

Executive Board meeting

1/23/2021

[Agenda](#)

In attendance: Karen Nickel, Allison Spenader, Zvi Geffen, Aracely Thomas, Amandine Bailey, Lucienne Nagel, Lenny Ulloa, Kaishan Kong, Ava De Jonge, Miho, Nagai, Effy Shypulski, Megan Budke, Eli Schauer, Maddy Wieneke, Lisa Perez, Jenna Cushing-Leubner, Erik Olson

9:03 Meeting Begins

I. Welcome!

Watch TED talk with Amanda Gorman

This meeting will look at servitude in preparation for the coming year, and the November conference.

Introductions: board members shared what their words for 2021 are: hopeful, grateful, amplify, balance, present, renew, kindness, unity, persistence, playfulness, courage, perseverance, what if?, bravy (see book rec: Alexi Pappas), onward and upward .

Please check directory (in agenda, linked above) and make updates.

Approval of minutes:

Oct 24th, 2020- Lucienne moves to approve, Effy seconds. Minutes approved.

Dec. 5th, 2020 - Eli moves to approve. Lisa seconds. Minutes approved.

II. Reports

Membership Report (Lenny)

303 members, 4 more have registered since the conference.

This is lower than previous years because membership is connected to conference registration, and our conference registration was down from last year.

Zvi moves to approve, Lucienne seconds. Membership report is approved.

Awards Report (Jenna)

Updates: all awards have been sent, and unfortunately Governor did not sign. Maddy confirms that we have paid for the awards.

No official report.

Communications (Effy and Ava)

The team is looking for additional members for this team.

Social Media goals met in 2020: Twitter and instagram goals were met, but not facebook.

Engagement increased with all three platforms. Biggest increase in followers around the conference.

Goals for 2021:

1300 on Facebook, 1800 on Twitter, 250 on Instagram

#### Action Items:

##### Email

- Promoting CARLA summer institutes
- Following up with those interested in regional reps
- World Language equity survey

##### Social Media

- Promoting sessions available on Attendify
- Equity survey
- Promote Françoise Thenoux webinar 'Decolonizing Praxis'

##### Coming up

- Conference evaluation drawing winner
- January newsletter
- Teacher cafe events, watch parties with on-demand sessions

Lisa moves to approve communications report. Lenny seconds. Report is approved.

#### Treasurer's report (Maddy and Amandine)

Current Wells Fargo balance is \$17,371.45. This is a more comfortable amount than what we began 2020 with.

Expenses in 2020 were \$12,462.95 (in 2019 it was \$100,491.40)

The conference is the largest part of the budget. Pandemic budgeting is highly unusual, so it's helpful to look at previous year for reference.

##### Major differences in 2020

- Instead of the conference package at hotel, we spent funds on Zoom, Vimeo, Attendify. We paid a \$2000 retainer to Crowne Plaza to keep our dates/package for 2021

2021 proposed budget is more similar to 2019 budget than 2020.

The proposed budget was developed by Maddy and Amandine, and reflects a conservative approach.

We know some of our expenses (advocacy, professional awards and representation) will be less because those events are virtual. But conference will be similar to 2019.

For revenue, we estimate we will take in similar revenue to 2019, but a somewhat lower estimated revenue from sponsors.

Maddy has been working on restitution funds, and we should be able to bring in \$2000 (maybe more) in that category.

Total projected revenue for 2021: \$83,500

Total projected expenses for 2021: \$82,441

Karen notes: even with an in-person conference, will we be able to have as many people in the rooms.

Megan reminds us that we have a yearly contract with Crowne Plaza

The budget does include some flexibility in we need to include Attendify for fall conference, and we may be able to negotiate some changes with Crowne Plaza as well.

Lenny wondered if we should approve a budget now with so many unknowns. Maddy reminds us that we can approve a budget, think of it as our intentions/goals for the year.

Zvi wondered if the professional development amount of \$1000 was set in stone, but Allison reminded the group that we want to offer PD and for many years we haven't spent it. So it's good if we do spend it. We can also charge a small fee for events, and that can help people see it as a more legitimate PD opportunity.

Lisa moves to approve. Lenny seconded. Treasurer's report with proposed 2021 budget is approved.

