

**MICHIGAN READING ASSOCIATION**  
**BOARD OF DIRECTORS MEETING MINUTES**  
**October 9, 2010**  
**Okemos Conference Center**  
**Okemos, Michigan**

**Board of Directors in Attendance:**

K. Operhall	S. Sharma	G. Velchansky	T.Pawl	J. O'Brien Credit
D. Halstead	J. Beal	A. White	B. Borglin	R. Grier
M. Howell	H. Jensen	R. Shahid	C. Stark	T. Hales (Skype)
D. Graham (Skype)	K. Munger (Skype)			

**Board of Directors Not In Attendance:**

L. Suckow      B. Jaszcz

**Committee Members in Attendance:**

A. Andera	A. Brunett	T. Christ	C. Clingman	M. Jakubiak	M. Klemp
S. Kottke	V. Les	S. Powell	L. Rose	A. Smoker	L. Madden (Skype)

**Committee Members Not in Attendance:**

E. Donovan	N. Duke	N. Fairchild	K. Feathers	P. Gallant	P. Graham
L. Guzman	T. Hicks	T. Jetton	C. Martin	N. Martin	G. McMillon
J. Orton	G. Pappas	K. Pieprzyk	A. Salhi	B. Schwartz	L. VanDyke (resigned)
M. Howd (resigned)					

**I. Call to Order**.....K. Operhall

- K. Operhall called the meeting to order and welcomed the group at 8:38 A.M.
- The meeting norms were presented

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

**28-10: G. Velchansky offered the motion to accept the October Board of Director's Meeting Agenda. R. Grier seconded. Motion approved.**

**III. Approval of August 26, 2010 Board Meeting Minutes**

**29-10: D. Halstead offered the motion to accept the August 26, 2010 Board Meeting Minutes. H. Jensen seconded. Motion approved.**

**IV. Officers' Reports/Updates**

- A. President.....K. Operhall
- presented protocol of making a motion and voting. Reminded Board that only elected officers vote and make motions. Committee chairs do not vote.
  - accepted two resignations—Lynnette VanDyke, MDE and Megan Howd, Student Membership.
  - hired new part time workers
  - thanked T. Pecht for her hard work in manning the office during the transition
  - introduced new website
- B. President-Elect .....S. Sharma

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- thanked everyone who has assisted in organizing the upcoming annual conference.
  - note that presenters proposals were submitted by October 9, 2010.
  - setting up extended and short learning sessions--90 minutes, 45 minutes, 75 minutes.
  - configured the Exhibit Hall to increase traffic flow through the exhibits.
  - designed the Conference at a Glance (CAAG) grid sheet. Make sure people know it is subject to change.
  - encourage people to check out information about the MRA Annual Conference on website.
- C. Vice-President.....G. Velchansky
- made initial contacts for the 2012 conference.
  - distributed handout about the Award of Excellence Documentation.
  - send documentation to Grace Velchansky at [g.velchansky@misd.net](mailto:g.velchansky@misd.net) or mail to Macomb Intermediate School District (MISD) 44001 Garfield, Clinton Township, MI 48038
- D. Treasurer.....J. Beal
- note that budget cuts in the schools are unknown and could effect conference attendance and publication purchases
- E. MRA/IRA Coordinator .....D. Halstead
- confirmed Leadership June 23-24, 2011 at the Okemos Conference Center
  - decided theme is: “A League of Our Own” and focus: Team Building
  - attempting to secure Tom Izzo, as keynote, and organize golf outing for the group
- F. Membership Director.....J. O’Brien-Credit
- introduced membership incentive with a \$5 coupon for renewing and new member
  - presented membership count--approximately 2500

