

MCTLC Executive Board Meeting
January 25, 2020

Members Present:

Megan, Karen, Maddie, Lucienne, Zvi, Jessie, Erik, Amy, Effy, Grant

Introductions & Business:

Central States needs headshots of each board member.

Partnerships with organizations:

- Package deal from World Language Summit, an online world language conference.
 - Megan contacted conference organizer. Said if we were willing to advertise the conference to our members. If one of our members makes a purchase through our link, we get a kickback. We made \$58.50.
- Sponsored webinar with AVANT.
 - They sponsored free drinks at the MCTLC conference.
 - We sponsored a webinar. 325 people registered. 50-200 tuned in at different points. These are great numbers.
 - During the webinar, we had a live chat on Twitter.
 - AVANT has now posted the [webinar](#) on YouTube, so people can watch it for free if they missed it.
 - After we partnered with AVANT, other organizations reached out to them asking how they could partner with them like MCTLC.

New Business:

Idea: Have a Langchat party the Thursday before the conference. Could be after the early career teacher dinner.

MCTLC as a one-stop shop for professional development for world language teachers in the state of Minnesota.

- Newsletter or e-mail blast with options for webinars, professional development, curricular resources, etc.
- CARLA has reached out wanting to partner.
- Minnesota Department of Education World Language Specialist. Ursula Lentz has retired, but we hope to collaborate with the next person in her position.
 - Each year, the president of MCTLC should plan to have a meeting with the World Language specialist.
- Send out communications together (CARLA, MDE, and MCTLC).
- Webinars are great because not everyone can access in-person professional development.

- Megan is working to collaborate with the Language Educator magazine. MCTLC could send out an e-mail blast reminding ACTFL members that they can access the magazine, since ACTFL does not send out notifications when a new magazine is released. May also try to negotiate to offer local-interest articles to our members for free.

Consider recording some of the sessions at the MCTLC conference – maybe a highlight from each strand.

- Student presiders could record.
- Could be offered for free or put in a special members-only section of the MCTLC webpage.

Possible partnership with Fluency Fast (Karen Rowan).

- Karen reached out to Amy asking if MCTLC would partner with Fluency Fast.
- Fluency Fast will offer language classes for 2 hours each day during the NTPRS conference in Minneapolis in July.
- We will give a coupon code for \$25 percent off. We will get a \$20 kickback for each registration.

Criteria for Partnership:

- Make our own promotional materials with the MCTLC logo. Partners can send us their own logo and color schemes. Helpful if they include the color HEX code.
- Negotiate additional piece that could benefit our membership (webinar, free resource, discount, MCTLC special).
- Must fit with our mission to advance the teaching of languages and cultures.
- Four points of connection. Each of the four people must approve the partnership.
 - Communications
 - Current president
 - Past president
 - President elect
 - Backup point: Vice president/Awards chair.
- All communication should go through the communications director.
- Align with conference strands – ensure that we offer multiple options to our members.

Where did our conference strands come from?

- Responsiveness to our membership.
- Themes that emerged in the conference presentations.
- We have a limited number of rooms.
- This year, we will offer an “other” option for presentations that
- Questions: What do we want to be?

Partnership with World Language Summit:

- Jared Romney organizes the conference.
- Megan reached out to Jared asking if he would be interested in partnering with MCTLC.
 - Asked for a bulk registration price so we could offer free registrations to members. This probably will not happen.
 - Jared asked for a list of Minnesota presenters who would offer a session for the conference. In return, the presenters would be promoted, and we might be able to get a number of free registrations.
 - Presenters do not have to pay for the conference. They get a promotional code; if people register with their code, they get a kickback.
- The board has concluded that we will not partner with World Language Summit.

Offer a small online conference after the regular conference?

- Small charge – maybe \$40?
- Benefits people that come to the conference but didn't get into that session or workshop.
- Also benefits people whose districts can't send them to the conference.

CARLA partnership:

- Align our PD mission and vision with CARLA.
- CARLA offers well-known summer institute workshops every summer.
- CARLA awards 8-12 scholarships every summer. They pay for the person to attend the workshop, and in exchange, the person must present what they learned in some way.
- CARLA also paid the registration to Central States for someone to present what they learned and promote the summer institutes.
- MCTLC could collaborate with CARLA in choosing a scholarship recipient. What could we offer? Travel stipend? Reduced conference registration?
- CARLA will include our work in their e-mails, and we can include their work in our e-mails.
- They want two board members to serve on the scholarship committee. We should pick two roles for this: perhaps President and President Elect?
- CARLA is willing to have a representative sit at the MCTLC booth at Central States. Also willing to send a representative to our conference to help in any way.

Membership Report:

- 439 active members (everyone who came to the conference)
- Lenny is working to merge accounts. (Some people have multiple accounts with different e-mail addresses.) He has also been working to archive inactive memberships, as there is a limit to how many members we can have.
- Karen made a motion to remove the membership report. Lucienne seconded. Membership report approved.

Awards:

- Add award for administrator. Karen is working on an award description, basing it on the Pro Lingua award. Also based it on the state conference in Kentucky, which offers an administrator award each year.
- Description includes the definition of an administrator.
- We will try out the award this year. Should be up on the website by mid-February.
- Amy moved to approve. Zvi seconded. Award approved.

