

**PAACE Board Meeting  
February 13, 2007  
Conference call**

**CALL TO ORDER:** Meeting called to order at 10:00

**ATTENDANCE/INTRODUCTIONS:**

Chuck Klinger, Destiny Myers, Rose Brandt, Julie Shumaker, Lori Keefer, Kayte Connelley, Tana Reiff, Mary Anne Varacalli, Monica Carr, Scot Mentzer, Barb Van Horn, Bootsie Barbour, JoAnn Weinberger, Eileen Kocher, Suzanne Webster, KayLynn Hamilton, Mary Hohensee, Kim Roush, Ruth Love-Schooley, Bob McNeill, Diane Inverso, Joe Morales, Emmett Baxendell, Mary Kay Peterson

**EXECUTIVE DIRECTOR:** Kayte introduced herself to the board. She mentioned that she asks a lot of questions as her style. She's very excited to be joining us and working with PAACE. Chuck mentioned that Kayte is working on the agenda for the PAACE luncheon at the COABE conference. Kayte's email is [execdirector@paacesite.org](mailto:execdirector@paacesite.org).

**OFFICERS**

The February meeting is the last meeting of the officers and then the new officers are installed after.

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

Ruth moved to accept the minutes as submitted. Mary seconded. Minutes stand approved as submitted.

**Treasurer: electronically submitted by Mary Hohensee**

I will bring monthly financials to the meeting to be okayed. All year end information has been sent to Duane Herman our CPA. He is doing a review of our accounting records and preparing the 990.

Since we have a conference call, I wish to make you aware of activity for the month.

January 12 - Feb 12

COABE Exhibitor/Advertising Revenue	7,100
Membership Income	2,035

Expenses for period:

Dan Pratt --Research Conference	500
MARCO --- COABE Bags	3,402.50
Whitmore Printing - Ballots/Mailing	445.22
Ready Talk --Conference calls	162.42 (132 conference call, 10.86 for accountant phone call, 18.60 for an executive search committee)

Day of meeting discussion:

It seems that membership forms are being correctly downloaded from the website. Dan Pratt is the keynote speaker for the research conference. Gary Dean asked us to submit payment directly to him.

The COABE bags expense is a little over ½ of what the total cost is. MARCO is a Pennsylvania provider.

Mary asked about ticket sales for the King Tut exhibit. We have sold 358 King Tut tickets and we reserved 600 tickets.

Registration - about 720 registered for the conference.

Tana moved to accept the treasurer's report as presented. Joe seconded. Motion approved.

**President:**

**First Vice President:** (Program Chair: Midwinter Conference) Chuck Klinger  
Chuck got the registration report and will send it out over the listserv. Chuck stressed that of 2400 room nights that were booked, 2300 are sold already. Some of the nights are not available at the conference rate now. Please book asap.

Chuck said that he, JoAnn, Barb, Representative Goodling, Donna Cooper, and the Governor had breakfast last week. The meeting had a very positive tone and that we should try to make it an annual thing. PAACE had tried to do this before and was unsuccessful but was successful this time due to Representative Goodling's involvement. A suggestion was made to prepare a State of Adult Literacy report to the Governor each year (in conjunction with the Bureau). It was discussed as to whether the Governor would attend a plenary session at the conference. He doesn't schedule more than a month out but is interested in attending.

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

Attached at the end of the agenda/minutes is my final report on the 2004-07 Strategic Plan. The only change since my January draft is in the executive director section, Goal 5. Please look over this report in preparation for approval on 2/13/07. After approval, it can be an attachment to the minutes. It also can be posted on paacesite.org.

As the 2006 recipient of the Outstanding Adult Educator award, I formed a selection committee for the 2007 award based on guidelines that surfaced recently. Nine individuals, including current board members and past recipients, have RSVP'd that they will attend the meeting following the 2/13/07 board meeting.

Day of the meeting:

JoAnn moved to accept the strategic plan report as presented. Mary Anne seconded. Motion approved.

The committee for the Outstanding Adult Educator award will be meeting to decide between the two nominated candidates. Tana asked about how many luncheon tickets would be offered to the winner of the award since there is no precedent that anyone can remember.