**V. Board of Directors’ Reports (submitted prior to meeting)**

Officers and Business Manager

- A. President.....K. Operhall
- attended MRA Leadership in June, 2010 and presented a session on leadership
  - visited both the Marriott and Hyatt Regency Hotel with T. Pecht and G. Velchansky to view physical plants as potential MRA conference venues.
  - attended Summer Literacy Conference in Frankenmuth and brought greetings to the membership on behalf of the board.
  - attended IRA leadership in Dallas, Texas August 6-8, 2010
  - planned and facilitated Board retreat at the Lake Huron Retreat Center August 25-26, 2010.
  - presided over first Board meeting of the 2010-2011 year on August 26, 2010.
  - presided over Executive Committee meeting on August 25, 2010.
  - accepted resignation of administrative assistant, Lisa Charland
    - presented gift from Board and sincerely thanked her for tenure with MRA
    - attended Office Personnel Committee meeting in Okemos (early August) to discuss and bring to recommendations to the board for filling the vacancy.
  - wrote “President’s Letter” for fall issue of *News and Views*
  - communicated with MRA office staff via email and phone regarding operations of the organization.
- B. President-Elect.....S. Sharma
- attended August, 2010 Board Retreat in Port Huron, MI.
  - attended Executive Committee meeting in August, 2010 Board retreat in Port Huron, MI
  - attended Office Personnel Committee in August, 2010 Board retreat in Port Huron, MI
  - Conference 2011: Pages of Tomorrow Activities:
    - provided Conference Planning Committee with signed letters of approval and Committee Task sheets at Board Retreat, August, 2010
    - provided conference promo materials to MRA Board and Committee members
    - provided conference update at Board Retreat, August, 2010

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- met with J. Beal and T. Pecht in August 2010 to review and sign speaker contracts.
- met with Conference Co-Chairs to grid speakers for conference, September, 2010

C. Vice President.....G. Velchansky

- attended the Summer Literacy Conference in Frankenmuth, MI
- toured Dearborn Hyatt as consideration for 2012 Conference
- attended IRA Leadership in Dallas, TX
- met with Office Personnel Committee regarding the hiring of office personnel
- attended MRA Summer Retreat
- conferred with committee members for 2012 annual conference
- submitted article to News and Views requesting submissions for the Exemplary Reading Award and Kaleidoscope 2011

D. Secretary.....T.Pawl

- completed and filed June Final Reports
- participated in the MRA Board Retreat August 25-26, 2010
- attended the Executive Committee Meeting on August 25, 2010
- submitted May 14, 2010 Board Meeting Minutes for approval
- presented and distributed Guidelines for Board Reports and Past Presidents' Legacy Fund information
- completed the August 26, 2010 Board Meeting Minutes for approval
- completed the August 25, 2010 Executive Committee Minutes
- created the template for 2010 Board Reports and completed the October Meeting Reports for distribution
- wrote Board Brief for *News & Views*

E. Treasurer.....J. Beal

- reviewed budget
- signed copier contract
- approved temp agency agreement
- participated in the MRA Board Retreat August 25-26, 2010
- attended the Executive Committee Meeting on August 25, 2010

F. MRA/IRA Coordinator.....D. Halstead

- attended the MRA Board Retreat August 25-26, 2010
- met with Region Representatives and MALS to discuss plans for the year
- discussed 2011 Leadership plans with the MRA office
- reviewed Leadership 2010 Evaluations
  - Location was satisfactory, except the smell in the guest rooms
  - Participants enjoyed time to get together within councils
  - Participants liked the format and prefer this years format over previous years
  - Do not want key notes and/or breakouts for next year
  - Some would like a social activity planned to network with others
  - More information on IRS information needed, possibly a handout
  - Excited about the website and the future
- planning for the year and for Leadership Institute 2011
- working on fall newsletter
- Submitted an article for *News & Views*

G. MRA/IRA Membership Director.....J. O'Brien Credit

- attended MRA Leadership Institute in June 2010
- attended the Summer Literacy Conference in July 2010
- participated in the IRA Leadership Workshop in Dallas, TX
- offering concept of coupons as an incentive to join MRA.
- invited 2 people to join committee

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H. Business Manager.....T. Pecht

- reviewed last year's Profit and Loss compared to budget:
  - Membership income down / last month picked up 200 new /renewed memberships
  - Conference income almost met projected budget, expenses came in under budget
  - Summer Literature Conference's profit approximately \$10,000
  - Based on MRA income, had expenses materialized as budgeted a loss of \$15,000 would have occurred.
- worked with Quixotic to determine which content should be moved to new website.
- posted & interviewed accounting interns
- ordered and received new laptop for Administrative Assistant
- investigated and identified copier / scanner that would save the organization \$600+ per year
- investigated possible scenarios to restructure office staffing based on consistent needs as opposed to  
to  
greatest need during conference time
- investigated new exhibitors, new exhibit hall set up.
- worked with P. Graham, S. Sharma and a few other board members to create new sponsorship brochure
- contacted various temporary employment agencies to replace Administrative Assistant at Office Personal Committee request

