala 3:30 - 5:30 pm.

-Paul V. created a promotional video to get more members and to attend the conference. Please share video with Affiliates.

-Ronit is working on their promotional video for the 2021-2022 Conference in San Diego the following year. The Friday night entertainment in San Diego will be Middle Eastern/Mediterranean.

-Other considerations:

--we need something to highlight the affiliates, so they decided on ribbons. A different color for each affiliate.

--Do we want a Plenary Speaker? We can further discuss this at a Zoom meeting.

-The San Diego conference is right after ACTFL, so we need to think about membership.

-2023 at Visalia Convention Center / Visalia Marriott (March 15-19) Paula H. chose the Visalia site over Fresno because the Fresno Convention Center/Hotel had a clause that IF they received a better proposal they would terminate our contract, but still had to keep the hotel rooms. For this reason, they opted to go to Visalia.

-2024 will be in Monterey (March 6th - 10th) and prices will be higher (both registration and hotels).

	<p>-Tom B. suggested that presenters should get a discounted registration instead of a full free registration, since other organizations such as SWCOLT, ACTFL, etc. don't give free registration to presenters. Paula H. said that CLTA has already tried that but they ran into a huge problem with no presenters.</p> <p>-Do we need to rethink the current Conference model? Any ideas are welcome. Please go back to your affiliates and think of ways we can improve this experience, any ways we can "tweak". We can do minor changes in the next few conferences, but anything major would realistically have to wait until 2025. Also keep in mind the number of rooms available at each hotel. CLTA does get a lot of money at their 2 day workshops (Thursday and Friday).</p> <p>-Having organizations like CAFE and CLTA work together, merge resources, etc. will be key. Our new CA WL Standards align perfectly with EL and we need to start working together, bringing in our County of Education</p> <p>-Moneywise, we will only be getting \$20,000 - \$25,000 from SWCOLT for this conference. Paula H. suggests that we continue meeting 2x as a Board next year and continue our monthly meetings on Zoom. After that we can discuss the possibility of moving back to meeting 3x as a Board.</p> <p>-FLA-OC will cover parking for anyone helping at Registration</p>	
<p>11:33 Jamborees 2019-2020 Reports - how do we evaluate? - how to proceed?</p> <ul style="list-style-type: none"> ● SoCal IEFLA, FLA-OC, MCLASC 9/21/19 ● Sacramento FLAGS, FLANS 10/12/19 ● Ventura Santa Barbara SB-VAWLT 10/26/19 ● FLC-San Diego 12/7/19 ● Sierra Highlands 	<p>-We didn't make the 1500 members and NOT having a Membership Chair greatly affected us. We have 734 members right now. Last year we had members 718 last year at this time.</p> <p>-Affiliates that had Jamborees: *Angela H. with FLASH; hired a presenter, Joshua Cabral. There were over 50 attendees and Joshua presented an all day workshop and it worked out really well. They were pleased with how it went and will continue that format.</p>	

FLASH San Jose
FLASCC
2/1/2020

- Central Valley CVWLA

*Alfredo with SV-VAWLT; had 78 people, including the EB. They had a number of presenters, but people started leaving toward the end and the later workshops so they weren't highly attended. There were some issues with the venue. The ASL community didn't like that the sessions were all separate and preferred to have an all-inclusive session. They will be having a winter conference, where Kim Potowski will be presenting. The Affiliate preferred to not be forced to do a Jamboree every year or have a different format where panels/discussions are available and instead of having 5 different strands, have 4 instead so it doesn't go too late and presentees aren't overwhelmed.

-Nicole N. with FLAGS; smaller in attendance but very enthusiastic. The same format as previous years- first a plenary then small breakout groups. A textbook publisher (Pearson?), came to learn about the new standards and make sure that the publishing companies don't just put a new cover on an old textbook.
-Ronit with FLCSD; had about 80 people attend, everyone that attended were very enthusiastic and multiple languages were presented. People were asking wonderful questions about the new frameworks, lots of collaboration with the city and San Diego State as well. They did not have a keynote, but next year they would like to have one.

-Kevin with FLASCC; their Jamboree will be February 1st. So no information yet.

-Paula H. with MCLASC/FLA-OC/IEFA; LA is way too big an area for 1 Affiliate. She proposes that we have more Affiliates created in the LA area to accommodate the vast area. Some of the issues with Jamboree is that the date is way too early (Sept.) and schools usually start after Labor Day.

-CVWLA-yes, but no date set yet.

