

**PAACE Board Meeting
January 9, 2007
Conference Call**

CALL TO ORDER: Meeting called to order at 10:04

ATTENDANCE/INTRODUCTIONS:

Chuck Klinger, Tana Reiff, Lori Keefer, Mary Anne Varacalli, Suzanne Webster, Bob McNeill, Randy Bacon, Mary Hohensee, Joe Morales, Destiny Myers, Bootsie Barbour, JoAnn Weinberger, Kim Roush, KayLynn Hamilton, Emmett Baxendell, Scot Mentzer, Eileen Kocher

EXECUTIVE DIRECTOR: Chuck mentioned that we have offered the position to Kayte Connelley. The search committee has developed a contract and sent the draft to her. We hope to have a contract with her by the end of the week. Kayte lives in Philadelphia.

OFFICERS

Secretary: (corrections/additions & approval of previous month's minutes)

Tana moved that the minutes be accepted as submitted electronically. Bob seconded the motion. Motion approved.

Treasurer: electronically submitted by Mary Hohensee

Below are income and expenses for the month since our last meeting.

At the February meeting I will present the financials for the year ended 12/31/06. Materials are at the accountant's to prepare the 990.

Income:

Exhibitor Revenue:

7,900.00

Membership:

255.00

Interest:

24.91

Checks written:

Mary Anne Varacalli	Travel to meeting (3 months)	\$502.34
Lori Keefer	Travel to board and interview	286.61
Conference call	Executive search	18.66
Gennero's Pizza	COABE Planning lunch	102.15
Chuck Klinger	COABE Planning luncheon	504.35
Whitmore Printing	Copies of COABE Brochure/mail	1,481.07

The COABE costs will be offset from the COABE income.

Total distributions: 2,895.18

Day of meeting

Mary asked about an additional Whitmore bill that she received. Tana explained that the Whitmore expense listed above is the postage and the bill that Mary just received is for the printing of the COABE brochures.

Our cash position is \$13,000 money market and \$20,000 in our checking account.

JoAnn moved to accept the treasurer's report as presented. Bootsie seconded. Motion approved.

After numerous discussions and evaluation, Bob McNeill and I are presenting the attached budget (below). It is the original budget presented before last month's board meeting with a few revisions. The printing costs for the journal have been reduced because of fewer copies printed. Also, I had missed our fees for membership in several organizations and board insurance had not been included.

Day of call discussion: Bob said that the last budget that Mary submitted heavily relied on the revenue that we are expecting to receive from hosting the COABE conference. Bob is uncomfortable with us using this income as a way to subsidize our operating budget keeping in mind that we only have this revenue opportunity every 8 – 10 years. JoAnn was the only person to ask for not cutting her budget. An email conversation then ensued. Tana had similar concerns. The income that PAACE received in 1996 was treated as an endowment. Additionally there were some things that we spent money on that we normally wouldn't have. Tana also feels that we should not consider the income from COABE as much as possible.

JoAnn asked about the average income from PAACE conferences in the past. Mary said that we have actually lost money some years. She stressed that some of things that PAACE stresses and is involved in have changed over the years.

Joe asked what kinds of things that PAACE considered for revenue. Mary said that some things included membership and the Journal. There was discussion about the PAACE conference has potential for growth and profitability. We can also consider sponsorship of the conference. The new Executive Director may have some input into this.

Mary proposes that we pass this budget but agree to review it in April to see where we stand with COABE and then have the input of the Executive Director.

JoAnn asked about line 3200 and 3700 being the same – communications. Mary said that there is a mistake and 3200 should not be there. Line 2113 is for the Executive Director to be able to go to conferences, do outreach, and attend professional development. Membership services line 3300 can possibly be reduced or eliminated, which is \$3700.

Mary pointed out that the area reps and divisions have not historically used their budget. However, she has left the budgets there. She will possibly add a line for the corrections division.

Lori made a motion to accept the budget as presented with the provision to review and revise it in April. Tana seconded. Motion approved.