Region Representatives

A. Member-at-Large.....D. Graham

- no report

B. Member-at-Large.....A. White

Celebrate Literacy: A Student Society (CLASS)

- elected Fall 2010 council members are:
  - Alison Tuma (President) , tuma1ae@cmich.edu
  - Katie Kalajian (Vice President), kalaj1kl@cmich.edu
  - Romey Rodriguez (Treasurer), rodri1rd@cmich.edu
  - Kristine Stafford (Secretary), staff3km@cmich.edu
  - Lydia Davidson (Public Relations), david1lt@cmich.edu
  - Megan Bergman(Fundraising Chair) , bergm1mb@cmich.edu
  - TBD (Historian)
  - Amanda Mikrut (Tutoring Coordinator), mikru1am@cmich.edu
  - Hailee Ortiz (SGA Representative), ortiz1hm@cmich.edu
  - Dr. Xiaoping Li (University Advisor)
- scheduled CLASS council meetings & events (7:15pm at EHS 213 on CMU campus):
  - Sept. 1, 2010-held first meeting
  - Sept. 15, 2010- Speaker: Dr. Betsy Vandeusen Macleod
    - State Literacy Grant Experiences
  - Sept. 29, 2010-Family Reading Night Preparation
  - Oct. 13, 2010-Potential Member-at-Large Visitation by Amber White
  - Oct. 27, 2010-Family Reading Night
  - Nov. 10, 2010-Share-a-thon, CMU Reading Clinic
  - Nov. 17, 2010-End of Semester Banquet
- established CLASS goals (semester one):
  - volunteering at tween and teen events hosted by Veteran's Memorial Library
  - collaboration with Clare/Gladwin Reading Council
  - participation in local elementary pen pal program
  - plan to make MRA Honor Council
- intending to send student volunteers to assist at the MRA 2011 "Pages of Tomorrow" Conference

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MRA Title I Special Interest Council

- elected March 2010-March 2011 council members are:
  - Lisa Houk (President), lhouk@lapeerschools.org
  - Holly Berridge (Vice President), hberridge@nbbronzos.net
  - Melissa Wing (Secretary), mwing@geneseeisd.org
  - Harriet O'Brien (Treasurer), treasobrienhj@hotmail.com
  - Barb Bensford (Membership), barbbenford@hartlandsschools.org
- appointed March 2010-March 2011 members:
  - Terry Pawl (Legislative Chair), terry.pawl@juno.com
  - Amber White (Member-at-Large), awhite@nbbronzos.net
  - Erin Donovan (Member-at-Large), donoreed@chartermi.net
  - Bonnie Wolf (Member-at-Large), bonzowolf@gmail.com
  - Daria Ray (Member-at-Large), ray@aaps.k12.mi.us
  - Sara Taylor (Member-at-Large), staylor@lapeerschools.org
  - Rebecca Schmidt (Member-at-Large), cali\_roller@yahoo.com
- developing meeting times and events for calendar year
- goals for MRA Title I
  - continue monthly e-newsletters
  - make MRA Honor Council

SVSU TALL Readers Student Special Interest Council

- received an e-mail from Lisa Midcalf stating that she was moving out of state and will no longer serve as TALL Readers University Advisor
  - council has been inactive for past few years, but last year, Midcalf had started a resurgence
  - passed along a name of a colleague who helped with TALL Readers last year
    - Jonathon Gould, jagould@svsu.edu
  - sent e-mail to Jonathon inquiring about serving as the University Advisor for TALL Readers

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

Eastern U.P. Reading Council

- set September organizational meeting
- met with EUPRC president in September

Marquette-Alger Reading Council

- sent three board members to MRA Leadership Conference in June 2010
- held organizational meeting on August 20, 2010
- sponsored "Sign on to Literacy" with in the local newspaper in September
- promoting Great Lakes Great Books in area schools
- promoting One Book One Community selection "The Sparrow" by Mary Doria Russell
- starting membership drive for fall

