

**MICHIGAN READING ASSOCIATION**  
**BOARD OF DIRECTORS MEETING MINUTES**  
**May 14, 2010**  
**Amway Grand Plaza, Grand Rapids, MI**

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**Members in Attendance:**

Andrea Brunett	Nancy Fairchild	Tracy Hales	Becky Borglin
Nell Duke	Patti Graham	Cindy Clingman	Leonie Rose
Sue Sharma	Lynn Bigelman	Lynette Suckow	Jeff Beal
Amber White	Kathy Operhall	Rosemary Grier	Dee Halstead
Pat Gallant	Grace Velchansky	Laura Guzman	Lynnette Van Dyke
Victoria Les	Dennis Graham	Troy Hicks	Ingrid Snyder
Lisa Houk	Adnan Salhi	Geri Pappas	Terry Pawl

**Members not in Attendance:**

Erin Donovan	Rita Maddox	Nicole Martin
Megan Howd	Tamara Jetton	Carrie Muessig
Andrea Valo	Heather Jensen	Karen Feathers
Linda Winslow	Lisa Spinelli Partogian	Kari Routledge
Joyce O'Brien Cradit	Mary Howell	Marcia Klemp

**I. Call to Order.....P. Gallant**

- A. P. Gallant called the meeting to order at 8:40 A.M. and welcomed the group.
- B. Stories of donations were shared including LeeAnn Abbott's donation to MRA. A thank you letter will be sent.
- C. P. Gallant thanked the Board for their work and friendship.
- D. Meeting norms were reviewed.

**II. Changes to the agenda (Discussion items and announcements only)**

- VIII. Announcements Section H: MRA Position  
Statement.....L. Bigelman

**III. Approval of January 9, 2010 Board Meeting Minutes**

**10-10: R. Grier offered the motion to approve the January 9, 2010 Minutes. G. Velchansky seconded. Motion approved.**

**IV. Officers' Reports/Updates**

- A. President.....P. Gallant
  - gave greetings from MRA promoting mission and annual conference at:
    - Blue Water Reading Council Nic Bishop event (Jan. 21, 2010)
    - CLASS-IRA planning meeting in Mt. Pleasant (Jan. 24, 2010)
    - Wayne County Reading Council Executive Committee Meeting (Feb. 19, 2010)

- Oakland County Reading Council Richard Allington event (April 17, 2010)
  - met at MRA office in Grand Rapids on April 10, 2010 with Budget committee to draft 2010-2011 budget
  - set and communicated important deadlines to Board members
  - wrote letters or messages for News and Views, Michigan Reading Journal, Kaleidoscope, and 2010 Conference Program Book. Edited each issue of MRA Bulletin Board /Constant Contact
  - communicated with committee chairs as appropriate
  - attended March Publications Committee meeting
  - presided over general sessions at 2011 Annual Conference “Weaving a Tapestry of Readers and Writers” from March 19-21 in Detroit, MI
  - planned and presided over MRA Annual Membership meeting on March 20, 2010 at Annual Conference in Detroit
  - attended the International Reading Association Annual Conference, Reading in Many Languages in Chicago, April 24-28, 2010
    - accepted IRA Award of Excellence for MRA at Awards Ceremony
    - attended Council Leaders Session
    - served as MRA delegate at IRA Delegate Assembly
  - accepted position on IRA Bylaws and Resolutions Committee.
- B. President-elect.....K. Operhall
- shared 2010 Conference results (see handout). A. White complimented K. Operhall on her leadership for the Conference.
  - wrote article for News and Views (January/February edition)
  - proofed conference book for both revisions
  - worked closely on the conference (details, details and more details) with T. Pecht and L. Charland
  - chaired conference at Cobo Hall, March 19-22, 2010.
    - helped with set-up before the conference
    - attended meeting with Cobo Hall staff prior to conference
    - available 24/7 during conference
  - wrote “thank you “ notes to each board member and conference committee chair
  - wrote post conference article for “News and Views”
  - wrote “thank you” letters to conference sponsors
  - tied up post conference issues
- International Reading Association
- attended conference in Chicago, April 25-28, 2010
    - invited to serve on Council and Affiliate Services committee for IRA; attended meeting
    - attended Council Leaders session
    - attended Delegates Assembly
  - working on board appointments for 2010-2011
  - working to complete required IRA office report form due May 1, 2010

- working with L. Charland to complete new Board Directory for Leadership distribution in June 2010
- working with T. Pecht on meeting dates and locations for 2010-2011
- working on board retreat for August 25-26, 2010 at the Lake Huron Retreat Center.

C. Vice-President.....S. Sharma

- shared update on 2011 Conference
  - signed contract for next year with several concessions.
  - established Preconference topic: National Common Core Standards (N. Duke)
  - announced Conference Commission Appointments (see handout).
- attended Executive Committee meeting in January 2010 in Livonia, MI.
- attended Office Personnel Committee in January 2010 in Livonia, MI.
- attended board of directors meeting January 8-9, 2010 in Livonia, MI.
- set theme for conference 2011: “Pages of Tomorrow”
  - named Conference coordinators: G. Velchansky and A. White
  - Graphic artist, Oleh Godzak (MISD) created the poster design
  - Port Huron High School student created 2011 conference DVD.
  - met with J. Beal and T. Pecht in March 2010 to review 2011 contract.
- met with key conference staff at Amway Grand in March 2010 with J. Beal and T. Pecht
- gathered reports and artifacts to complete IRA Award of Excellence; mailed to IRA on Feb. 22, 2010.
- printed posters and promo will be ready for dissemination on Monday, March 22, 2010. DVD promoting the conference will be shown at the end of Monday’s general session.
- working on securing keynote and featured speakers for 2011.
- attended April 2010 budget meeting in Grand Rapids, MI.
- attended May 2010 Board meeting in Grand Rapids, MI.
- reviewed contracts for 2011 conference speakers,
- represented MRA at the IRA conference in Chicago (April 25-28th, 2010); attended council awards celebration, council financial session, Council Leader session, and delegates assembly.