INCOME		PROPOSED BUDGET
0001	MEMBERSHIP	17,000
0002	INTEREST	500
0003	DONATION	0
0004	MISCELLANEOUS	0
0007	JOURNAL PROCEEDS	200
0009	COABE REVENUE	<u>30,000</u>
	TOTAL INCOME	47,700
OFFICER EXPENSES		
1100	PRESIDENT	500
1200	1ST VICE PRES	100
1300	2ND VICE PRES	100
1400	SECRETARY	100
1500	TREASURER	620
1600	IMMED. PAST PRES	100
1700	REMOTE PAST PRES.	<u>100</u>
	TOTAL OFFICER	1,620

ORGANIZTNL EXPENSES

2101	COMMUNICATIONS	1,400
2303	SUPPLIES	300
2104	PRINTING	875
2106	TRAVEL	5,100
2110	CONTRACTED	12,000
2111	CONF. CALLS	672
2113	CONF/OUTREACH	3,300
2115	BOARD INSURANCE	1,500
2114	MEMBERSHIP	300
	TOTAL ORGANIZTNL	<u>25,447</u>
COMMITTEE EXPENSES		
3100	LEGISLATIVE	3,900
3200	COMMUNICATIONS	220
3300	MEM. SRVICES	3,700
3400	TECHNOLOGY	300
3500	NOMINATIONS	550
3600	AWARDS	990
3700	COMMUNICATIONS	680
3800	JOURNAL	2,300
	TOTAL COMMITTEE	<u>12,640</u>
PROGRAM DIVISIONS		
4100	ABSE	200
4200	ESL	200
4300	TLC-LITERACY	200
4400	WORKFORCE DEV.	200
4500	FAMILY LIT	200
4600	CONT. HIGHER ED.	200
	TOTAL PROGRAM DIV.	<u>1,200</u>
GEOGRAPHIC REGIONAL REP		
5100	EASTERN	100
5200	CENTRAL	100
5300	WESTERN	100
	TOTAL GEOGRAPHIC DIV.	<u>300</u>
	TOTAL EXPENSE	41,207
	NET INCOME	6,493

President:

First Vice President: (Program Chair: Midwinter Conference) electronically submitted by Chuck Klinger

The COABE Conference seems to be rounding into shape. Some early numbers:

- We are over 70% of the way toward meeting our hotel block (over 60% if we negotiate down according to our contract). 1400 room nights sold so far. We are contracted for 2350 but we can negotiate down 15%. We gave up 86 room nights for the last night of the conference for the state directors meeting so they will take it from our obligation. Tuesday is the lightest night of the hotel booking. Right now our peak night is Monday, then Sunday.
- I spoke with Robyn Smith from ProLiteracy, who is in charge of registrations; she said our "holiday special" seems to be a hit. She has been out this week and needs to get caught up, but expects to have several hundred processed by the end of tomorrow, when she will send a report. We had 300 registrations as of last Friday.
- We have sold about 73 King Tut tickets – at that rate, if we hit our goal of 1200 registrants we would sell over 500 tickets.
- 34 (about 20%) have signed up for pre-conference sessions.
- The most popular tour is the most expensive (surprised me) – the Historic Tour and dinner at the city tavern, @ \$82/ticket. 13 tickets have been purchased.

- 7 signed up for the Atlantic City trip, Sunday night from 5:30 – 1:30
- 30 tables sold for exhibitors

Day of call discussion: Mary confirmed that the PAACE luncheon will be on Wednesday afternoon. JoAnn asked when the agenda was going to be done for the meeting. JoAnn wondered if there would be committee reports during the luncheon. Tana mentioned that there would probably be time for some committees that have news to report. Chuck mentioned that we might have Kayte work on the agenda for the luncheon meeting.

Chuck mentioned that we would be offering tickets to the luncheon only (without conference registration) for those PAACE members that want to come to the luncheon but are not attending the conference. We will send an email to the membership about one month before the meeting. Tana clarified that this would be an unsubsidized ticket (approximately \$35).

KayLynn asked about a preconference session – KayLynn has no money to start out with.

