

WCTE Board Meeting
Thursday, October 17, 2019 5:30pm - 8:30 pm
Crowne Plaza Hotel - Madison
4402 E Washington Ave, Madison, WI 53704

Link to accommodations: <http://www.wcteonline.org/2019-convention-travel-accommodations/>

Thursday's Agenda - 5:30

Zoom link for meeting: Join URL:

Minutes:

Meeting start: 6:35pm after Social Gathering with members and Allison Marchetti

1. Welcome and Introductions -- Browse for 10 minutes and ask follow up questions
 - a. Share books [here](#)
 - b. Instead of sharing book titles to the group, I'd like everyone to bring a valuable resource, lesson, website, etc. that you really like from your own classroom -- only a strict 2-3 minutes to share. Share resources [here](#)

2. Additions to the Agenda

3. Approval July 16, 2019 - [Board of Directors Meeting](#).

4. Treasurer's Report - Tom Scott
 - a. *Wild Apricot* ([Doc to help with discussion](#))

Cheaper ways to do it, but this is easy to keep all our info on it.
We seem to be underutilizing it.
Linda uses it to send out newsletter once a month.
Rather than saving money with this, we need to increase membership.
We are paid until March. Cost has gone from 700-900 since we started.
Kelly has looked into other options, but they are more expensive.
We have to renew this year so that we can keep our info for next convention and find ways to use Wild Apricot more.
Can we link Twitter? What's available for us to use more?
Can registration add a mailing address?
Linda, Tom and Kelly are Admin for Wild Apricot. Lynn should be. Kelly will add her.
 - B. Available liquid: \$63,000. Solid shape. We've been working at a deficit as conventions have been more than we bring in. English Assoc. Of Greater Milwaukee: fiscal problems and went under. WCTE went bankrupt at one point and we were publishing books for people. Tom is a little skittish about our finances, but he's not too worried yet. Losing \$2-4K per convention. It's our money maker. KG was the last profitable one.

5. [DPI Report](#) - Bianca Williams-Griffin (*I will not be at the meeting this evening, I will be at the convention tomorrow. See you all then.*)

6. Officer Reports (quick updates)
 - a. Executive Director - Lynn Frick
 - b. President - John Schad
 - c. Vice President - Kelly Seefeldt
 - d. Second Vice President - Justina Plemon
 - e. Director at Large - Marianne Potter

All people on the ballot were elected.

f. *District Director Liaison - Lynn Aprill*

1. Plan for Transitioning to new roles -- changes to voting?
2. Suggest to meet online and decide on positions based on the new by-laws

g. *NCTE Affiliate Liaison Officer (Tom Scott)*

No report

8. *2019 Convention Update - Marianne Potter & Lynn Frick*

a. *Volunteers for tomorrow.*

Booklet passed around for signups.

b. We had a last-minute cancellation, so a few rooms were moved around.

9. *2020 Convention Update - Justina Plemon & Lynn Frick*

Pernille Ripp is signed. Tomorrow will have contract with Crown Plaza again.

Board meeting in the morning of Friday?

This convention will be Friday/Saturday.

Friday ideas: local organizations: CCC ideas.

CCBC as possibility. They deal with Intellectual Freedom. Jenn will ask them.

Will ask Pernille if she'd like to do the Friday social. This year's went well. Will do again.

10. *Committee Reports*

a. *Social Media - Kelly Seefeldt*

i. [Twitter Chats](#) - Volunteers?

1. Updated.

ii. [NEW Email Schedule](#) - Volunteers?

1. Previous [Email Updates](#)

iii. [Facebook](#) - 533 people reached by our convention post

b. *WCEE - David Roloff - The College English Instructor Group*

i. UW system level : all teaching depts will be working on how that functions with teacher ed. programs. DPI is in the middle of revising the standards.

c. *(W)CEL - Kelly Seefeldt*

i. [CEL Talks Podcast](#)

1. We can promote this on our Twitter chats. Great resources.

ii. [CEL Flyer in convention folders](#)

iii. For next convention, maybe have a session for Leadership (dept heads, etc)

iv. Linda will add something to the Update about CEL (brief intro)

d. [Pooley Fund](#) - Lynn Aprill

Grants were given for convention. All elected Board members for the Foundation.

e. *SCOA Region 4 Report*

i. No report

f. *Standing Committee on Diversity - Justina Plemon*

g. *Professional Issues - Sarah Rowse-Borrelli*

i. Conversation around [State Standards revision](#).

ii. [Dyslexia issues](#) and the way WI labels.

1. 4 states don't have action on dyslexia, and one of them is WI.

iii. Governor is being helpful to Education. Referendums are being passed in most districts.

h. [Awards](#) - Brad Bryan

i. See link of July 16, 2019 minutes

i. [Update](#) - Linda Barrington

j. *Wisconsin English Journal - John Pruitt*

i. No report

k. *Websites -*

i. [WCTE](#) - Linda Barrington

- ii. *Litmap - Lynn Aprill*
 - 1. *Continuing to see between 40 and 100 unique visitors to the Litmap per day. The Litmap was featured in the magazine Wisconsin People & Places this fall; we saw an increase in submissions to the Litmap after the publication of the article.*
 - 2. *Website*
 - 3. *Report*
 - I. *WELA - Marianne Potter*
 - i. *No report*
 - m. *Intellectual Freedom - John Schad*
 - i. *No report*
- 11. *Unfinished Business (if there is time)*
 - a. *Partnership with WSRA*
 - i. *Request: could you retweet our convention; board had to approve partnership; once that's approved, they'd move forward. They want a more formal agreement. Kelly and Sarah will move ahead with pursuing this.*
 - b. *"Why to Teach"*
 - i. *Justina: Goal for spring to film people at WCTE and NCTE to get this out for spring. Why is it important to go into the field?*
 - c. *NCTE Affiliate Liaison Role*
 - i. *Bylaws changed this role.*
 - d. *Logo*
 - i. *Tom's son can design. Need Google chat to come up with ideas. Send to Tom*
 - e. *Folger Shakespeare Library.*
 - i. *Get them into convention. Possible 2021 Keynote.*
 - f. [Tax Exempt Forms](#) -- on the website
- 12. *New Business*
 - a. *Decide on next board meeting date*
 - i. *Feb 29 in Stevens Point.*
 - ii. *Kelly will send out info*
 - b. *MCTE convention Duluth--April? Lynn F.*
 - c. *Utilizing Pernille Ripp all year*

Motion by Frick. Second by April. Meeting adjourned 9:08.

Ideas for next year:

Scavenger hunt of website. Prize offered

Board Meeting is one of the last session options so people can go.

See Update information too