D. Secretary.....T. Pawl

- created Guidelines for Submitting June Reports
- completed the January 9, 2010 Board Meeting Minutes
- collected and completed reports for March 2010 Annual Meeting
- completed the 2010 Annual Meeting Minutes
- attended April 2010 Budget meeting in Grand Rapids, MI.
- attended May 2010 Board meeting in Grand Rapids, MI.
- attended the MRA Annual Conference at Cobo Hall, helped with SB CEUs and PPLF exhibit
- wrote Board Briefs for News & Views
- collected and completed May 2010 Board Meeting reports

- E. Treasurer .....J. Beal
- see VII. Action Item A: 2010-2011 Budget , Action Item B: 2011 conference Registration Fees, and Action Item C: 2011 Exhibitor Fees
  - explained Chart of Other State Costs (see handout in Board packet)
  - organized Budget meeting in April 2010
  - presented a proposed budget for 2010-2011 and tentative budgets for 2011-2012 and 2012-2013
- F. MRA/IRA Coordinator .....D. Halstead
- shared 2010 Leadership Meeting Update—theme is “Leadership Tools” to be held at Okemos Conference Center on June 23-24, 2010
  - encourage councils to attend leadership.
  - note: No logs but quarterly reports for next year.
  - attended the MRA Annual Conference and hosted the Local Council Luncheon with Kathryn Au as the key note speaker
  - created Conference edition of MRA Newsbeat Council Newsletter
  - working on Leadership plans for June
  - contacted Scholastic to help with bags for the council leaders
  - contacted MRA Office to begin finalizing the Leadership Conference
  - collected monthly logs and contact with region reps and presidents
  - attended the IRA Conference in April, 2010
  - plan to attend IRA Leadership held in Dallas, Texas in August 2010.
- G. Membership Director.....J. Cradit-O’Brien
- reported 2953 current members.
  - attended January 2010 Board meeting.
  - worked 2010 MRA Annual Conference.
  - attending Summer Leadership 2010.

## V. Reports

### Regional Representatives’ Reports

- A. Member-at-Large ..... K. Routledge
- contacted presidents of adolescent and adult literacy councils
  - submitted information to News and Views
  - joined MRA’s new blog
  - attended January board meeting
  - presented information on behalf of Lynn Bigelman at January meeting
  - promoted 2010 conference in my school district
  - attended annual conference in Detroit
  - attended annual board meeting at MRA conference in Detroit
  - submitted final report for May board meeting
- B. Member-at-Large.....A. White
- shared that CLASS at CMU is active. Preservice conference was well attended. TALL Readers has been resurrected. Title I building capacity with new members.
- Celebrate Literacy: A Student Society (CLASS)

- scheduled meetings for CLASS (7pm Anspach Hall, Room 258, CMU campus)
    - January 20 – Introduction of new board members
    - January 27 - Speakers: MRA President, Pat Gallant and Region 10 Rep Heather Jensen
    - February 10 - Family Reading Night Planning Preparations
    - February 17 - Family Reading Night Decorations
    - February 24 - Family Reading Night Preparations
    - March 3 - Fazoli's Fundraiser/Social
    - March 24 - First Year/Student Teacher Panel
    - March 31 - Riverwood Bowling Social
    - April 14 - Writing Workshop
    - April 21- End of Semester Banquet!
  - goals met for CLASS (winter 10 semester):
    - held a “Family Reading Night” on February 27<sup>th</sup> at CMU Campus
    - held a “First Year Teacher Panel” consisting of past CMU students
    - organized book drive for Rwanda and Ghana-international project
  - sent the following student volunteers to assist at the MRA March 2010 *Weaving a Tapestry of Readers and Writers Conference*
    - Megan Howd and Rebecca Reas
    - Alison Tuma and Katrina Hibbs
  - participated in a March 27, 2010 *Learn Today Teach Tomorrow Conference* with several other pre-professional organizations for CMU students going into the education field
    - Member-at-Large, Amber White, presented a writing workshop, *Heading in the Write Direction!*
    - details about this conference at [www.lttt.org](http://www.lttt.org)
  - forwarded e-mail from IRA about “Officer Report Forms 2010-2011”
- MRA Title I Special Interest Council
- held February 6, 2010 meeting in Lapeer, Michigan
  - followed up on Title I events at the MRA *Weaving a Tapestry of Readers and Writers Conference*
    - March 22, 2010 MRA Title I Luncheon had more than 100+ attendees. Keynote, Steven Layne, was well received
    - Suzanne Klein, WriteSteps, sponsored and attended luncheon.
    - Annual Meeting and 2010-2011 MRA Title I election occurred on Monday, March 22, 2010, following the luncheon
  - elected MRA Title I Special Interest Council for March 2010-March 2011:
    - President-Lisa Houk
    - Vice President-Holly Berridge
    - Secretary-Melissa Wing
    - Treasurer-Harriet O’Brien
    - Membership-Barb Bensford
    - appointed Legislative Chair-Terry Pawl
    - appointed Members-at-Large:

- Erin Donovan and Dairia Ray
    - Rebecca Schmidt and Sara Taylor
    - Amber White and Bonnie Wolf
  - used \$300 from MRA General Council Grant to publish copies of the *Boys and Books* brochures developed by the following Title I officers and members: Bonnie Wolf, Harriet O'Brien, Barb Benford, and Jeanne Smith
    - published brochures in January
    - disseminated brochures to various libraries and schools late January and at *Weaving a Tapestry of Readers & Writers Conference* (Harriet O'Brien overseeing)
  - included a letter explaining the purpose behind the literacy project, as well as contact information to provide feedback
  - sent out January and February e-newsletter to members with valid e-mail addresses
    - gained several new members during the year as a result of e-newsletter renewal or interest
  - forwarded e-mail from IRA about "Officer Report Forms 2010-2011"
- SVSU TALL Readers Student Special Interest Council
- MAL forwarded e-mail from IRA about "Officer Report Forms 2010-2011"
  - confirmation that Lisa Midcalf, a SVSU faculty member, is resurrecting the SVSU TALL (Teaching All to be Life-Long) Readers
  - informed by Beth Cady (IRA Council and Affiliate Services) that SVSU TALL Readers was still deemed active, although the last list of council officers on file was back in April 2006
    - IRA e-mailed Lisa Midcalf the bylaws on file, along with the SVSU TALL Readers charter certificate
    - ensure that the group is a recognized nonprofit 501(c)(3) organization. No EIN (federal tax ID) on file for the council. IRA will help council establish tax exempt status if it is not held through the university.
    - pending IRA membership, the SVSU TALL Readers Council consists of:
      - Julene Wellington, President; [jjwellin@vmail.svsu.edu](mailto:jjwellin@vmail.svsu.edu)
      - Rose Ferrett, VP; [rmferret@vmail.svsu.edu](mailto:rmferret@vmail.svsu.edu)
      - Kim Latuszek, Secretary; [krlatusz@vmail.svsu.edu](mailto:krlatusz@vmail.svsu.edu)
      - Lydsi Sheick, Treasurer; [lnsheick@vmail.svsu.edu](mailto:lnsheick@vmail.svsu.edu)
      - Lisa Midcalf, University Advisor; [lfmidcal@svsu.edu](mailto:lfmidcal@svsu.edu)