-Thanks to Nadine E., this idea of Jamborees would not be possible. She was the one that brought this idea forth to

	<p>the Board and after some resistance with that Board, it finally happened and it keeps getting better and better.</p> <p>-Please remember that you need to put CLTA membership as part of the pricing.</p> <p>-Nancy P. acknowledged Tonja B. for contacting the projects as well to reach out to more people and join forces in the Jamborees.</p> <p>-Alfredo V. wants to acknowledge Evelyn B. and thank her for her assistance and helping their Jamboree run smoothly and be so organized.</p> <p>-Paula H. apologizes that she didn't get to as many as she would have liked, but hopefully next year, she will make it to more since she is retiring. :-)</p> <p>- Nadine E. suggest we focus more on the private sectors who have a sleuth of Chinese and Middle Eastern schools (Supplemental Educational Programs) that are looking for guidance and support.</p>	
<p>12:03 Elections</p> <ul style="list-style-type: none"> • President-elect 	<p>-Vote was held and Angela Martinez will continue as Secretary and our new President-elect will be Nancy Perez.</p>	Vote
<p>12:13 Summer Seminar 2019 Financial Report</p>	<p>-Please see attached Presentation.</p>	
<p>12:30 LUNCH</p>		
<p>1:30 Hal Wingard Inspirational Leadership Endowment Report</p> <ul style="list-style-type: none"> • Contribution levels • Concept paper 	<p>Duarte Silva via Zoom</p> <p>-Please see attached files.</p> <p>- Goal was to raise \$3,000; Duarte reported that they exceeded their goal and have received \$16,200 in donations.</p> <p>-The letter called for establishing a committee that will decide how to best distribute the funds and benefit CLTA. This is probably be decided after Phase II (Jan 1- March 31) is completed. Duarte wants to have another "push" for funds and make a presentation at the CLTA Conference in Disneyland. They will be working on a video/slideshow showing people who Hal Wingard was and share the many notes that donors sent.</p> <p>-Phase II will be very targeted- write</p>	<p>ASk Affiliates & CLTA Board if they would be willing to match funds for Phase 2.</p>

personal letters to specific individuals to see if they would care to contribute.

- Min. Goal is \$20,000 by March 31st. With hopes of exceeding that.
- Phase 3 will start at the conference.
- One idea that has surfaced that for the next 2 ½ months of campaigning, is have CLTA contribute some funds for this effort. We are about \$3800 short of making \$20,000, so Duarte wants to know if CLTA and/or Affiliates will match donations up to \$4,000 from those specific and target people that Duarte will contact. Duarte wants to let the Board discuss and get back to him ASAP so they can go ahead with Phase 2.
- Alfredo V. asked if the video will be done by February 22nd because they have their Jamboree that day and they could present the information to the attendees. Duarte said the video might not be ready, but he could possibly have a slideshow or letter ready by then.
- Alexis F. moved that whatever CLTA and its Affiliates donate, up to \$2000 toward the Hal Wingard Fund, they will match ; 2nd by Nancy P.
- Angela R. had a point of clarification on the statement in terms of the amount.
- Susan W. mentioned that Summer Seminar had a profit of \$14,000 this year, so she thinks that Duarte should ask Margaret Peterson for the funds because CLTA is low on funds now.
- Alfredo V. wanted more clarification in regards to the Affiliates
- Alexis F. withdrew the motion.
- Friendly amendment: Motion: "CLTA will match up to \$2,000 towards the Hal Wingard Inspirational Leadership Endowment." Second by Nancy P.

Discussion:

- Friendly Amendment by Daniel G.: Include March 31st on the motion.
- Nicole N. wants to know how much money CLTA usually makes at conferences. Paula H. says it fluctuates between \$50,000 and \$80,000 depending on location. Since we have SWCOLT

joining us, we are only making \$20,000 - \$25,000 from this conference.

-Nadine E. wants to know from Nancy P. what we are looking at, in terms of numbers and projections for the following years. Nancy P. says that we have been allocating funds for the Affiliates and the money could potentially come from there.

-Tonja B. reminded us that the money set aside was voted on by the Board and we would need

-Nicole N. would like the Affiliates to match the donations, instead of CLTA because there are not sufficient funds.

-Susan W. looked at our Treasurer Report and CLTA is in the red. She would love to have CLTA help, but at the moment, CLTA does not have the money.

-Nicole N. suggested we revisit this next year, in terms of CLTA donating/matching funds and instead encourage members to donate in the name of their affiliate in the amount that they are capable.

-Nadine E. would like the Affiliates to donate

-Tanya Z. would like to make a commitment, after we vote, to support this Endowment at some point.

-Paula H. recommends we look at a certain percentage of the conference going toward the Hal Wingard Endowment, for example 3%+/-, depending on how the conference goes.

“CLTA will match up to \$2,000 towards the Hal Wingard Inspirational Leadership Endowment by March 31st.”

-Call the question- Vote.

Yes 2
No 4
Abstention 2
Motion does not pass.

Svetlana moves that CLTA allocate 3% from the 2020 Conference profit to contribute to the Hal Wingard Leadership Endowment . Second by Alfredo Z.

-Angela R. needs to know how her affiliate

can make donations.