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

- facilitated meeting at leadership with Barb Hammond and Kathy Walsh-Sinnard in regards to formation of a local northwest Michigan Literacy Council
- met with Northern Michigan Literacy Council to finalize paperwork and work on council goals
- secured speaker, Toby Kuhn-Loftis (Topic: The Intersection of Reading, Writing, and Mentor Text) for the first Northern Michigan Literacy Council meeting
- distributed flyers to staff throughout Charlevoix and Emmet Counties to advertise initial meeting and registration for Northern Michigan Literacy Council

E. Region 3.....K. Munger

Kent Reading Council

- planned six events for 2010/11 all held at Kent Intermediate School District at 4:30
  - 10/5/10 Pooh's Corner New Books

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- 11/2/10 Shirley Poulton, Author and Consultant on Coordinated K-12 Writing, Power Writing and Effective Instruction Strategies
- 12/7/10 Ron Houtman on blended instruction, making technology a natural part of everyday learning
- 1/4/11 Gary Schmidt, Newbery and Printz Award winning author, on Motivation and Inspiration K-12
- 2/1/11 Psychologist Dixie Newell and Team with Extreme Makeover: Autistic Spectrum Disorder Edition K-12
- 4/12/11 David Weinancy, PHD Communication Coach for local and national high-profile individuals on positive, effective interpersonal communication in the digital age, K-12

Western Dunes Reading Council

- planned four events for 2010/11
  - 10/27/10 Digital Storytelling, Anne Thorp PHD, Instructional Technology Consultant, Putting Stories and Images to Music at Ottawa ISD
  - December TBD, Using Art to Develop Literacy by Kathryn Cahill, Art Consultant for School Specialty Art Education at Ottawa ISD
  - 3/22/11 Troy Hicks, The Digital Writing Workshop at Muskegon ISD
  - 4/20/11 Great New Book for Kids, Amy Oak, Macomb ISD

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

Bay Arenac Reading Council

- attended leadership conference in June

Flint Area Reading Council

- attended leadership conference in June
- promoted membership through authors event
- seeking interested personnel for some officer positions

Saginaw Area Reading Council

- attended leadership conference in June
- disseminated newsletter announcing various events
- hosted membership drive through authors event
- seeking interested personnel for some officer positions

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

Tri-County Reading Council

- attended Leadership in June with complete board of Tri-County Reading Council
- implemented Tri-County's goals for the year which included:
- seeking a grant for a book study using Daily 5
- scheduled meeting dates for the year
- invited last years members to a book store event
- contacted members by email to remind them of Tri-County events

Homer Carter Reading Council

- no report at this time

H. Region 6.....B. Jaszcz

- contacted Washtenaw Reading Council president for 2010-2011 events
- attended MRA Board of Directors retreat at the Lake Huron Retreat Center on August 25-26, 2010
- contacted Washtenaw Reading Council president for an update of officers for 2010-2011

I. Region 7.....C. Stark

Oakland Reading Council, Macomb Reading Council, Blue Water Council

- contacted all council presidents to retrieve local council information; meeting dates, activities/plans for the upcoming year.
- sent introductory email to all council presidents.

J. Region 8.....R. Shahid

Wayne County Reading Council

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- attended the MRA Leadership Conference in Okemos, MI on June 23-24, 2010
- uploaded new literacy projects to website
- established consistent meeting times for council members (third Friday of every month)
- elected officers
- promoted membership through buy one get one free promotion
- invited WCRC members to free workshop featuring Alan Sitomer “Reaching Real Kids: Engaging Young Readers and Writers to Achieve Results on October 21, 2010 from 8am -12pm
- began planning two literacy initiatives:
  - Masculiteracy – this project encourages community members to learn then teach their children literacy strategies. The purpose of the project is to provide students with positive male role models and to ensure that parents understand literacy strategies that can be used at home with children. Projected start date November 2010.
  - Student Teacher Conference- this project will provide student teachers with an opportunity to gain insight from educators in the field. Ten presenters and a keynote speaker have agreed to present in early April at Henry Ford Community College.

Metropolitan Detroit Reading Council (MDRC)

- communicated with former MDRC President to determine status of council. Council is currently inactive. President forwarded remaining funds \$1,309.17 to International Reading Association.