C. Region 1 ..... L. Suckow

- shared updated brochures, window decals (Marquette Alger), onsies and a book project.
  - attended Upper Peninsula Reading Conference
  - started reporting process for MRA grants
- Eastern U.P. Reading Council
- corresponded with Eastern U.P. Reading Council to support and promote literacy activities in the area

Marquette-Alger Reading Council

- attended Marquette-Alger Reading Council meetings to support and promote literacy activities in the area
- assisted with paperwork for MARC Honor Council status
- advocated for local nominees to receive recognition at the state level
- promoted increased MRA membership at the council level
- promoted 2010 MRA Conference and Summer Literacy Conference
- sent MARC newsletter to MRA/IRA Coordinator
- attended dinner for MARC Literacy Awards

D. Region 2 ..... T. Hales

- shared that Petoskey/Harbor Springs Moving cautiously forward in developing new councils.
- forwarded all paperwork in regards to a new council to Barb Hammond at TBA, as she expressed an interest in a council in the Traverse City area.
- attended the MRA conference with two other literacy consultants from CharEm ISD in March.
- discussed the logistics of putting together a council in the Petoskey, Harbor Springs, Charlevoix, Boyne City area. Harbor Springs has a strong membership with MRA and many staff members attended the annual conference this year.
- have spoken with Toby from the Red Cedar Writing project, which is held each summer in Petoskey.

Sunset Coast Reading Council (Carrie Foote)

- participated in Ludington's Friday Night Live over the past summer.
- provided a booth for children to listen to a children's book and then make character puppets.
- held a drawing for book giveaways.

Rosen Reading Council

- has responded to one email after numerous emails and phone calls. Council is struggling due to lack of attendance at meetings.
- offered the suggestions of facilitating a partnership with the Ferris State University teacher education program but have not heard back from Barb Goldwaithe.

E. Region 3 ..... L. Winslow

- attended 2010 MRA Annual Conference and Annual Meeting

Kent Reading Council

- organized program on October 6, 2009 – Pooh's Corner, New Book Titles
- organized program on November 3, 2009 – Voice Threads with Ron Houtman. Voice Threads is a powerful, new way to talk about and share images, documents, and videos.
- held a program on December 8, 2009 – Differentiated Instruction, presented by Jacqure Melin, educational consultant, affiliate professor at Grand Valley State University.
- held a program on February 2, 2010 – Dr. Mary Bigler.

- held on March 16, 2010 – Tim Hargis, academic support coach, Kentwood Public Schools, Adjunct professor Grand Valley State University, Author of *The Writing Diner: Creating Active Thinkers in the Writing Classroom Gr. 2 – 9*.
- holding a program on April 27, 2010 – Two Sisters – Gail Boushey and Joan Moser – Writers of the Daily Five.

Western Dunes Reading Council

- held a program on October 21, 2009 – Sara Kajder, Assistant professor of English Education at Virginia Tech, Author of *The Tech Savvy English Classroom*. Digital storytelling as a tool, genre and powerful approach to teaching writing.
- held a program on February 17, 2010 – Linda Denstaedt, co-director and writer in residence, Oakland Writing Project, Author of *Winning Strategies for Test Taking Grades 3 – 8*. Strategies for preparing students for writing on high stakes tests.
- held a program on April 28, 2010 – Diane Titcher, Murray Lake Elementary teacher, Lowell Area Schools. The development of inquiry projects with students.

F. Region 4 ..... M. Howell

Bay Arenac Reading Council

- note that president attended MRA conference and council luncheon

Flint Area Reading Council

- sent newsletter to members with various upcoming literacy events
- hosted family literacy event titled, *One Book, One Community*
- hosted Young Authors' Conference
- invited to service learning project involving writing Valentine's cards for hospitals
- hosted general meeting and author event
- hosted annual end of year banquet

Saginaw Area Reading Council

- sent newsletter announcing various events
- hosted Young Authors' Conference
- hosted fund raiser event
- hosted Celebrate Literacy Dinner honoring people who have contributed to literacy in their area

G. Region 5 ..... B. Borglin

- shared that teachers from local schools (20 people) have gathered to talk about reading and what they do in their classrooms.
- attended the MRA summer board retreat
- attended all scheduled board meetings
- attended the MRA conference
- attended the IRA Great Lakes conference in October
- served as President of Tri-County Reading Council
- advocated for MRA memberships



- promoted the 2010 conference in Detroit
- met with Tri-County board members
- held a Tri-County organizational meeting on January 28<sup>th</sup>
- scheduled a meeting for Tri-County in April
- invited President P. Gallant to the April meeting of Tri-County
- communicated with C. Muessig on Homer-Carter Reading Council issues
- organized meeting for Tri-County on April 22, 2010
- held election for new officers- (President- Chris Martin, President –elect- Linda Wise, Treasurer – B. Borglin, Secretary- Mary Cooper and chapter representatives – Bridgman – Sarah Deckert,
- promoted Leadership and possibly 3 board members are attending
- note that Tri-County has about 25 active members
- contacted new MRA members looking for a local council

H Region 6.....A. Valo

- promoted Capital Area Reading Council (CARC).
- attended the board meetings in Mt. Pleasant and Livonia.
- signed up to volunteer at the speaker check-in booth as well as speaker introductions and the SB-CEU booth.

Capital Area Reading Council

- not currently functioning
- spoke with different people throughout the year interested in joining the council, but not willing to be part of the board

Washtenaw Reading Council

- corresponded with council president, Kim, in the beginning of the year.
- council website diminished due to council board member taking care of it leaving position.

I. Region 7 .....G. Velchansky

- shared Blue Water and Oakland had events 59 writings from Kaleidoscope from Macomb Council.