**PROGRAM DIVISIONS**

**Adult Basic and Secondary Education (AB/SE): electronically submitted by Bootsie Barbour**

I have introduced myself to the members of the division via an email and have received a number of positive responses as well as several volunteers for PAACE projects. Now we need to identify a meaningful project! I have a brief, very brief, needs assessment/questioner that I plan to send out next week. I hope to get some ideas of ways to work with the membership. One suggestion that was emailed to me was to have networking lunches where everyone brings a new member. I have been taking the PAACE Membership flyers to all PDC events and every time I visit a program in the northwest region.

**Continuing Education Association of PA (CEA/PA): day of meeting report**

CEA will be canceling the conference that they were planning to do in March. This was primarily due to little response for the conference and large amounts of money being due.

### **Corrections Education:**

**English as a second language (ESL):** Monica Carr: Monica is happy that she is finally being able to make the meetings and is happy to be involved with PAACE. Monica did help with reading proposals for COABE.

### **Family Literacy: electronically submitted by Julie Shumaker**

We are still seeking nominations for the position of the Family Literacy Division Co-chair. To be eligible, the nominee must be a PAACE member in good standing for at least a year, carry out the duties of the office and be able to attend the monthly meetings held the second Tuesday of the month, in Harrisburg or State College or through a conference call. If you or someone you work with are interested (self-nomination are most welcome!) please let me know by as soon as possible. If you would like more information about these positions, please don't hesitate to contact me either by return email. The PAACE board is a great opportunity to work with knowledgeable and skilled colleagues, expand your own skill base and have input into the field of adult education on a state-wide basis. And it's a lot of fun, too!

To contact me call: 570-523-1155 ext. 2416 or email me at [jshumaker@csiu.org](mailto:jshumaker@csiu.org)

Julie is looking for help with chairing the division. She would like board approval to have a co-chair. Barb said that that does not need board approval. Only one member can vote but there is nothing to restrict co-chairs. The division directors are supposed to be on three year terms but we have been loose on this. Julie will be accepting help from Lori McMonagle.

### **Tutors of Literacy in the Commonwealth (TLC): electronically submitted by Kim Roush**

Colleen just sent out a Family Literacy newsletter. TLC's session for COABE has been accepted. Trainings are scheduled though July 2007.

### **Workforce Education: electronically submitted by KayLynn Hamilton**

Nothing to report; however, we are having an interesting discussion on our discussion board about the article which can be found at <http://www.csmonitor.com:80/2007/0206/p02s01-legn.htm>. This article provides information about projected literacy shortcomings of the workforce.

### **REGIONAL REPRESENTATIVES**

#### **Eastern – electronically submitted by Joe Morales**

Nothing of major to report at this time but there is something I've had recent conversations about and wondered if it might be of regional interest. As reduced funding continues to be an issue, programs like ours are finding ways to be more "entrepreneurial". Creative fee-for-service and/or collaborative community ventures are something we've always had involvement in but I wonder what the state's position on this might be. If programs find ways to supplement existing funding streams, could it have a negative effect if the state sees it as a reason to reduce public dollars? I'd be interested in knowing how other programs view this.

Day of meeting discussion: As a board, is this something that PAACE would want to facilitate networking/communication around? If no one has anything to add, we can consider this at a future meeting. Mary suggested that perhaps the regional reps could do some networking around this. Joe wanted to be sure that fee-for-service revenues would

not be looked upon negatively at the state level. Various board members offered suggestions about what their programs do as fee for service projects. **Joe thanked everyone for their feedback and welcomes further discussion about fee for service projects in the regions or in the divisions.**

**Central** Ruth Love-Schooley is resuming her work with PAACE and is looking for direction of where to proceed. Tana suggested planning advocacy workshops again this year, perhaps in April or May, one in each PDC region. Ruth also said that the fee for service discussions might be good as well. Kayte asked if there was any measurement of the success of the workshops last year. JoAnn said that there was not a report card on the issues and the

**Western** – This is Emmett’s last meeting. He will be working on advocacy issues with Alex, the new Western rep. The SW is very active in advocacy issues and will continue this effort.