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

Copper Country Reading Council

- attended a May Copper Country Reading Council (CCRC) board meeting.
- attended a summer CCRC board retreat at the President’s residence to assemble book/gift baskets for used book sale fundraiser. Discussed programming for the coming year.
- participated in the CCRC used book sale/gift basket fundraiser at the Strawberry Festival in Chassell.
- attended the MRA Board Retreat meeting at the Huron Retreat Center, Aug. 25-26<sup>th</sup> near Port Huron.
- attended a CCRC Board Meeting to plan for the fall GMM and future programs for the coming school year.

L. Region 10.....H. Jenson

- attended MRA Leadership training in June 2010 with Andrea Andera
- designed new website using tools learned at Leadership
- held an E-Board meeting in August 2010 to plan for the year
- decided to replace a book study with article studies at each meeting
- applying for General Council grant, Young Author’s grant, and Parent Involvement grant
- holding a Kick off membership drive on Thursday September 23, 2010 at Mid-Michigan Community College to highlight 2011 conference, discuss *The Book Whisperer*, and provide members with useful classroom strategies that can be used the next day
- holding an E-Board meeting on September 16, 2010 to finalize plans for Sept. 23, 2010 meeting

Board Appointments

A. Historians.....C. Clingman/L. Guzman

- spent several days filing archives with MRA materials.

B. MDE/MRA Liaison.....L. VanDyke

- MDE has been planning for the transition to Common Core State Standards (CCSS).
  - Rollout meetings are in the process of being planned. The schedule for the rollouts is as follows:
    - 10/25 De Vos Place in Grand Rapids
    - 10/27 Boyne Mountain in the UP
    - 10/29 Horizon Center in Saginaw
    - 11/4 Cobo Hall in Detroit
- The Timeline for the transition from Content Standards to CCSS:  
2010 - 2011

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- Getting to know the CCSS/Alignment work
- 2010 MEAP/2011 MME remain the same
- State focus will be on technical assistance
- 2011 – 2012
  - Implementation of the CCSS in classrooms
  - 2011 MEAP/2012 MME remain the same
  - State focus will be on instruction/professional development
- 2012 – 2013
  - 2012 MEAP minimally modified as necessary to reflect the CCSS
  - 2013 MME remains the same
  - State focus will be on student learning
- 2013 – 2014
  - 2013 MEAP based on 2012 model
  - 2014 MME remains the same
  - State focus will be on preparing for new assessments from the SMARTER Consortium
- 2014 – 2015
  - Full implementation of the CCSS. Instruction and assessment based on the CCSS.
  - Note: The assessment instrument (s) to be developed through the SMARTER Consortium will be regional, rather than a Michigan specific state test.
- New Model Core Teaching Standards Available for Public Comment Until October 15, 2010.
  - On July 17, the Council of Chief State School Officers (CCSSO) released new model core teaching standards for public comment. Unlike the original teacher standards, which focused on the assessment and support of *beginning* teachers, the new core teaching standards are standards of professional practice for *all* teachers.
  - To download the new standards and submit comments, go to <http://www.ccsso.org/intasc>.
  - Mi Lit Plan continues to be developed through an online committee environment.
  - Due to technology issues the project is transitioning to a new online format through Windows Live.
  - ISD staff will help in reviewing documents as the groups' work is completed.
  - Twenty-six of 85 MiLit state team members met for the second meeting for the MiLitPlan (the first meeting convened May 24<sup>th</sup>-25<sup>th</sup>, 2010 at the Kellogg Center).
- C. Michigan Reading Journal.....L. Rose/T. Jetton
  - published Summer Issue and should arrive at anytime
  - working on Fall issue
  - recruited members as reviewers
  - note submissions are increasing
- D. News & Views.....V. Les
  - collected submissions for Fall issue
  - working to publish the Fall issue
  - contacted MRA office to create an outline for future issues
- E. Parliamentarian.....L. Rose
  - attended May Board meeting
- Standing Committee Chairs
  - A. Adolescent/Adult Literacy.....A. Brunett
    - Adolescent/Adult Literacy Committee
      - attended the 2010 MRA Board Retreat
      - attended the 2010 MRA Leadership Conference
      - promoting membership in MRA to colleagues
      - creating action plan (ongoing)
    - Adolescent Literacy Strand Conference Planning Committee