KayLynn has some speakers that she would like to offer travel to and was wondering if there is a way to get an advance on the expected revenue. She said that she could talk with Chuck offline about this.

Kim asked when we would have a schedule for concurrent sessions. Chuck said that he hopes this will be ready by the end of the month.

We are planning to send an official invitation to Governor Rendell to attend and be part of the opening plenary session. It should go out early next week. The proposals have been scored; we received over 300 total and approved about 60 %. Acceptance emails have been sent and we are posting confirmed sessions to the website as they come in. We hope to begin the scheduling process next week and ideally will have a pretty solid schedule by the end of this month.

Please let me know if you have any questions or suggestions, either through the list-serve, my email, phone, or during Tuesday's call.

Second Vice President: (Committee Chair: Strategic Planning) electronically submitted by Tana Reiff

2nd Vice-President/Strategic Planning Committee Report Tana Reiff

After the December board meeting, I spoke with Dr. Gary Dean at IUP about the PAACE Journal. He was agreeable to collecting printing bids in the future; however, the 2007 edition has already been sent to the printer. Upon learning that membership is currently only a little over 600, he reduced the print order from 1300 to 850 copies, which will save on both printing and mailing costs this year. He is interested in further discussion about the Journal, such as a subscription process to expand distribution and help defray expenses. I recommend the topic be part of the new strategic plan when the time comes.

Mary Kay Peterson and I have been working with Whitmore Printing on printing and mailing the ballots. Whitmore estimates they will be dropped at the Post Office on Monday.

Attached is the draft report of the 2004-2007 Strategic Plan, with recommendations for the upcoming 2007-2010 plan (Word file attached).

Sources of information are Debbie Hrach, Barbara Van Horn, Mary Hohensee, Suzanne Webster, JoAnn Weinberger, Scot Mentzer, Gary Dean, board meeting minutes, and my participation in some of the activities. Please look over this and we can discuss any changes on 1/9. I will then submit a final version for the February board meeting, my last as second vice-president. I've submitted an abbreviated report for PAACE News.

Finally, not a 2nd VP item, but a reminder that nominations for Outstanding Adult Educator are due January 15 to me. For more information, see the PAACE website under Awards.

Day of call discussion:

Page 7 of the strategic plan – Mary Anne asked that the bullet be removed and not put in future strategic plans. We agreed to leave it but not put it in future strategic plans.

Mary mentioned that some of the strategic plan items will be taken care of once the Executive Director starts and takes over responsibility for managing this process.

Tana is trying to wrap things up and give a final report as she moves to her new office. Mary Anne thanked Tana for all of her work and dedication to keeping this process moving along.

PROGRAM DIVISIONS

Tana suggests that at the PAACE luncheon that divisions sit together to support networking. Chuck made a note to talk with Kayte about this as she works on the agenda.

Adult Basic and Secondary Education (AB/SE): electronically submitted by Bootsie Barbour
On November 14, 2006 I met with Chuck Klinger at State College. Chuck reviewed the “job description” of the division chair of ABSE with me. We also discussed the PAACE Bylaws and in general, the operations of the PAACE Board. This was all very helpful in my getting grounded in this new position.

One of my first goals is to become familiar with the PAACE members in the ABSE division in areas of the state outside of the NWPDC. I would like to get to know the group in order to know how to best represent them. I thought the idea of hosting some regional coffee shop networking sessions was interesting. I plan on sending an email to the membership; including a short interest/needs survey to get things started I am looking for a meaningful creative project that would benefit the membership. Any suggestions or guidance would be appreciated!

In December I attended the COABE planning meeting at the Philadelphia Sheraton and spent time “wandering” around the conference space in order to get a feel for the session spaces. Carol Shefrin and I are ready to schedule the COABE sessions once all the information is in. Also in December, I read and rated the COABE proposals related to the division.

Bootsie asked if she can get a membership list. Scot Mentzer gave her the information for ways to communicate with the constituency. Bootsie welcomes suggestions for ways to get in touch with her division and activities that she should be undertaking.