Blue Water Council

- corresponded with Council President regarding completion of Honor Council forms
- attended membership event featuring Karen and Darrin Brege

Macomb Reading Council

- attended Board Meeting at Macomb ISD
- finalized plans for the Young Authors' Dinner on May 10, 2010

Oakland County Reading Council

- held workshop with Richard Allington

J. Region 8..... G. Pappas

- shared that Wayne County is going through changes. Family literacy activities are being planned. Libraries are closing.

Wayne County Reading Council

- reorganizing council.
- planning included:

- workshops for pre-service teachers to help bring them into the fold.
- family literacy programs at the mall or any place where parking and venue are easily accessible.
- providing books for an empty library in a school in Jerusalem
- maintaining a relationship with a local book store, Barnes and Noble to develop ideas promoting literacy in the community
- reconnecting with Wayne RESA to brainstorm on ideas which would provide support for educators and families in Wayne County
- making an effort to “celebrate” literacy by assisting those who are strangers to it.

Metropolitan Detroit Reading Council

- only contact is Ms. Mildred Peteet a Detroit Public School teacher at MacDowell elementary.

K. Region 9.....R. Grier

- shared that John Mooy presented. Family events with Portage Lake Library-- Dinosaur dig, homemade playdough dinosaurs, gingerbread hunt in library, and work stations.

Copper Country Reading Council (CCRC)

- attended January MRA Board Meeting in Livonia, MI
- attended the January CCRC board meeting
- helped organize a community family night at local library
- attended CCRC PD event called, Make Way for Readers Theatre
- promoted MRA Reading Conference at CCRC board meeting
- attended February CCRC board meeting
- met with committee to make arrangements for family night at the library: Dinosaur Dig
- attended and helped with MRA Reading Conference in March 2010
- attended the April CCRC board meeting
- assisted and participated in the last PD workshop with John Mooy in April 2010

L. Region 10.....H. Jensen

Clare Gladwin Reading Council

- discussed several books in small groups: CAFÉ, Non-Fiction Writing, and Readicide.
- created several Make and Take activities at February and April meeting for members from Florida Center for Reading Research
- welcomed Ann Southworth from Beaverton Rural Schools. Ann presented at February meeting on Writer’s Notebooks. She brought in several great samples from her fifth grade classroom and shared great ideas on how implement writer’s notebooks into classrooms.
- attended the MRA Annual Conference: “Weaving a Tapestry of Readers and Writers” in Detroit with several members of the council.
- earned Highest Honor council status
- attended Local Council Luncheon to receive honor council award
- submitted local council officers’ report to IRA

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- pampered ourselves for our last meeting of the year with a Spa Night. A representative from Arbonne attended our meeting and treated the council to footbaths and relaxing lotions.
- held an MRA share out session. Members who attended annual conference had the opportunity to share one of the many great things they learned while at the conference.
- sent out end of the year survey to members for feedback

**Committee Reports** (Hard copies provided)

**Board Appointments**

A. MDE/MRA Liaison.....L. Van Dyke

- provided updates and direction regarding the Common Core. The Common Core Standards will be released to the public on March 10, at 9:00 a.m. Feedback from individuals will be solicited through a survey accessed at the website and accepted through April 2.
- wrote and awarded Stage I of the Five Star. Michigan and the nomination authors (L. Van Dyke and L. Bigelman) were advised that Michigan was not awarded Stage 2 on Implementation of the Five Star Policy components based upon the survey results that came back from the IRA survey of their Michigan membership. Results showed a lack of consistent response on survey items. Discussed the results and future steps with MRA President as a collaborative effort with MDE.
- working with the Mi Lit Plan committee to conduct an overarching literature review to support and provide direction for committee members that will work within this committee. This literature review was submitted to Learning Pt Associates for their preliminary planning in support of the initiative. The Mi Lit Plan document will serve as the foundation for Title I initiatives within the Michigan Department of Education’s grant submissions to the USDOE.
- supporting attendance of MRA representation (P. Gallant and C. Clingman) on the MiLitPlan committee.
- served as co-secretary to the Adolescent SIG committee. Revised/sent new membership forms, revised and sent letters about renewal to last years membership. Working with the leadership team to rebuild this group.
- set up distribution lists for email contact to Adolescent SIG membership for SY 2009-10.
- set up distribution Adolescent SIG President to work in the capacity of Vice President for next year.
- disseminated conference information statewide continuously through various means including the state English language arts listserve.
- attended and presented 2 sessions at the MRA Annual Conference.
- worked with the Adolescent Leadership Team to set up and monitor the Adolescent Literacy Luncheon with Frank Serafini, speaker.

B. Historian.....C. Clingman and L. Guzman

- continued archiving historical files – documents, publications, and photos.

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- shot Past President Dinner and conference photos.
- C. *Michigan Reading Journal* .....L. Rose and T. Jetton
- solicited articles for publication in *Michigan Reading Journal* issues
  - presented session at the MRA 2010 Annual Conference for anyone interested in having articles and/or writing pieces published in the *MRJ*, presented the review process and solicited new reviewers at the session.
  - edited articles for publication in *Michigan Reading Journal* issues
  - sent an issue of the *MRJ* for Spring 2010 to the printer with a balance of research and classroom practice articles with elementary and secondary foci, teachers as writers, and literature reviews.
- D. *News & Views*..... V. Les
- sent the spring/summer issue to Lee at Words Plus Design for formatting.
  - seeking suggestions for improving the content of newsletters.
- E. Parliamentarian.....L. Rose
- served in an advisory role related to parliamentary procedures at the Annual Meeting, March 2010
  - served in an advisory role to the MRA President on any issues related to parliamentary procedure between MRA Board Meetings.

