

IOWA READING ASSOCIATION

Executive Board Meeting, Pizza Ranch, 1404 Boston Avenue, Ames, IA
10:00 a.m. March 12, 2011

AGENDA

- I. Call to Order: The meeting was called to order by President Carol Duehr at 10:10 a.m.
- II. Roll Call: Carol Duehr, Julie Neal, Tony Pieper, Lindsey Helmers, Deb Mortensen, Clark Goltz and Sara Youngers.
- III. Approval and/or Additions to the Agenda: Deb Mortensen moved and Tony Pieper seconded the motion to add the following items to the agenda: name badges, new DE class requirements for graduate credit, newsletters, Paul Cahill recognition.
- IV. President's Report: Carol Duehr reported that she was excited about the upcoming conference and will assist as needed. She thought it was an outstanding idea to move to a summer conference.
- V. Treasurer's Report: Clark reported the organization's finances as listed in the TD & T Financial Group January 31, 2011 Compilation Report. Checking-\$24,770.47; Certificates of Deposit-\$55,555.83; Money Market-\$44, 604.03 for a Total Checking/Savings = \$124,930.33.
- VI. State Coordinator Update: Deb Mortensen reported that all materials for the Award of Excellence were filed in a timely manner. Strengths of the Award of Excellence were the *Ty and Lynette Kruger Grow A Local Council Through Student Membership Grant* and the association's decision to move the conference to the summer. Deb also reported that councils that have folded were not visited and perhaps did not feel as though they did not get the needed support from our association.
- VII. Correspondence: No correspondence was received.
- VIII. Unfinished Business: There was no new business.
- IX. New Business
 1. Vice-President's Report & 2011 Conference Update: Julie Neal estimated the numbers attending conference to be 550-600. The keynote speaker and guest speaker pose transportation issues. Solutions need to be discussed further. Viterbo is issuing graduate credit for the conference. No recertification credit is being offered. Julie will be ordering pens as a promotion. Room reservations for officers and zone directors are confirmed. Julie is encouraging speakers to put handouts on the website. We are using a punch card to encourage attendees to see exhibitors.

Suggestions to improve attendance and the conference for the future would be for each council and zone director to send out information and make contacts to all of the schools in their areas. Special mailings could be sent to larger districts, AEAs, principal associations, etc. Another idea would be to ask for sponsorship from companies. The corporation could be highlighted in the program and at the conference itself.
 2. 2012 ESEA Title I and Iowa Reading Association Conference: Tony Pieper shared the logo and the theme: "*Summer Vacation: Destination Literacy*". Speakers invited include Jerry Johns, Judy Brunner, Danny Brassell and Judith Youngers. The speaker proposal form was revised.
 3. Review of Agenda for April 8, 2011 Board Meeting: The Executive Board reviewed the items for the April Board Meeting. They include the transfer of the presidency, the

introduction of new officers and zone directors, the announcement of committee chairpersons and a general thank you to people for their assistance.

4. 2012 Committee Chairpersons: The Executive Board suggested adding additional members on Student Membership to cover the state of Iowa and the various colleges i.e. Northwest, Northeast, Southwest and Southeast. Julie will contact all current committee chairpersons to see if they want to serve for the 2011-2012 year.
5. Future Conference Sites: Clark reported that new towns and cities are asking to host our conferences in the future i.e. Iowa City, Coralville, Cedar Rapids. The Executive Board is not interested in making any changes away from Ames at this time.
6. Discussion of the Legacy Project: Clark reported on the Legacy Project. Lynette had been contacted asking our organization to support this children's writing project. The Executive Board recommended that we not support this request or the Legacy Project.
7. Name Badges: Carol will get magnetic nametags for officers and zone directors. The president would only receive one badge and would not be changed year to year i.e. *Carol Duehr, 2010-2011 Iowa Reading Association President*. Zone Director would not list years of service, but rather just the director's zone and name.
8. Newsletters: The newsletter was discussed. Our surveys indicate that few people are reading it for the time, money and effort put into it. Clark will ask Suzanne to investigate the options for emailing the electronic newsletters through a special service which does not create issues with school and individual email addresses and servers. They will report their results at the April 6 Board Meeting.
9. Department of Education's Class Requirement: The U.S. Department of Education issued a report that "a federal definition of a credit hour that is consistent with the Carnegie Unit ('one hour of classroom or direct faculty instruction and a minimum of two hours of out of class student work each week for approximately 15 weeks for one semester or trimester hour of credit...'). According to this definition an activity offered for one graduate credit would need to have approximately 15 hours of class time and out-of-class work equivalent to about 30 hours or some other distribution of a total of 45 hours. Various Iowa colleges are handling it differently. This will be discussed at Leadership for those councils who get credit through AEAs for their meetings.
10. Discussion of Recognition for Paul Cahill, Title I Director: It was suggested that the Iowa Reading Association honor Paul Cahill, the Title I Director, with a plaque at the start of the conference. Carol and Clark will be in charge of the skit for Paul Cahill.

X. Announcements:

- a. Iowa Reading Association Board Meeting, April 6, 2011, 8:00 p.m., Best Western University Park Inn & Suites, 2500 University Boulevard, Conference Room #154, Ames, IA
- b. Iowa Reading Association Conference, April 7-8, 2011, ISU, Scheman Building, Ames, IA
- c. Iowa Reading Association Board Meeting, April 8, 2011, 4:00 p.m., ISU, Scheman Building, Room #158, Ames, IA
- d. 56th Annual International Reading Association Conference, May 8-11, 2011, Orlando FL
- e. Iowa Reading Association Board Retreat, June 12, 2011, 5:00 p.m., Pizza Ranch, 1404 Boston Avenue, Ames, Iowa
- f. Iowa Reading Association Board Meeting, June 13, 2011, 9:00 a.m., The Hotel at Gateway Center, Ames, Iowa

- g. Iowa Reading Summer Leadership Workshop , June 13-14, 2011, 1:00 p.m., The Hotel at Gateway Center, Ames, Iowa
 - h. Iowa Reading Association Board Retreat: June 24, 2012 at 3:00 p.m. at Pizza Ranch, Ames, Iowa
 - i. Iowa Reading Association Board Meeting: June 24, 2012 at 5:00 p.m. at Pizza Ranch, Ames, Iowa
 - j. Iowa Reading Association Leadership Workshop: June 25, 2012 at 10:00 a.m. at The Hotel at Gateway Center, Ames, Iowa
 - k. Iowa Reading Association Conference, June 26 and 27, 2012, Scheman Conference Center, Iowa State University, Ames, Iowa
- XI. Adjournment: Lindsey Helmers made a motion to adjourn. It was seconded by Julie Neal. The meeting was adjourned at 12:00 Noon.

Respectfully Submitted,

Clark Goltz, Secretary Pro Tem