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- actively seeking proposals from educators at the middle, secondary and post-secondary levels
  - actively seeking committee members
  - creating action plan (ongoing)
  - promoting membership in MRA to secondary and middle school teachers
- B. Assessment.....T. Christ
- solicited committee members
  - met with committee members to set goals
  - sent goals to K. Operhall
  - compiled list of all Michigan ISD addresses as first step toward Goal 1
- C. Awards (Literacy and Gwen Frostic).....M. Klemp
- distributed Summer Leadership Conference – Individual and Literacy Awards forms
  - sent Nominations forms to News & views for fall publication by MRA office.
- D. Budget.....J. Beal
- formed committee and set goals for the year
  - set first committee meeting
- E. Bylaws, Policies/Procedures, and Elections.....P. Gallant
- communicated with President Kathy Operhall and Business Manager Teresa Pecht during transition to new presidency
  - attended and participated in
    - Summer Leadership in Okemos, June, 2010
    - Board Retreat, August, 2010
    - Executive Committee meeting
    - Board meeting
  - assisted at August Board meeting as Parliamentarian representing MRA on MDE Statewide Literacy Planning Team (with MRA legislative chair Cindy Clingman)
  - established committee membership: Jeff Beal, Cindy Clingman, Laura Guzman, Leonie Rose
  - worked with MRA Business Manager to establish language for Conflict of Interest Policy
  - obtained MRA Board approval for Conflict of Interest Policy at August meeting
  - revised current Policies and Procedures to include approved Conflict of Interest Policy and sent to MRA office for website and official records
  - sent revised Conflict of Interest Policy and most current Bylaws and Policies and Procedures document to all Board members, via e-mail
  - revised and updated current Nomination Form
  - sent Nomination Form to *News and Views* editor for publication in fall issue and to MRA office for posting on website
  - establishing committee membership
- F. Community Projects and Programs.....M. Jakubiak
- attended August Board Meeting
  - recruited committee members
  - contacted Cracker Barrel regarding state-wide/region project
- G. Early Childhood/Family Literacy.....G. McMillon
- no report
- H. Ethics & Evaluations.....M. Howell
- note no ethics charges were reported so there was no need to commence a committee
- I. Grants (Local/Special Interest and Professional Development).....N. Fairchild
- reminded councils that a final report of the Council Grant/Parent Involvement Grant/ Young Authors Grant/ was due.
  - called committee together to go over reports.
  - made contacts where report did not agree with original grant application/award.

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- J. Intellectual Freedom.....G. Pappas
- looking for interested committee members
  - defining intellectual freedom as it pertains to MRA
  - trying to create objectives for this committee.
- K. International Projects/Programs.....A. Salhi
- formed new committee
  - contacted committee members to set goals
  - agreed to write an article to the IRA journal on the project at the end of the year
  - adopted four international projects:
    - 1- Haiti
    - 2- Rwanda
    - 3- Guatamala
    - 4- Lesotho
- L. Legislative/Government Relations.....C.Clingman
- met with Strategic Planning Advocacy Team at the Board Retreat
  - formed committee and will set goals
  - followed SB 1284 –requiring school literacy intervention. Will respond if necessary.
  - will prepare IRA Advocacy Award application.
- M. Office Personnel.....N. Fairchild
- accepted resignation of L. Charland, Administrative Assistant
  - called committee together to evaluate possible restructuring of the office
  - worked on restructuring guidelines
  - charged T. Pecht with contacting agencies to help with the hiring process for an administrative assistant.
  - charged T. Pecht with finding a bookkeeping intern to begin ASAP
  - charged T. Pecht with finding a medical benefit program to fit the new office personnel needs
  - approved securing a new copier/fax while still staying under budget
  - charged T. Pecht with interviewing interns
- N. Professional Studies and Standards.....K.Feathers
- no report
- O. Public Relations.....P. Graham
- planning implementation of “E-BLAST” to members, taking the place of “Constant Contact” email format used since October 2009
  - wrote draft for first E-BLAST with target of September publication
  - wrote testimonial article for *News and Views* to promote goals for membership
  - created tri-fold brochure for corporate sponsorship opportunities, presented to MRA Board for additional review
  - attended August 2010 MRA Board Retreat in Port Huron, MI
- P. Publications.....J. Orton/P. Gallant
- identified committee members
    - Jeff Beal
    - Cindy Clingman
    - Rita Reibold
    - Danielle DeFauw
    - Pat Gallant-co-chair
    - Jen Orton-co-chair
  - received reviewer feedback for ELL Flipbook