**Standing Committee Chairs**

- A. Adolescent/Adult Literacy.....A. Brunett
- discussed ideas for future presenters/proposals with committee and conference attendees
  - evaluated/discussed adolescent conference strand and luncheon with committee and conference attendees
  - submitted budget proposal for 2010-2011
  - observed a classroom teacher utilizing Accelerated Adolescent Reading Intervention in Brandon, MI and attended a professional discussion following the session focusing on methods, research, data, etc.
  - met with the coordinator at the Family Literacy Center of Lapeer County to discuss possible collaborative endeavors with family and adult literacy centers across the state
  - evaluated/brainstormed ideas to improve committee's role in helping local councils promote adolescent literacy
- Adolescent Literacy Strand -Conference Planning Committee
- introduced Frank Serafini at the secondary luncheon
  - stamped SB-CEU's at the secondary luncheon
  - volunteered at speaker check in
  - sent thank you note to Frank Serafini
  - discussed ideas for future presenters/proposals with committee and conference attendants
  - evaluated/discussed adolescent conference strand and luncheon with committee and conference attendees
- Michigan Adolescent Literacy Council
- holding new elections for secretary and treasurer

- continuing to work on summer adolescent/parent reading partnership activity (business/organization partnerships, student volunteers creating book previews/trailers for MALC website, discussion questions created)
  - continuing professional book study
  - helped to host the secondary luncheon at 2010 MRA Annual Conference
  - completed a membership drive at the secondary luncheon
  - held an annual members meeting at the 2010 Annual MRA Spring Conference
  - displayed tri-fold and membership information at the MRA spring conference
  - updated the MALC website
- B. Assessment.....L. Houk
- secured sessions for the literacy assessment strand at the annual conference.
  - published an article in News and Views on Assessment Literacy
  - developed literacy assessment strand
  - planning to hold a professional writing mini-retreat to share ideas and generate assessment related topics.
- C. Awards.....M. Klemp.
- initiated Gwen Frostic Award vote for Board electronically (January)
  - announced recipients at January Board Meeting
  - announced Gwen Frostic recipient at Past President’s Dinner (Patricia Polacco)
  - announced recipients of the following awards at MRA Annual Conference
    - K-6 Teacher - Marsha Page  
Sandy Knoll Elementary School, Marquette, Michigan
    - Individual Literacy Award – Lynette Marten Suckow  
Peter White Public Library, Marquette, Michigan
    - Agency/Group Literacy Award – Muskegon Area ISD Reading Workshop Teacher Trainers
- D. Budget.....J. Beal
- met with budget committee to create a proposed budget for 2010-2011 and tentative budgets for 2011-2012 and 2012-2013
  - discussed possibility of raising conference fees and a change in exhibitor fees with budget committee.
- E. Community Projects and Programs.....L. Spinelli-Partogian
- collected over 40 boxes of new and gently used books to donate to Monteith Library in the 48215 zip code of Detroit.
  - collected 30 books at MRA conference that have been labeled as a gift from MRA. Books will be donated to Monteith Library in Detroit as part of “honor system” family friendly borrowing library.
  - will house donated books in a special family friendly borrowing section—no late fees.
  - distributed flyers and set up donation boxes at interested schools.

- set up a Book Buddy box behind MRA Membership Booth in the exhibit hall at the conference for the drop off point.
- placed an ad in the Conference at a Glance
- distributed reminder notes in registration packet.
- stamped MRA logos on books received through the Book Buddy program
- gave a 2011 free conference registration for donating a new book.
- announced winner of raffle at the March 22<sup>nd</sup> General Session.
- partnered with OCRC and collected over 30 boxes new and gently used books. Books were collected at OCRC/MRA events and OCRC members were asked to have book collection sites at their schools.
- promoted Book Buddy Project in the MRA newsletter, at OCRC conferences, information was e-mailed to interested districts and schools, fliers were passed to colleagues of MRA/OCRC members. The project was even extended into churches and other nonprofit groups.

F. Early Childhood/Family Literacy.....I. Snyder

- held committee meeting on April 5, 2010 which included a discussion on how to translate vocabulary information into parent friendly terms
- continued work to get read aloud information into offices of local pediatricians
- completed early literacy luncheon
- completed early literacy strand
- held discussion of talking points for position paper on kindergarten and new standards

G. Ethics & Evaluations.....C. Muessig

- continually monitoring Board meetings to ensure that all policies and procedures are upheld.
- provided, collected and typed evaluations for January Board meeting and forwarded to the President

H. Grants.....N. Fairchild

- Summary of Awarded Grants
  - General Council Grants 12 awards Total \$3178 (\$2200)
  - Parent Involvement Grants 8 awards Total \$1850 (\$1998)
  - Young Authors' Conference 4 awards Total \$1350 (\$2200)
  - Total Grants awarded \$6378 Budget \$6398

I. Immediate Past President, Bylaws and Policies & Procedures and Elections.....L. Bigelman

- attended the MRA Pre-Conference
- worked with the elections committee to count ballots
- reported the results to MRA Secretary
- attended and welcomed guest speaker, Richard Allington, at Oakland County Reading Council on April 17, 2010
- attended the IRA Pre-Conference and Conference in Chicago, IL

J. Intellectual Freedom.....A. Salhi

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- no report
- K. International Projects/Programs.....A. Salhi
- sponsored the MOSA School in Lesotho. For this project, the committee donated \$1125.00. \$700.00 of these funds came from the quilt raffle tickets collected at the MRA conference in Detroit this year.
  - sponsored the Shyira School in Rwanda. The International Committee donated \$200.00 for this project.
  - sponsored libraries and children’s schools in South America. The Committee collected and donated fives boxes of books and school supplies. These boxes were transported to South America with the generous help of the Rotary Club of Dearborn at no cost to the International Projects committee.
  - made arrangements with a local church that sponsors a school in Haiti to send funds and supplies to that school next year.
- L. Legislative/Government Relations.....C. Clingman
- chaired Strategic Plan Advocacy Goal Committee.
  - attended IRA Government Relations Workshop in Wash DC to advocate for Striving readers and ESEA Reauthorization.
  - organized and hosted Legislative Strand and Panel discussion for the topic of RtI at MRA Annual Conference
  - monitored state and local legislation through MI House and Senate Updates.
  - shared legislative information with board as appropriate.
  - served on the IRA Government Relations Committee – Read Advocacy Award Applications, attended meetings as required, worked on state legislative communication.
  - worked with MRA Assessment Chair and Committee.
  - responded to Race to the Top and Core Standard surveys.
  - shared legislative reports with local councils as requested.
  - submitted articles to News and Views.
- M. Office Personnel.....N. Fairchild
- visited office and discussed office conditions
  - granted 1 extra ‘one time only’ day off after the conference for L. Charland and T. Pecht
  - reviewed and granted vacation requests.
- O. Professional Studies and Standards.....K. Feathers
- critiqued the IRA Draft Standards for Reading Professionals
  - held 4 meetings via conference call to critique the IRA Draft Standards
  - developed a power point presentation on the IRA Draft Standards
  - presented the critique of the IRA Draft Standards at the January meeting of the Michigan Alliance of Reading Professors
  - developing a written critique based on the presentation.
  - began Study Groups through the MRA website
  - waiting for the development of the MRA website.
  - worked with Rita Maddox to recruit Wayne State University students to serve as volunteers for the MRA conference in Detroit.

