

WCTELA Convention Board Meeting
Marriott Hotel, Middleton, WI
November 2, 2006 Minutes

Members Present: Emily Tymus Ihrke , Erin Bannen, Penny Parsons, JoAnne Katzmarek, Bill Schang , John Zbikowski, Gerhard Fischer, Tom Scott, Lynn Aprill, Marti , Mary Graber , Jacki Martindale, Bonnie Frechette , Kathy Nelson

President Lynn Aprill convened the board at 6:46 pm and got approval of agenda. Tom moved and John seconded the approval of the summer and fall meetings' minutes. Scott Oates couldn't be present, but his treasurer report was discussed and approved.

Next board members discussed who was attending the NCTE national convention in November and decided to meet Friday for dinner. We then discussed the drop in membership. Tom noted that membership has dropped from 375 to 202. Discussion turned to low registration and possibility of changing convention venues such as UWM and The Grand Avenue Center. Marti disclosed that the number of vendors' tables was also down. She noted that vendors favor fall conventions and suggested next year's being a week later may work better as it's farther from the state's teacher convention weekend. Linking with the state Book Festival may also have had impact.

Board members were in agreement that the expense of the hotel combined with budget cuts may be responsible for lower attendance. Gerhard suggested that if DPI could co-host, they could also underwrite it and we could use the Pyle Center. Marti said we needed 70 rooms booked or we will be charged \$1000's. Marti will investigate and report in Feb.

Discussion then turned to the Treasurer/Management functions—Should we make treasurer elected position again, which would be a change in the by-laws? Another option centered on expanding the membership secretary's position to include duties of an executive secretary including printing, postage, etc.

While Bill checked by-laws of treasurer's duties, JoAnne mentioned that Ruth Wood would do our journal again, and that UW-Whitewater will be printing the convention brochure. John shared updates could be printed at UW-Whitewater or we could try online. Marti suggested that the first fall and spring updates go to all licensed teachers. Finally, Tom and Penny moved to approve Scott Oates budget report.

Mary Graber gave a District Director's report and has updated the District Director Handbook, which she distributed to new members.

Jackie was named as district director of district 2.

We then skipped membership discussion and went onto a journal update. Kathy filled in that David Furness had just met with Arrowhead HS's department, the subject of the spring journal. Joanne outlined what would be entailed with David acting as a guest editor for fall 2007 issue and will include a call for manuscripts.

John shared his report on the number of hits on the WCTELA web site. Some questioned the ethics of knowing the domain of the hits. John explained that it was for marketing and shared the surges of hits on the web site. Election also increased surges as did the convention deadline. He also learned of other forensics adjudication workshops from WHSFA web site and from NCTE. John then recommended that we not use the site as our main means of communications. He suggested that perhaps we need to look at updating the site. Lynn said she would look into having her school's graphic arts class look into updating. We considered keeping it under UW-Whitewater. It was learned that the Random House poem "To Be of Use" Trista had put in the Update was to cost \$130.

Lynn moved onto Professional Issues: Invitation from Choir Director Trent Brown, Waukesha South High School. Ruth, Gerhard, Erin, Joanne, Jacki, and Emily agreed to help. WCDA to collaborate on improving literacy with us. Many suggested we pursue this interest. Jacki suggested having an English teacher buddy. Lynn suggested that we tie this to the fall issue of the Journal.

Tom reminded us that a policy exists on the sharing of WCTELA's intellectual property as a result of renewed interest in our old reading list issue. Gerhard and Tom Scott expressed concern about the political correctness of a list. Someone suggested promoting the CCBC list. We declined the request for permission to use our old list. We did give permission for a group to use our WI author's poster. Policy is we will do this on a case-by-case basis.

Gerhard said that Hollis Ruticker, CCBC, would be willing to speak at conventions and that person might be a good person to serve as our Censorship/Intellectual Freedom Chair. He suggested we contact the CCBC chair, Kate Horning.

Helen Dale, Current Archivist, is retiring and we need to be looking for a replacement. Emily agreed to assume the position and was duly appointed.

DPI report: Gerhard reported the new assessment is being tried this year. Next he relayed his observations from The National Governor's Association literacy conference--90% of which was on decoding. There's not a distinction between 1-2nd and a 8th grade literacy. WI Superintendent is interested in pursuing, and DPI is putting together a toolkit soon—He shared that Steve Graham made a case for writing being a part of literacy—context of what students are reading. He suggested we should be aware and have a significant input into this. Some states brought state representatives. Oregon is still strongly tied to phonics. After receiving a letter from NCTE's Millie Davis identifying winners of NCTE Achievement Awards in Writing, our State Superintendent asked Gerhard to write letters to winners and their teachers. Erin discussed her school's receipt of one.

Jacki said we got another \$3000 to expand the Poetry Outloud program to two CESA districts 2 & 5. Jacki tried to piggyback on state forensics but feds are starting earlier. Last year, Angelie Brecker was a semi-finalist won a \$1000 scholarship.

The board then attempted to Clarify eligible expenses for our annual award winners. Because of the late hour that discussion was tabled to the Feb. board meeting.

A date for the February board meeting was requested. None was suggested.

Joanne reported on her convention. Her Theme is “Much a do about Writing.” She thought the NCTE speakers were still expensive—Gerhard recommended Steve Graham and the Creative Writing Program Director at UWM—Tom suggested we use someone w/ name recognition—like Harvey Daniels. Jacki suggested another.

Finally, John gave his convention report. 140 preregistered; 85% are full pays. He has 2 key- note speakers and added a luncheon speaker. Total speaker cost is \$600—We are over budget on the mailing. He has 22 sectionals – (5 from board), an all-time low. The 90-minute, 3-sectionals are advertisers as part of vendor tables. Each of the standard strands are represented within the program, including professional development. AV expenses will double our speaker fees. Awards will cost \$200+. John expressed apologies for some shortcoming. The board unanimously supported him and thanked him for his efforts.

Lynn talked about the summer initiatives. Brochure needs to be done! Joanne, Kathy and Diane will work on before February. John said Zoomerang election was utilized more this year. Lynn will follow up on a survey. Jacki suggested that she went thru bldg. principals.

On-line order form for sale of back issues was introduced. Lynn will contact her tomorrow. Tom Scott and Marti will continue to work to connect with English Educators and contact them—Gerhard suggested his using summer interns. Bill had another suggestion of using a group in Madison.

Joanne said we could put something together for next fall’s WEAC convention. At Feb board meeting we need to finalize. We could regionalize at DC Everest and Eau Claire. Old business: To think of for February—technical writing—preparation for employment.

WCTELA dropping the LA will be voted on tomorrow. Mission statement was amended. And we will also vote on the new mission statement. Also we will host a job fair and would include first-year teachers to do break-outs starting in the Milwaukee and Madison area. We need to have a subcommittee working on this before December. Someone mentioned it’s already done at some teacher ed colleges. We learned that UW systems sponsored a one-day language arts convention for \$18 which included food. We need to cooperate with it. Ruth needs to report.

Convention registration for first-year teachers need to be reduced. John moved that we institute a reduction to \$20 for newly-licensed teachers. He would also like for us to get breakfast for them too from vendors. Gerhard motioned to adjourn, and Emily seconded it. Meeting was adjourned at ?