Communications:

- Social Media update:
 - Increased followers on Facebook, Twitter, and Instagram. Instagram has grown from 13 followers to 124 even though we haven't done much on that platform.
- New e-mail system in Wild Apricot.
 - Lucienne would like to include some ACTFL reading.
 - Include upcoming events in the February newsletter. There are a lot of upcoming events in Minneapolis this year, which is exciting!
- Should we consider partnering with organizations for paid social media posts?
 - Develop different partnership levels.
 - Eric has been working with Megan on an "event" on the webpage that we can modify for our needs.
- Upcoming events we are promoting:
 - Central States
 - § Registration
 - § Volunteers
 - CARLA
 - Call for proposals is due on April 1st.
 - Award nominations are due June 15th.
 - Role of the Communications Director has expanded considerably. We now have a communications intern (Effy) helping Lucienne.

Treasurer's Report:

- We overspent in many categories. Most of this was related to the fall conference, because we had more attendees than expected. However, we also overspent significantly in other areas, including advocacy (budget: \$4,700, actual expenses: \$7,631.72.).
- We need to seriously consider our 2020 budget, especially in the areas of Advocacy and Board Discretionary projects. The conference pays for itself. We spent \$70,686.20 and took in \$73,691.
- We can save money in the following ways:
 - Meeting in free spaces (like libraries) and having potluck meals.

- We will save \$60 a year by ending our Paypal subscription. We rarely use Paypal; we primarily use AffiniPay, which works well with Wild Apricot.
 - Switch to Wild Apricot “pre-pay”, which will save us \$360 a year (approximately \$30 a month). We like Wild Apricot and anticipate using it for the next several years.
 - We get a \$10 kickback for every Minnesota teacher that registers for Central States, whether they are MCTLC members or not. This could give us an extra several thousand dollars to work with. The last time Central States was in Minnesota, about 500 Minnesota teachers attended. This will be helpful because a lot of our expenses come before the MCTLC conference, which is when we actually get revenue.
 - Programs are \$1,800. MCTLC could “go green” with digital programs and also save this expense. Consider an app (additional expense) – Wild Apricot offers one. Partners could pay to be shared on the app.
 - Raise the cost of the conference to \$195. This would mean that conference registrations pay for the conference, and would allow us to use exhibitor funds for other projects.
 - We are accumulating points with Crowne Plaza that we can use for hotel rooms.
- Budget:
 - Expenses: Quickbooks, taxes, board meetings (trying to save money in this area), mileage.
 - Board discretionary projects: Keep this at \$1000.
 - Professional Development: \$1800. This is the regional reps budget. Other workshops and partnerships should be self-sustaining.
 - This year we are planning to send three people to Washington D.C. to advocate, at a cost of \$1300 per person. Grant reached out to our ToY to see if she would be interested. She said she would get back to him. Grant is going. Last year, we decided to send three people every year. If the ToY can't go, consider sending someone else.
 - We have hotel points that will pay for hotel rooms. With our points, we should also be able to pay for a hotel room for Amy for ACTFL this year. Since Grant already purchased his flight and hotel, we may need to pay both flight and hotel for the ToY with points.
 - Consider partnering with organizations like Xperitas to encourage other teachers to attend Advocacy Day.
 - We send two people to ACTFL, the ToY and the President Elect. We have budgeted for four people, but could consider sending three this year.
 - Consider raising conference prices. We need to be mindful that we don't out-price ourselves, especially since Central States will be a lower cost. Note: Central States does not include lunch or snacks.
 - Grant moves to approve the 2020 budget. Amy seconds. Motion approved.

Webmaster:

Erik and Lucienne have talked about having an e-mail signature that makes our communications look more cohesive and professional. Erik has worked on something.

Make sure all board members have updated e-mail addresses that reflect changing roles.

Central States Update:

- In the past, Central States has asked us to participate in a lot of conference logistics (signs, etc.) This year, it sounds like MCTLC will have a reduced role. Central States is mainly looking for hospitality volunteers.
- Hospitality booth:
 - Skyway maps
 - Train schedule
 - List of recommended restaurants
 - Possibly do a raffle. 1-2 people will need to help with the raffle exhibitor area. Need ideas for prizes. Instead of a raffle, possibly do some kind of scavenger hunt. Examples: selfie with a new conference friend, purchase an item from a vendor, use uffda in a sentence, etc. Once you have completed all of them, go to the booth to claim a prize.
 - On Friday, Karen from CARLA will be at the booth all day. We will need one other person to help her out at peak times.
 - Each board member should give an hour.
- Photographer
 - Pictures of sessions
 - Pictures of people receiving prizes
- Several people to help with check-in. Mary Thrond has already volunteered.
- Divide volunteer times by session time.
- Tap into regional reps, former board members, and past ToYs.
- Send an e-mail blast with a thank you to all of the people who volunteered. (Do not need to name board members – can just say “MCTLC Board and. . .”).
- Grand Central craft ideas:
 - New idea – based on ACTFL.
 - Goal is to bring more people into the exhibitor area.
 - Meet & Greet with ToY and different speakers
 - Photo booth
 - Craft area
 - § Make your own Photobooth prop
 - § Cooking demos: Concordia Language Villages?
 - Wellness area
 - § Yoga

- Open conference registration with a “Central States Special”. Cheapest rate is for people who register during the Central States conference.
- Could register for the conference and register later for workshops. This would mean more work for Lenny.

Theme for the conference: Proficiency Possible.

Conference logo:

- Chose red logo.
- Take out the tagline.
- Enlarge the map?
- Update social media icons. Make sure all logos are consistent.
- Megan will give them feedback and ask them to send two versions. Lucienne will choose one.

Invited conference presenter for each strand.

All of our invited presenters are white women. We need to be mindful of this.

Zvi moved to adjourn the meeting. Erik seconded. Meeting adjourned.