- recruited and mentored students during the conference
- P. Public Relations.....P. Graham
- sent via email system in January 2010, and February 2010, highlighting the 2010 conference, but also local council news, international work, and other special interest items.
  - Established a procedure for publication of Constant Contact, from writing of articles, editing, approval, and transmission to membership.
  - obtained approval of MRA Board for continued use of service at January, 2010 meeting. There are links to the MRA website and to contact people mentioned in all articles.
  - continued assessment of the success of the Constant Contact “e-letter” includes determining the frequency of future issues, format changes as the communication evolves, and reviewing data from Constant Contact survey regarding success of mailing (opening, deleting, forwarding email).
  - created flyers and conference publicity materials that were available to MRA Board members and committee chairs for advertising uses.
  - created flyers and information materials for the Pre Conference Research Institute held on March 19, 2010.
  - wrote press release for Detroit News and Oakland Press about student involvement at the 2010 conference.
  - communicated with Devin Scillion, Detroit Television News Anchor and author, to talk about his speech at the MRA conference and to highlight positive nature of student involvement in literacy at the 2010 conference. He responded that possibly information about MRA will be broadcast during the week prior to the conference on the local evening newscasts on WDIV Channel 4.
  - established agreement with Detroit Convention Bureau who will set up a “Welcome Station” on Friday, March 19, 2010 in the afternoon/evening at the Marriott Hotel, and Saturday, March 20, all day, in front of the Exhibition Hall. Welcome to Detroit information bags with maps, People-Mover schedules, coupons from local restaurants, the Detroit Magazine, and other materials will be available. The DCB will provide volunteers to work in the booth on both days. Contact was Rhonda Davis, Detroit Convention Bureau, 211 W. Fort Street, Detroit, MI 48226, 313-202-1800.
  - wrote the 2010 conference poem used in the promotional video, the welcome to 2010 conference video shown at the opening ceremonies Saturday, March 20. It was also used as the back of the promotional bookmark.
  - wrote advertising/promotional copy used in variety of publications and flyers for the 2010 conference.
  - obtained decoration materials, banners, ribbons, stands, and tabletop objects for the Author’s Garden through Pat Blackwell of Party Assurance, who donated the materials and time to assist in creating the setting for the authors and illustrators at the 2010 conference.
  - designed and made available to MRA Board members, “Got Literacy?” tee shirts. Thirty people purchased shirts.



- wrote poem for 2011 Annual Conference, “Pages of Tomorrow.”
- Q. Publications.....J. Orton
- identified committee members
  - met as team in October and via email and etherpad throughout rest of year
  - drafted and reorganized Action Plan (combined items 2 and 3)
  - marketed publications at Upper Peninsula Reading Association Conference—action item
  - marketed MRA publications at 2010 Annual Conference through booth sales and through publications session—action item
  - drafted initial, working version of updated and streamlined publication process—action item
  - will meet as a committee on May 14 to complete draft of streamlined publication process—action item.
  - published MRA cookbook—action item.
  - published Social Studies Reading Strategies—action item.
  - working with author on updating ELP Standards publication—action item.
  - drafted disclaimer for Genre Bookmarks and decided to sell this publication at discounted price with disclaimer—Executive board later pulled the publication pending revision –action item.
  - inventoried outdated publications and took one of the following actions: lowered sale price, free give away, or discard—action item 7
  - updated print and web publication form—action item.
- R. Research/Research Grant.....N. Duke and N. Martin
- wrote Research Worth Knowing About: Three Recently-Published Studies for inclusion in the April issue of News and Views on Reading.
  - contributed to the planning and preparing of the MRA Research-to-Practice Institute.
  - coordinated completion of the Helen Gill Memorial Research Grant requirements.
  - began discussions with editors of the MRA Journal regarding disseminating information about published research studies in that forum.
- S. Student Involvement.....E. Donovan
- offered Michigan educators an opportunity for one writer per building to be published in the annual MRA Kaleidoscope publication
  - planned the Young Author Luncheon and coordinating activities for students who are published in the Kaleidoscope publication
  - publicized and promoted the procedures for participating and voting for the annual Great Lakes’ Great Books program
  - organized an ongoing reading campaign for students, teachers, and committee members to select the next collection of Great Lakes’ Great Books winners
  - shared a Reading Tips for Parents document and March (Every Month) is Reading Month document.

- created a summary of one Michigan school’s activities throughout March is Reading Month as a model for other schools to use as an example.
  - planning to visually document one school’s March is Reading Month experience in order to provide a ‘digital story’ to be used as a mentor.
- T. Summer Literacy Conference.....H. Jensen
- note “Reading and Writing for a Better World” in Frankenmuth, Michigan will be held on July 14-15, 2010
  - promoted conference at MRA Annual Conference in Detroit in March 2010
  - accepted cancellation by Ann Purnell due to family issues
  - talked with Wendy Halperin Anderson and John Mooy to replace Ann Purnell on schedule and fill other sessions (Jeff Beal)
  - revised room assignments for when and where sessions will be held
  - submitted advertising and registration form to News and Views
  - contacted Donnalyn Miller to finalize plans for sessions (A. White)
  - signed contracts
  - revising registration form for clarification (L. Charland)
  - contacting vendors and sponsors
  - working on promoting, the program booklet, and contacting publishers for book donations for Author/Illustrator luncheon
- U. Technology/Media.....T. Hicks
- surveyed MRA Board about interests in using technology for communication within the board and for the general membership. At January meeting, received vote of confidence to move forward
  - explored a listserv or broadcast email technologies that can support communication with members – P. Graham has created a monthly e-newsletter with Constant Contact
  - explored a social network or other collaborative webspace that supports communication between members, local councils, and the MRA leadership
  - created a Ning for MRA leaders and members to connect through discussion forums, blogs, and groups
  - hosted a variety of technology and media related sessions at the 2010 conference, including sessions from Doug Hartman of MSU on twenty-first centuries literacies and learning.