## **STANDING COMMITTEES**

**Awards** Kim will send a report.

**Audit, Budget, Finance and Fiscal Affairs** (Immediate Past President) Bob McNeill reports that the budget is fine. One item that is still left and will deal with is getting Kayte up to speed on the contract for Hershey for next year. The signature on the contract is pending and will need the signature of the President. Bob suggested that Kayte meet the contact at Hershey Resorts.

### **Communications – electronically submitted by Destiny Myers**

The following updates below have been made to the PAACE website. Please let me know if you have any special announcements for the entire PAACE membership or Program Division Announcements. I can easily put them on the home page of PAACE or create a page for your information. Based on JoAnn’s report, it sounds like the advocacy page may need updated. I can work with the Legislative Committee to update the advocacy page on the PAACE site with the most current information.

-With Scot and Suzanne’s help, I added a link to the online membership form

-Posted board nominees’ bios on website

-Added information about the PA-AERC and COABE conferences to the Conferences page

-PAACE Winter Edition Published

Day of meeting: Destiny did a role call to update the website.

**Constitution, Bylaws and Resolutions** Barb Van Horn reports that she has not really been able to work on this and that she would prepare what she has so far and work with Kayte to get it finished.

### **Journal of Lifelong Learning**

#### **Legislative – electronically submitted by JoAnn Weinberger**

Chuck Klinger, Barbara Van Horn, former Representative Bill Goodling, and I had a wonderful breakfast meeting with the Governor and Policy Secretary Donna Cooper on February 1. Funding for adult education and family literacy were the subject of the meeting.

With the state budget request presented by Governor Rendell on Tuesday, February 6, and the federal budget request presented by President Bush on Monday, February 5, There's great news, neutral news, and negative news:

First, the great news: Governor Rendell has requested an additional \$5 million in his budget for adult and family literacy developed for the fiscal year that begins July 1. As great as this news is, adult educators and all who come in contact with the adult and family literacy system (board members, volunteers, learners, CareerLink partners, etc.) will need

to be mobilized so the General Assembly agrees with this request and votes for the appropriation.

Second, the neutral news: President Bush has requested level funding at the federal level for state grants for adult literacy. Nationally, the request will be made of Congress to increase the appropriation--another battle that all will need to be involved in. With the recent OMB recognition of adult education as an "effective" program, this provides important ammunition.

Third, the bad news: President Bush has once again requested no funding for Even Start Family Literacy. Thus, the battle to be fought includes an increase in the current \$99 million appropriation (it was \$225 million last year).

The Legislative Committee has its work cut out for itself. Initially, alerts will be sent to all members requesting that letters be written and faxed and the e-mail system be utilized. Postcards will once again be prepared and sent to all programs.

Having just listened to the Bureau's Webinar, Rose announced that, if passed, the \$5 million will not automatically replace the dollars lost (through use of carryover funds this year) by individual programs. The funds are not just to fill the gap; instead, they are for the priorities for future funding. Does PAACE want to take a position on this? What this means is that programs will receive their funding letters, plan for the decrease which would take effect July 1, lay off staff as of July 1 if necessary, and then be able to apply for additional funds if the \$5 million is passed. Since this process results in staff uncertainty, morale will certainly be affected--some great staff will be lost due to uncertainty if not official layoff notices.

Day of meeting discussion:

In the meeting with the Governor, he specifically asked Rep. Goodling to contact four Republican state legislators to gain their support of the \$5 million proposed increase--Jane Earll, Gib Armstrong, Pat Vance, and Jim Rhoades. PAACE membership from their districts should also be asked to focus on these legislators.

At the federal level, Rep. Peterson is the key to the appropriations committee.

There is a new representative to WIA reauthorization from Beaver County and Nancy Woods is working with that contact already.

There was discussion about the message that could be put on postcards that could be sent to legislators.

Rose wanted the emphasis to be on more money for outcomes and intensity rather than more students served.

Emmett asked if we could bring the message down to 3 or 4 bullet points that would encompass the main concerns that we want to address.

There was a suggestion to put it out to the field for recommendations.

Rose points out that the message be consistent with what was already negotiated with the Governor. Rose is very concerned that the message that the position that PAACE might take would be in opposition to what has already been negotiated with the Governor.