Continuing Education Association of PA (CEA/PA): Mary Anne reports no activity this month. She is continuing to work on the conference at the end of March.

Corrections Education: Randy is glad to be a part of the board and is looking forward to meeting everyone. Since this is his first meeting, he has nothing to report at this time.

There was discussion about the upcoming annual corrections education. The dates of the conference are April 18 – 20th at the Blair County Convention Center (in Altoona). www.ceapa.net
It would be good to explore having something/someone there to promote PAACE and encourage membership. We can begin discussing this at the next meeting.

English as a second language (ESL):

Family Literacy:

Tutors of Literacy in the Commonwealth (TLC): News from TLC for meeting is that we are presenting a round table session at COABE for all interested/involved in volunteer tutors.

May 1st will be the date of the ABLE Honor Roll and other Bureau awards presentation. Tana thinks that this will be at the State Museum. Nominations are due by February 2nd and announced by the 28th. There will be no APEX awards this year.

Workforce Education: KayLynn reports no activity this month other than the work on the pre-conference. So far there are 5 registrants, 2 of which are Suzanne and KayLynn. She is hoping that registration picks up. She is considering setting a minimum for the pre-conference session to be sure to offset the costs of holding the pre-conference. She also said that there will be 15 or 16 people attending on scholarships from WERC.

REGIONAL REPRESENTATIVES

Eastern

Central - Joe has no report at this time. He feels that there is a lot of excitement about the COABE conference this year.

Western – Emmett has no report at this time other than promoting the conference. There was discussion about shuttles to and from the airport and the costs.

STANDING COMMITTEES

Awards – see TLC report and 2nd Vice President's report. Tana also reminded us that the Outstanding Adult Educator award nominations are due by January 15th. Tana is planning to invite the people who are on this selection committee to a meeting after the February board meeting.

Audit, Budget, Finance and Fiscal Affairs (Immediate Past President) - see Treasurer's report.

Communications electronically submitted by Destiny Myers

The winter edition of PAACE news should be going to the editorial board early next week and out to the members shortly after. Last call for any articles is Friday, January 5th. I have also updated or am in the process of updating several pages on the website including:

Conference page (adding information about research conference and CEA/PA conference)

Board Members (added Randy Bacon's information)

Board Elections (will be adding candidate bios)

Board Meetings (updated list of 2007 dates)

Board Minutes (added minutes for previous meetings)

Please let me know if there are any other additions or changes to the website. Thanks!

Constitution, Bylaws and Resolutions

Journal of Lifelong Learning -

Legislative Submitted electronically by JoAnn Weinberger, Legislative Chair

General: There will be a strong Policy Strand at the COABE sessions, including panels featuring Pennsylvanians Karen Mundie, Marti Finsterbush and JoAnn Weinberger.

State Update: On behalf of the Board, JoAnn sent a letter to the Governor requesting a meeting regarding funding for adult basic and literacy education. The latest information is that he has sent the request on to Donna Cooper, Policy Secretary. Throughout the Commonwealth, PAACE members, board members, volunteers, and students have been writing letters to request the Governor to propose increased funding for ABLE programs in his 2007-2008 budget; this is particularly critical because of the use this year of \$3.9 million in carryover funds--funds which will not be available next year.

Although the representatives to the House of Representatives split with the Democrats leading by one, the new Speaker of the House will be a Republican. Dennis O'Brien from Philadelphia will be the new Speaker.

Federal Update: Regarding appropriations for adult education and Even Start Family Literacy, the new House and Senate will be determining the level of funding for the year that begins July 1. Although this decision should have been made by September 30, 2006, the spending bills were not passed. Currently, there is a continuing resolution which is in effect until February 15.

The new Congress will have the reauthorization of the Workforce Investment Act high on its priority list this winter. Recommendations for input have been sent to PAACE membership.

Addition submitted electronically by Barb Van Horn

As a follow up to JoAnn's report, I will be on a panel at COABE on Even Start with Mr. Goodling and Sue Henry (NESA).