**Ad Hoc Committee Chairs and Appointments**

- A. IRA Award of Excellence.....S. Sharma
- gathered reports and artifacts to complete IRA Award of Excellence; mailed to IRA on Feb. 22, 2010.
- B. IRA Exemplary Reading Program Award.....S. Sharma
- no applications received.
- C. MRA/IRA Director of Student Membership.....M. Howd
- promoted MRA membership at CLASS-IRA meetings and gave away free memberships

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- hosted a meeting through CLASS-IRA with P. Gallant and H. Jensen to give members a different outlook on membership.
  - promoted MRA and Conference to English and Education Classes around campus
  - worked on a revised student brochure
- D. MRA Literacy Advocate.....C. Clingman
- established and renewed partnerships with:
    - MASCD statewide Advocacy Network
    - SOS Statewide K-12 School Funding Coalition (MASB)
    - MAISA (Title I grant)/MRA Professional Organization partnership
    - National Writing Project for conference and publications
    - Michigan School Testing Conference
    - Michigan Classroom Assessment Consortium
  - represented MRA on OEAA Advisory Team
  - contributed to MEAP Access development
  - represented MRA on IRA Government Relations Committee
  - represented MRA on MDE Statewide Literacy Team (as required by federal LEARN Act)
  - represented MRA with Karen Wixson (IRA) on MDE statewide RtI Planning Committee
  - responded to National Common Core Standards Survey
  - promoted position papers and publications by serving on the MRA publications committee
  - answered literacy questions that are sent from the MRA office
  - distributed materials for MRA membership, publications, and promoted events at these venues:
    - MDE School Improvement Conferences, August 2009 and March 2010
    - Statewide RLTC Adolescent Literacy Project, yearlong
    - ISD ELA Statewide Network, yearlong
    - Upper Peninsula Reading Conference, Marquette, October 2009 (with Pat Gallant)
    - Kent Reading Council, Western Dunes Reading Council, others as requested
    - Reading Recovery (Pat Gallant)
  - worked with two past presidents, Mary Bigler, (Eastern Michigan University), and Anena McKlesky, (Wayne RESA), to promote MRA membership and annual conference in their area
- E. SB-CEUs.....R. Maddox
- reported 2010 SB-CEU Conference total- 300 participants completed requirements for credit, pending payment
  - followed up with L. Charland regarding an e-mail to eligible people reminding them of the need to submit their \$10 processing fee, and also letting them know the MRA SB-CEU database would be uploaded onto the MDE SCR on April 22.

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- provided onsite support for Wayne State University student volunteers at 2010 Conference
- maintained SB-CEU Information Desk at 2010 Conference for participants' questions and concerns
- worked with L. Charland to order SB-CEU application and materials for 2010 conference
- scheduled assignments and communicated with Wayne State University student volunteers
- coordinated efforts with Dr. Karen Feathers of Wayne State University to recruit student volunteers for SB-CEU assistance at conference
- worked with Barb Jaszcz to organize volunteer database for conference
- coordinated efforts with Meagan Shedd of Michigan State University regarding assignments and responsibilities of MSU student volunteers at 2010 Research Conference

F. Strategic Plan.....D. Graham

- continued committee work with a focus on one doable goal
- surveyed board members/membership related to attitudes about literacy/our organization
- added Ning to website to begin dialogue around a variety of issues related to literacy
- implemented Constant Contact to provide monthly information to membership
- connecting with universities to get information to them
- discussed ideas about changes to News & Views (with Victoria and Troy)
- assembling and creating MRA listserv based on database
- exploring other content and delivery of News & Views
- informed membership of changes
- exploring creation of professional learning community or study group (Take and Talk)
- reviewing and developing job descriptions for the MRA board, committee chairs and Local Councils
- outlining and creating a flow chart of how the MRA organization works, and who to contact for specific information
- developed and sent out survey related to Friday night meeting time and Saturday board meeting format

**Other:**

A. Great Lakes Great Books.....L. Suckow

- met with GLGB committee to select titles for the 2010/2011 ballot
- counted votes to determine 2010 winning titles
- coordinated with MRA office for new GLGB promotional packets
- contacted Perma-Bound with information for 2010/2011 posters
- contacted publishers of winning titles
- contacted publishers of titles on new ballot

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- coordinated with MRA office for sale of GLGB titles at 2010 conference
- prepared display of GLGB winners for MRA conference
- requested commitments from committee members for 2010/2011
- started new reading list for book nominations
- sent articles to News & Views for year-round GLGB promotion
- answered questions about the GLGB program by e-mail and post.
- updated information for MRA website.

B. Past Presidents' Legacy Fund.....N. Seminoff

- provided an exhibit at the Upper Peninsula Special Education Conference in February
- provided an exhibit at the 2010 MRA Annual Conference and disseminated the MRA PPLF 2010 Annual Report, brochures, and bookmarks with conference grant information for the 2011 MRA Annual Conference
- met all ten (10) conference grant recipients at the 2010 MRA Annual Conference through the efforts of Gwen Graham, MRA PPLF Conference Grants Chair, where the recipients: were introduced to the MRA PPLF Board members present and photographed, given a complimentary professional book, introduced to MEEMIC or Zaner-Bloser as corporate sponsors with MRA PPLF (depending on which grant received), and acknowledged at the Second General Session by MRA's President-Elect K. Operhall
- announced grant availability (comments provided by MRA PPLF Board members M. Smith, T. Pawl, L. Bigelman) at selected luncheons, and provided brief comments (N. Seminoff) at the Past Presidents' Dinner
- held MRA Past Presidents' Legacy Fund Board Meeting on April 14, 2010 in Lowell, MI
- continue to work closely with the MRA Board of Directors and Office Staff to disseminate information

**VI. Discussion Items** (\*information included in Board packet)

A. Council Grants.....N. Fairchild

- proposed streamlining grant forms—more specific purpose, goals, and results.
- discontinued PD Grant and filter monies into council grants. Book Studies can be initiated through council grants.

B. Publications: ESL Document.....J. Orton

- need concept approval to revise.
- reviewed by Karen Feathers.
- send to Board by U.S. mail for feedback before print approval vote at August meeting. Deadline is July 1, 2010.

C. Revising MRA Web Presence\*.....T. Hicks

- See Handout "Bringing MRA's Strategic Plan to Life by Revising Our Web Presence" in the Board packet.
- ING is a pay model so there are better, less costly choices.