#### Additional Updates:

- Karen and Amandine are becoming card holders on our Wells Fargo account. She recommends that every other year, get the President on the card.
- Transfer ownership of the Wells Fargo account from Allison Spenader and Betty Lotterman to Amanda Bailey (Amandine) in January 2021.
- Remove current card holders (Grant Boulanger, Mary Fred Bausman-Watkins, and Madeline Wieneke.
- Add Amanda Baiely and Karen Nickels
- Outgoing treasurer (effective Jan. 1, 2021) Madeline Wieneke, incoming treasurer is Amanda Bailey
- Outgoing secretary (effective Jan. 1, 2021) Allison Spenader, incoming secretary is Kaishan Kong.
- Mailbox keys (P.O. box at airport) have been given to Lenny and Kaishan

#### Regional Rep Report

- Eli has been emailing interested folks, but not receiving responses.
- New Minneapolis Rep is a Somali teacher Deqa Muhidin
- Still looking to fill several vacancies
- Suggestion to pay Fran to attend our watch party advocacy event in February (possibly Feb. 27th). Event to be hosted by a regional rep or by Zvi.

Break until 10:45

#### III. Board members and documents (Karen)

Some items for us to think about, but not necessarily act upon right now:

- Constitution and Bylaws are linked
- Think about some of the terms we use, including heritage languages.
- Consider adding wording around Communications, how does it get reflected in the bylaws?

[Duties of the board](#): the checklist and language around the positions are included in this document. While not urgent, we should take a look and make updates.

#### IV. Support (Karen)

- Upcoming event with Fran.
- ACTFL Assembly of Delegates in 2020 included a presentation by our board members, and we will post it on our website.
- How to promote Watch Parties? Zvi suggests that he and Eli can promote these. A curated list of suitable sessions for watch parties can be helpful. Eli wondered if those who did not attend the conference would be able to attend, Would they have to pay? Would someone who paid be the host? Or charge a 1 time fee to one person who hosts?
- Our existing recorded sessions could be used for professional development in schools.
- Lenny suggested we could do some free events using Facebook (similar to our keynote), and showcase our past conference. Doing a free event could be a way to promote future events. Eli suggested prioritizing relicensure areas. Karen would like to continue doing webinar and zoom with our existing content, rather than live or in-person (new content) watch parties. Megan suggests sending people to Attendify at a specific time for a live viewing and discussion, but this would only work with folks who registered for the conference.

#### Partnerships

- AATG and AATF reps are joining us from time to time. We should reach out to AATSP and any other AAT reps we know. Let Karen know if you have those contacts.
- CARLA partnership- do we have people who would like to be available to help people who apply for the CARLA scholarships, as a way to support applicants?
- Ongoing partnerships with MDE
- Partnership with Central States: CSCTFL
  - Megan will share a [google sheet](#) with information about the delegate assembly schedule for CSCTFL. We can send more representatives this year because it's virtual so no travel costs are involved.
- Co-Teacher

#### Other Support

- Hmong and Somali heritage language community is increasing
- Working to create a model that is replicable
- Jenna shared that PELSB and Education Evolving are working on heritage language licensure. PELSB is looking into either putting these licenses into the same category as Indigenous languages and ASL, or under the K-12 WL licensure umbrella. Our board may be asked to write a letter in support of these programs to PELSB. This could be an initial license, or an add-on license. Megan notes that ACTFL is also looking to help support these initiatives.
- Dr. Cassandra Glynn has shared an Equity Survey, and asks that we fill it out during work time, if we can.

#### V. Fall Conference 2021

- We are working on the theme and logo
- Invited presenters: Nelly Ossia, Vanessa Goodthunder also being invited.
- Consider updating forms (conference proposals, evaluation form)
- We have a contract with Crowne Plaza, but many unknowns at this point. We have had good experience renegotiating with them in the past. Keep in contact with Joel. Our current contract does come with a number of hotel rooms.
- Keep considering which days to potentially have in-person sessions. Will people be able to get subs?
- Future discussion of what registration costs will be.

#### VI. Meeting Dates

- Watch for invitations for future meetings
- Consider an August retreat, Allison is happy to make connections with St. John's.

#### Tasks for work time

- Update directory
- Equity survey from Cassie Glynn
- Begin work on conference forms
- Willing to host a watch party or other event? Want to help with CARLA scholarships? Leadership events at Central states? Let Karen know.
- Switch emails, meet with predecessor

11:45 Move to breakout rooms

Minutes respectfully submitted by Allison Spenader