Also, on the National Coalition for Literacy's policy call yesterday, I heard that the U.S. Senate will focus on WIA reauthorization; however, the House is saying that they plan to focus on NCLB first. As a result, the National Coalition will be working with both.

Lynn Selmser and I have drafted a side-by-side of the Even Start legislation and currently have input from the NESAB Board, several state Even Start directors, and NCFL regarding language in the legislation. After we have input from a few others, including Mr. Goodling and the National Coalition Board, we will share the document more broadly. Finally, we will finalize the document and take it to key House members and their staff in DC.

JoAnn said that PAACE has requested to meet with the Governor. Possibly, Rep. Goodling may work with PAACE to schedule the meeting. During the month of January the Governor is making his final recommendations for the budget.

Membership electronically submitted by Suzanne Webster

I am working with Mary Anne Varacalli to update the CEA memberships.

That should result in the reduction of current members. Suzanne eliminated 57 CEA members because they really weren't PAACE members.

Right now there are approximately 580 members. There were many that expired in September, October, and November but they have 3 months past their expirations to renew.

154 postcards were sent last month to members with memberships expiring in January.

Current membership info was sent to COABE conference contact at ProLiteracy (Robyn Smith).

There are two lifetime organizational memberships in the membership records. I would like to discuss that issue during the meeting.

Day of call discussion: Tana and Mary said that this shouldn't have been done and that it shouldn't happen in the future. (Lackawanna Community College and Crawford County Literacy Council/READ). Scot asked if it possibly was a data entry error. Suzanne can check to see if this is the case. Bootsie said that she will check with Lisa at Crawford County Literacy Council/READ. Discussion followed that we should continue to offer organizational memberships and fields would be added to track the people chosen to be representative of the organization.

Day of call discussion: Tana mentioned that there were 44 memberships on the ProLiteracy COABE report that Chuck sent to the COABE committee. There will be a lag in the time until we get this money. We may have some reconciling to do because if the person joined PAACE on their conference registration. Suzanne said that she will ask Robyn for the person's email address to try to address this situation. Suzanne is going to enter the information that we get from ProLiteracy on her spreadsheet and the PAACE site directly.

Midwinter Conference (First Vice President) – See First Vice President's report.

Nominations and Elections (Remote Past President) Tana reports that the ballots are being sent in the mail today.

Research

Strategic Planning (Second Vice President) – See Second Vice President's report and attachment A at the end of the minutes.

Technology electronically submitted by Scot Mentzer

On-line Membership data base update:

Technology Committee and Membership Committee continue the development and implementation of a Web database of PAACE members. The on-line database is password-accessible by PAACE board members, and can produce reports and mailing lists. On January 15, 2007 new and renewal memberships will be done through a Web form. At this time members will submit membership data electronically via the on-line form, print invoices and mail payments. The Tech committee is currently looking into on-line payments processing via the web form.

Day of call discussion: Scot said that it was previously reported that members didn't like using PayPal. However, PayPal has changed some of their processes. PayPal charges a fee of 3.1% +

30 cents. Tana and Mary felt that we should have an electronic payment option. Scot also said that there is another service that we could consider that charges a higher fee but looks more like the person is making the electronic payment to PAACE directly.

Tana mentioned that we would have to change the link on the COABE website. Destiny can change the link on the PAACE website and then send a message to the listserv.

Scot is going to send an email for board members to the membership directory so that board members can access the features of the site.

Scot reports increased traffic on the website. He was wondering if a lot of the website should be password protected for members. One of the benefits of being a member is the newsletter so he thinks we should consider.

Scot said that the PAACE site has the potential for spam to be sent through it because board members email addresses are listed there.

Scot also said that the Executive Director should have a PAACE email address.

NON-VOTING BOARD MEMBERS

Bureau of ABLE

Postsecondary Education

Department of Corrections

PDE Library Services – Eileen Kocher

The COABE website has been updated. The Conference at a Glance includes some COABE meetings on Saturdays. All concurrent sessions are listed by their educational focus. The featured speakers have also been added.