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- presented costs of MRA technology and introduced Joomla! (free open source system replacing Constant Contact. No fee but less data).
- Some changes presented: email as primary contact; membership managed through website; Board as contributors organized around Advocacy, PD, Membership and Outreach.
- Some ideas discussed: need for commitment, thoughts on how MRA shift costs, cost approval, editorial controls. Possible new logo considered.
- move to Action Item.

D. Strategic Plan Update.....D. Graham

- met as a committee last night to discuss changes that are required for ongoing 24/7 approach.
- Possible tasks to distribute: 1) post updates, partnerships, and position statements; 2) gather information on membership needs and design a way to interface with local councils; 3) provide PD (links, Clearinghouse, case studies, special group PD).
- Need training for Board on digital tools like wikis, podcasts, surveys, learning how to use Joomla!, etc....
- Questions to consider: How do we have committees post with approval before posting from Board? Who will edit?
- P. Gallant will distribute information charted.

E. Legislative/Advocacy Update.....C. Clingman

- Handout: “MRA wins IRA Advocacy Award” has acronyms and phrases for federal initiatives.
- Congratulations to LARC on efforts in pre conference.
- Karen Wixson is on IRA commission for RTI (possible source for statewide conference).
- Note: IRA has organized RTI webinars
- C. Clingman is on the MDE team for RTI.
- Federal monies will require states to adopt common core standards
- LEARN ACT is funded and includes 2 parts: Striving Readers Comprehensive Literacy Plan (Birth through Grade 12) and State Literacy Teams. C. Clingman and P. Gallant will represent MRA at the May 24-25 MI Literacy Team meeting.
- Keep Our Educators Working Act—may help struggling districts.
- encouraged Board to join LAT on IRA Advocacy website to receive Richard Long’s legislative updates.
- Macomb ISD is having a national RTI conference this summer. Details on Macomb’s ISD website.

F. Early Literacy\*.....I. Snyder and G. Pappas

- note: proposal needs to be reviewed by publications committee.

**VII. Action Items**

A. 2010-2011 Budget\*.....J. Beal

**11-10: J. Beal, on behalf of the Budget Committee, offered the motion to accept the proposed 2010-2011 Budget. Motion approved.**

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- see Handout: Profit and Loss
- needed to propose a reduced budget (\$26,000 less) in order to avoid monthly deficits and running on reserve.
- discussed such possibilities as cutting back on meetings and leaders taking cuts first.
- submit committee needs and ideas for cut backs to Budget Committee

B. Registration Fees for 2011 Conference\*.....J. Beal

**12-10: J. Beal, on behalf of the Budget Committee, offered the motion to increase Conference Registration fees by \$10 to offset operational expenses and avoid accessing reserve funds. Motion approved.**

C. Exhibitor Fees for 2011 Conference.....J. Beal

**13-10: J. Beal, on behalf of the Budget Committee, offered the motion to approve restructuring exhibitor fees and eliminating the exhibitor lottery. Motion approved.**

- Exhibitor fees will remain the same but not lottery. Premium booths will continue at \$600 same as last year. Less traveled booths will be discounted to \$500 and Boutique Booths with limited hours for \$200.
- Other ideas: Increase number of events in Exhibit Hall. Change layout. Set up cyber café and more food areas.

D. Conference Planning Commission\*.....S. Sharma

**14-10: S. Sharma, on behalf of the Conference Committee, offered the motion to approve the proposed 2010-2011 Conference Planning Commission. Motion approved.**

- The Conference Planning Commission includes:
- Authors/Illustrators—Erin Donovan
- Conference Program Booklet—Mary Howell
- SB CEUs—Rita Maddox
- Speaker Check-In—Nancy Fairchild
- Sponsorship/Advertising—Cathy Balten
- University Credit—Leonie Rose
- Local Arrangements—Sean Kottke
- 2011 Conference Coordinators—Heather Jensen, Amber White, and Grace Velchansky

E. Region 7 Representative Appointment\*.....P. Gallant

**15-10: K. Operhall, on behalf of the Executive Committee, offered the motion to appoint Colleen Stark as Region 7 Representative, filling G. Velchansky’s term for 2010-1011. Motion approved.**

F. Revisions of MRA Web Presence..... T. Hicks

**16-10: T. Hicks, on behalf of the Technology Committee, offered the motion to use part of the \$2500 budgeted for website to contract Quixotic to upgrade the MRA current website. Motion approved.**

## VIII. Announcements

A. Guidelines for Final Reports.....T. Pawl

- thanked Board for efforts in completing reports throughout the year.
- presented Guidelines for June Reports

- B. Awards.....M. Klemp
  - send an email reminder earlier to promote more nominations for awards.
- C. Summer Literacy Conference\* .....H. Jensen
  - encouraged Board members to attend and to spread the word. The information is on website.
- D. IRA Awards.....P. Gallant
  - earned two awards: Award of Excellence and Advocacy Award
- E. Changes in Bylaws Procedures (from IRA).....P. Gallant
  - IRA has changed the procedure from voting on bylaw changes at annual meeting to voting by the Board and publishing the bylaws on the website for member access.
- F. Recognition.....P. Gallant
  - thanked and presented gifts to L. Winslow, G. Pappas, K. Routledge, A. Valo, and L. Bigelman for their dedication and service to MRA.
- G. Historian Update.....C. Clingman and L. Guzman
  - shared powerpoint of conference highlights.
- H. MRA Position Statement.....L. Bigelman
  - commented on the timeliness of the MRA Position Statement about the MEAP Writing Compare and Contrast Assessment
  - applauded N. Duke for her efforts and leadership on this project.
- I. Constant Contact.....P. Graham
  - requested news of events happening in Michigan--SIP Plan, etc...
- J. "Changing of the Guard".....P. Gallant
  - P. Gallant presented the gavel to President K. Operhall.
  - K. Operhall presented a special MRA award of excellence plaque, book bag, and stool with the MRA logo was presented to P. Gallant for her leadership, kindness, wisdom, and patience.

**IX. Adjournment 12:17 P.M.**

**17-10: D. Halstead offered the motion to adjourn the meeting. G. Pappas seconded. Motion carried.**

Respectfully submitted,  
 Terry Pawl  
 MRA Secretary