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- communicated reviewer feedback and publication updates with author/developer of ELL Flipbook, Barbara Senesac
  - received print approval of ELL publication at August meeting from MRA board, based on Publication Committees' final review
  - updating Committee Action Plan
  - approved sale of specific, surplus MRA publications at reduced price
- Q. Research/Research Grants.....N. Duke/N. Martin
- attended Board Retreat and participated in beginning-of-the-year planning activities
  - converted *News & Views* research columns to an article for the Michigan Reading Journal
  - provided feedback on the pre-publication version of the English Language Learners' Flipchart
  - recruited a new committee member
  - initiating draft of a new research reviews column for the Michigan Reading Journal
  - provided a representative to the Research-to-Practice Institute Planning Committee
- R. Student Involvement.....E. Donovan/C. Martin
- no report
- S. Summer Literature Conference.....A. Andera/K. Pieprzyk
- contacting venues in Lansing, Frankenmuth, and Bay City
  - selecting dates: July 12/13 or 19/20, 2011
  - developed theme: Words Connect Us
  - creating graphic for theme
  - waiting on venue and date Information before contacting presenters
- T. Technology/Media.....T. Hicks/A.Smoker/S. Powell
- worked with board members at August 25-26, 2010 retreat to help them establish their web presence
  - continued work on the new MRA website
  - created a Facebook page and Twitter account to promote MRA's web presence
  - invited conference proposals for the Technology and Media Strand to a number of colleagues across Michigan

**Ad Hoc Committee Chairs and Appointments**

- A. Higher Education Liaison.....S. Kottke
- solicited members for committee to develop Higher Education Strand for MRA 2011 Spring Conference.
- B. Interventions.....R. Schwartz
- formed committee for 2010-2011
    - Michal Taylor
    - Lisa Houk
    - Camella Gillette
  - submitted 2010-2011 Committee Plan of Action
- C. IRA Award of Excellence.....G. Velchansky
- no report
- D. IRA Exemplary Reading Program Award.....G. Velchansky
- submitted article to *News and Views* requesting submissions for the Exemplary Reading Award
- and  
Kaleidoscope 2011
- E. Student Membership Director.....M. Howd
- no report
- F. MRA Literacy Advocate.....C. Clingman
- attended OEAA Advisory Team meeting. Discussed representing MRA on the formative assessment project.
  - attended MDE UBD development team. Distributed MRA membership and conference materials.
  - continued work on the MILit Plan. Distributed MRA membership and conference materials

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- contributed work on the Common core alignment team. Distributed MRA membership and conference materials.
- attended MDE Cognitive Coaching training. Distributed MRA membership and conference materials.
- presented congratulations to the Rockford Rotary Club president from MRA for contributions to a community reading day.
- forming committee and setting goals.

G. SB-CEUs.....R. Maddox

- communicated with Kathy Operhall and Sue Sharma regarding MRA Office personnel responsibilities for SB-CEU process
- communicated with MRA members regarding recruitment for participation on SB-CEU Committee
- communicated with Dr. Liz Storey of Grand Valley State University regarding student volunteers for SB-CEU assistance at conference

H. Strategic Plan.....D. Graham

- reviewed strategic planning process since August 2009
- reached consensus on a Wildly Important Goal – Literacy Leadership in a Digital Age
- reviewed flowchart for putting our goal into action
- began work in committees to identify next steps
- filed full report with goals and committee members responsible.