OLD BUSINESS

NEW BUSINESS

Next meeting is in State College in room 401G Keller.

Tana made a motion to adjourn. Joe seconded. Meeting adjourned at 12:01.

MINUTES SUBMITTED BY:

LORI KEEFER

BOARD SECRETARY

JANUARY 9, 2007

ATTACHMENT A:

STRATEGIC PLAN PAACE Strategic Plan 2004–2007 Final Report

PAACE operates under bylaws, an operations manual, and a strategic plan. The board prepares a new strategic plan every three years. This year, 2007, marks the final year of the plan that was developed beginning in 2004. Through several revisions and updates, it's now time to review our accomplishments. Thanks to all of the PAACE board members who participated in activities related to strategic-plan goals.

Goal 1 – To improve the board structure and board development

Objectives:

- **Revise operations manual (OM):** This turned out to be a much larger task than anticipated, as it is a basis for future work. A task force was formed. Membership changed when Tana Reiff resigned due to increased board responsibilities and Lori Keefer came on board, joining Barbara Van Horn, Mary Hohensee, Mary Anne Varacalli, and Mary Kay Peterson. The group met via conference call several times. Assignments were made; however, not all have been completed and added to the draft. The task force asked specific current and past board members to contribute ideas and perceptions about board operations. Although many replied, not enough with experience on the executive committee did, so several sections of the manual need additional input. To date, revisions to several sections are in draft and we have a "side by side" showing the original manual, suggested revisions, and corresponding bylaws (which will need to be revised based on some changes recommended to the OM). Tentative plans call for involving the new executive director in completing the OM revision, with input from the existing task force.
- **Develop an orientation packet:** In the absence of an executive director, the task was reassigned to the executive committee, which had its hands full with many other responsibilities during this time and did not complete this one. Development of board orientation in some form will be an early assignment for the new executive director.
- **Engage more members in committees:** As president, Debbie Hrach asked each committee chair to add one new committee member. While some chairs have garnered valuable assistance from PAACE members, no formal listing of new committee members has been presented. Meanwhile, however, more than 40 PAACE members are participating in the COABE 2007 Planning Committee.
- **Develop process for soliciting and placing volunteer committee members:** Debbie Hrach asked the board to identify areas in which they could use assistance and posted a solicitation for new committee members to the PAACE members e-mail list but, due to low response, no formal referral process was developed.
- **Explore various options for board meetings to increase accessibility and save money:** We explored videoconferencing, Web conferencing, and more economical use of conference calls. PAACE treasurer Mary Hohensee found a very low-cost conference-calling plan through PANO (Pennsylvania Association of Nonprofit Organizations, of which PAACE is a member), which we have adopted, saving PAACE an estimated \$800-\$1,000 per year in phone bills and \$2,100 in board travel expenses. We plan to hold three or four board meetings each year via conference call. Also, Communications Committee chair Destiny Myers has been trained in facilitating Webinars, so we'll be further investigating Web conferencing. To be effective, all participants would need to have a microphone.

Goal 2 – To expand the PAACE Board's advocacy function

Objectives:

- **Educate members on issues and activities to pursue:** The Legislative Committee made this its ongoing mission. Chair JoAnn Weinberger continues to post frequent "legislative alerts" to the PAACE e-mail list, informing us of urgent legislative issues; expanded and

communicated with our point-of-contact network; and organized advocacy sessions at each year's PAACE Midwinter Conferences, as well as a policy panel for the COABE 2007 national conference. During the spring of 2006, the Legislative Committee and the three Regional Reps organized six advocacy training workshops throughout the state, facilitated by John Weidman, Karen Mundie, Joe Morales, and Ruth Love-Schooley, with materials developed by JoAnn Weinberger.