JoAnn brought up that when they had breakfast with the Governor, they were unaware that there were negotiations about the additional money.

Rose also brought up the issue that Donna Cooper worked in the field of adult literacy and is familiar with the cause.

Rose also cautioned that many people are doing PAACE activities on Bureau time and money and that the organization be careful about a position that would be in opposition to work that the Bureau has done and supports financially.

Rose said that the money may make some agencies whole but that they would engage in activities to plan how they would utilize the funding to address issues of priority for the bureau.

Barb makes a motion that the board proceed in supporting the \$5 million that is in the Governor's budget for adult and family literacy in PA and that we support the Governor's and Bureau's priorities for use of the funding. Joe seconded the motion.

There was additional discussion about PAACE being an autonomous group that is not just an arm of the Bureau. It was concluded that there needs to be more discussion about this.

Rose brought up the model that is being used for collective autonomy within the Bureau.

There was discussion that the discussion of this issue was beneficial to the board. Chuck and Kayte have been talking about planning a board retreat.

JoAnn will send a message to the board about the arguments for advocacy and legislative issues. We will stress that we have discussed and considered the issues carefully.

### **Membership: electronically submitted by Suzanne Webster**

We have received 92 new/renewal membership forms since the last meeting.

These should be in the PAACE site member database by the meeting on Tuesday.

Mary Ann and I finished updating the CEA member list.

I heard from Gary Dean last week. He is ready to mail the journal and asked for an updated membership list. I will send him the list on the 14th after the new/renewal information has been updated.

Day of meeting: Suzanne has gotten everything that Mary has sent. She is updating the spreadsheet to send it to Gary Dean tomorrow. Suzanne also got a list of members from COABE of people that registered for the conference as PAACE members so that the website and the spreadsheet can be updated. Scot updated a link on the COABE registration site so that the correct PAACE form is linked. There was discussion about various procedures making sure that members are accounted for in the conference registration process through COABE, ProLiteracy, and PAACE.

Day of meeting: Several people thanked Suzanne for her work in getting the membership rolls up to date and organized.

**Midwinter Conference** (First Vice President) Kayte will be working on the agenda for the PAACE luncheon. If you have suggestions or needs, please send them to the board or to Kayte and Chuck only.

**Nominations and Elections** (Remote Past President) 135 ballots were returned for the slate. Mary Kay will be at the lunch to present the slate and the officers.

### **Research**

**Strategic Planning** (Second Vice President)

**Technology: Scot Mentzer** everyone should have received their username and passwords. If you have difficulty using it, please let Scot know. You have to enter your username and password three times. Scot has uploaded software to the site to do a meeting similar to the Webinar. He may ask some people to participate in a test run. There was discussion relative to the online payment options.

### **NON-VOTING BOARD MEMBERS**

**Bureau of ABLE** – Rose thanked everyone for their open communication. She also asked for giveaways for the conference. Rose wanted everyone to know that the Bureau’s annual report gives the number of adults served by county.

**Postsecondary Education**

**Department of Corrections**

**PDE Library Services – electronically submitted by Eileen Kocher**

The PDE Resource Center is moving to the 15th Floor of 333 Market St., Harrisburg as of February 16th. Our phone remains the same.

The email address has changed to [ra-ABLEResource@state.pa.us](mailto:ra-ABLEResource@state.pa.us). The web site address has changed to [www.able.state.pa.us/ablersource](http://www.able.state.pa.us/ablersource).

I have done some minor maintenance of the COABE web site this month. I am anticipating putting up the final pieces of information for the conference in the near future.

**OLD BUSINESS**

**NEW BUSINESS**

**NEXT MEETING: HARRISBURG, MARCH 13<sup>TH</sup>, 10:00 LOCATION TBA.**

Kaylynn moved to adjourn. Scot seconded. Meeting adjourned at 12:21.

## **ATTACHMENT: 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 position 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, recommended a candidate to the board, and negotiated a contract. Kayte Connelley was approved as the contracted executive director for a period of 18 months.
- **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.

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### Recommendations:

1. As has been done in the past, I recommend that the 2004–2007 Strategic Plan remain in effect until the 2007–2010 plan 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  
February 13, 2007