- Nadine E. wanted to know how much is set aside at the conference: 8% for new affiliates; 2% at small affiliates; and a proposed 3% for 2020 after the conference.
- Susan W. looked at the Treasurer's report again and noticed that the projected numbers for Jamborees were not filled, so CLTA is even more in the red.
- Nancy P. reminded us about the CLTA CD's in case CLTA would like to use them for the Hal Wingard Endowment. Tanya Z. commented that we can't just use these funds for whatever we want, we need to be careful.

Yes 3
No 7
Motion did not pass

Tanya Z. suggested changing the 2020 date to 2021 and call another motion.

- Tom B. recommended that we table the discussion until our next Zoom meeting so the Affiliates can check with their members and their budgets.
- Our next Zoom meeting is until February 10th, so that wouldn't work.
- Angela R. commented that if each affiliate donates \$235 that would take the Endowment up to the \$20,000 goal they had (he needed \$3800 to reach that goal).
- Paula H. feels that this is the worst year for CLTA to be asked to donate money because of the financial instability that it is going through.
- Nancy really liked Angela R. suggestion of having the Affiliates check with their members and their budget, to donate XX amount, on behalf of CLTA.

- We can't direct Affiliates to do that.

-Tanya Z. will talk to Duarte and let him

	<p>know that CLTA wants to donate and be part of this wonderful process, but at this time, it is not possible and would like to revisit this again in 2021.</p>	
<p>2:54 ACIS Report from Liz Matchett</p>	<p>Tanya Zaccone for Liz Matchett -Susan W. wondered if we could wait on this and discuss at our next Zoom meeting in February. This way, we can contact Liz Matchett to be at our Zoom meeting that day too.</p>	<p>Tabled for next meeting.</p>
<p>2:30 Executive Director Report</p> <ul style="list-style-type: none"> ● Board meetings - please reach out to Board members if you do not have a roommate for face-to-face meetings ● CWLP January meeting ● Director of Development volunteer ● Financial ● Hal Wingard Endowment Fund ● Newsletter ● CLTA volunteer positions/AB 5 ● More business 	<p>-Tanya Z. is not able to make it to the CWLP January meeting, but Nancy P. will be attending and write a report for the Zoom meeting in February.</p> <p>-Paul V. shared some logos for re-branding purposes. Here is the folder so you can see the logos and the promotional video.</p> <p>-Paul created a document so you can share your feedback or any ideas/thoughts regarding the logos and videos and how to improve it. We will revisit this at the February 10th Zoom meeting.</p> <p>-Tanya Z. mentioned that there are many people who have no children but want to leave their Estate to CLTA, but don't know how to go about it. Tanya wants to create a voluntary position titled "Director of Development" and eventually create a Steering Committee to work on how to use these funds, direct these funds, etc.</p> <p>-Have Barbara have a Donations button at the front of the CLTA website.</p> <p>-Newsletter: It would be great to have the Affiliates write something for the newsletter about their Jamborees.</p> <p>-Paula H. suggested we get someone from the Board to take over the Newsletter because Tanya usually ends up writing it and it shouldn't be part of the ED responsibility.</p> <p>-CLTA volunteer positions/AB-5</p>	

<p>3:00 Webinars</p> <ul style="list-style-type: none"> ● free for all? ● archives for Members Only? 	<p>-Since Paul V took over the Webinars, about 240 people have attended the Webinars. At first we only had CLTA members enter the webinars, but after the 3rd one, they opened up to everyone and had over 100 attendees and the recorded webinars are only available to members.</p> <p>-Susan W. mentioned maybe having a survey to ask members the best time to have the webinars.</p> <p>-Angela M. mentioned that she thinks these free webinars are a great idea and it helps bring in more members. The lack of a Membership Chair is greatly impeding this because the Membership Chair should be following up with the Webinar attendees and send them a personal note/survey and invite them to become a member of CLTA.</p>	
<p>3:44 TOY Selection</p> <ul style="list-style-type: none"> ● process/timing 	<p>-Already discussed this</p>	
<p>3:44 Other Business</p>	<p>-Alfredo Z. wondered who was in charge of the Twitter account and social media in general.</p> <p>-Tom B. mentioned that we needed to have a Social Media person, but that was already decided a couple of meetings ago. Bethany Thompson and Paul Verduzco are in charge of social media.</p> <p>-Frameworks Review: Working on looking over all the comments and recommended changes. They have until January 26th to look over the comments/suggestions and revamp the Framework. On February 1st, the Framework goes out for comment AGAIN. Please take a moment to read a chapter or two. The public comment is out for 60 days and you will have the opportunity to comment once again. Please share with your members, contacts and affiliates. It will hopefully be approved in May.</p>	
<p>3:52 Adjourn</p>	<p>Susan W moves to adjourn the meeting. Alfredo Z. seconds it. Motion approved.</p>	

Executive Board Meeting following today's CLTA Board Meeting: 4:30-5:30

Next CLTA Board Meeting: Monday, February 10, 2020 at 6:00 PM on Zoom