- **To expand the advocacy function of higher education:** Soliciting a Legislative Committee co-chair representing higher education was attempted but not permanently appointed. Mary Anne Varacalli brought the matter to CEA/PA several times, which did not produce interest in having a legislative co-chair. PAACE's Western Regional Rep may be able to work on legislative issues with CEA/PA members in the western part of the state (where most are concentrated).
- **To identify discrete stakeholders from business and industry:** Corporate sponsorship was solicited for the COABE conference PAACE is hosting in Philadelphia. Stakeholders from business and industry, in connection with PAACE in general, were not named. (This objective was a bit vague and should probably be reviewed for the new strategic plan.)
- **To provide elected officials with information on issues and positions:** PAACE conducted two postcard campaigns, with state and federal versions. We printed 40,000 of each postcard and distributed them to agencies for local distribution and mailing to legislators.
- **To solicit opinions from candidates relating to PAACE issues:** Questions on issues relating to adult education were sent to presidential candidates in 2004 and to senatorial and gubernatorial candidates in 2006. Responses were published on the PAACE website, with links from PAACE News.

Goal 3 – To identify membership benefits

Objective:

- **Identify membership expectations:** With board input, Membership Committee chair Suzanne Webster developed a member survey. From 70 completed surveys, the top four benefits were:
 1. Discounted fee for the Annual Adult Education Midwinter Conference
 2. Opportunity for involvement in the advocacy, professional development, and leadership activities of the organization
 3. Opportunity to network in a geographic regional group
 4. PAACE quarterly newsletter, *PAACE News*

For those who gave written responses (50 responses), 14 were interested in regional/face-to-face/program division networking. (The advocacy workshops, under Goal 2, addressed that.) 18 listed that they were happy with the benefits or didn't have any changes they would like. For discounts, three wanted a different form of PAACE conference discounts and three listed other possible discounts. Four members wanted more use of online resources. Attached is the list of survey results.

Goal 4 – To have an integrated consistent data management system

Objectives:

- **Develop interactive Web database for membership management, tied to conference registration database:** Technology Committee chair Scot Mentzer developed a Web database of PAACE members, using a spreadsheet that Membership Committee chair Suzanne Webster developed from the existing one provided by Joan Leopold's husband. The online database is password-accessible by PAACE board members, and can produce reports and mailing lists. New and renewal memberships may be done through a Web form and we expect to have online payment in place in early 2007. We also hope to tie the membership database to future conference registration.
- **Develop consistent registration process for PAACE Midwinter Conference:** An online registration form using PayPal® was used for the past few Midwinter Conferences. We will revisit the form and payment method for the 2008 conference, learning and perhaps

borrowing from the COABE conference registration form developed and managed by ProLiteracy.

Goal 5 – To hire a new executive director

Objectives:

- **Hire a new executive director (ED):** This goal was added in 2006 after the death of Joan Leopold. A search committee consisting of the executive committee (Debbie Hrach, Chuck Klinger, Tana Reiff, Lori Keefer, Mary Hohensee) and two past presidents (Bob McNeill, Jeff Woodyard) developed a new job description and qualifications (with board input and approval), posted the position on several websites, reviewed résumés, developed questions for and interviewed two candidates, contacted references, and recommended a candidate to the board.
 - **Comply with employment laws:** The ED search committee investigated various non-employee status options. The board approved the group's recommendation to hire an independent contractor.
-

Recommendations:

1. As has been done in the past, I recommend that the 2004–2007 Strategic Plan remain in effect until the 2007–2010 is completed. This gives us an opportunity to complete some tasks and use the current plan as a guide for the future.
2. Based on this Strategic Plan, ongoing board discussion, and my own observations, I recommend the following areas be considered for treatment in the new Strategic Plan as we think about where we'd like to be in 2010:
 - Web-based membership, data management, voting
 - PAACE Journal (publishing form, subscriptions, etc.)
 - Fundraising (new revenue sources, corporate sponsorship of conference activities, etc.)
 - New membership options (e.g. reduced fee for groups enrolling together)
 - Code of conduct (as part of or adjunct to Operations Manual)
 - Conference venue (based on projected attendance)
 - Health insurance (and/or other benefits to investigate for members employed part-time or otherwise uninsured)
 - Recommendations of new Executive Director

Respectfully submitted,
Tana Reiff
Second Vice-President, 2006–07
January 4, 2007