**Other**

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

- replaced retiring committee member for 4-5 grade reading level
- sent articles to News & Views for year-round GLGB promotion
- advised MRA Board to make GLGB tab visible on new website
- distributing GLGB packets and posters to teachers & libraries
- working on ways to increase classroom participation in GLGB

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

- held an MRA Past Presidents’ Legacy Fund Board Meeting in June 2010 in Auburn Hills
- approved two people to serve on the PPLF Board: Lynn Bigelman, as a past president, and Phyllis Aurich, as a Member at Large;
- awarded Kayla Fry a grant for the MRA Summer Literacy Conference;
- intend to increase the number of \$200 grants for Educators in a New Professional Role sponsored by Zaner-Bloser from three to four in 2011;
- arranged with Bay Cliff Health Camp to sell sweatshirts as a fundraising effort and share the income;
- continue to work closely with the MRA Board of Directors and Office Staff to disseminate information, for example at the Leadership Workshop and through the website.
- note that T. Pawl presented PPLF information at the MRA Board Retreat—brochure was distributed.

**VI. Hyatt Regency Hotel Presentation**

- Tricia Downing, Hyatt Regency Hotel representative, promoted the Dearborn Hyatt as a venue for the 2012 MRA Annual Conference

**VII. Business Manager Report.....T. Pecht**

- worked on development of new website
- hired a temporary administrative assistant for less than 29-30 hours a week—Kyra Fleming (English major, CMU, self starter, \$11-\$11.50 an hour) Call Kyra to welcome her.
- hired an accounting intern for 10 hours a week--Ryan Kania.
- note that plan is to use extra help from September-March 2011.
- sent Form 990 to Board by email to review before sending to Internal Revenue Service. Add as Action Item.

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- reviewed last year’s Profit and Loss Statement compared to budget:
  - decrease in membership income/last month picked up 200 new /renewed memberships
  - note Conference income almost met projected budget, expenses came in under budget
  - earned approximately \$10,000 profit from Summer Literature Conference
  - Note that based on MRA income, had expenses materialized as budgeted, a loss of \$15,000 would have occurred.
- worked with Quixotic to determine which content should be moved to new website.
- posted and interviewed accounting interns
- ordered and received new laptop for Administrative Assistant
- investigated and identified copier / scanner (savings to the organization \$600+ per year).
- investigated possible scenarios to restructure office staffing based on consistent needs as opposed to greatest need during conference time
- solicited new exhibitors and initiated new exhibit hall set up.
- worked with P. Graham, S. Sharma and a few other board members to create new sponsorship brochure
- contacted various temporary employment agencies to replace Administrative Assistant at Office Personal Committee request.

**VIII. Region Representatives**

- note that councils are focusing on organizing for the year and increasing membership.
- note that Region 9 membership meeting October 13, 2010.
- encourage councils to invite MRA officers to the local council meetings.

**IX. Presentation by Amway/Kent County Convention Center**

- Kathy Bart, from the DeVos Center, and Tim Nelson, from Experience Grand Rapids, presented proposal to bring MRA Annual Conference to Grand Rapids, MI.

**X. Dialogue Items**

- A. Membership Incentive.....J. O’Brien Cradit
  - proposed incentive--\$5 coupon for bringing in a new person (7 new people would be a free membership). Student rate would be \$10. Retirees included in \$5 incentive. Limited one time offer from Nov. 1-Dec 1, 2010.
  - discussed other ideas to promote membership:
    - local council distribution of MRA materials
    - bags of membership promotional materials available to be distributed
    - have a “stuffing” party in January to gather old materials and send them out by mail
    - update publications bag and order forms
    - contact Endzone athletics for free promotional shirts, bags. A. Brunett will get telephone number.
  - moved membership incentive to Action Item
- B. International Projects.....A. Salhi
  - schedule a dialogue about international projects on the January meeting agenda.
  - send a written description of possible project to Board
- C. Conference Assistance.....R. Maddox
  - note volunteers are needed to introduce speakers
  - working with Technology Committee to improve online sign up for conference.
  - organized Student volunteers (Aquinas and Grand Valley) but need MRA representatives in the rooms
  - note that SB CEUs needs to be done effectively with quality and support to our members.
  - discussed ways to improve SB CEU process including presenters stamping in and out, Board members taking a more active role at conference, and minimum requirement of introductions/SB-CEUs (4 or 5).

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- organizing a meeting at conference on Friday prior to conference to ensure all bases are covered.
- D. Audio Discussion: Common Core Standards.....C. Clingman
- look for IRA Webinars about National Common Core Standards
  - note that Common Core alignment projects are in process
  - note that a State Plan for Literacy is being required by the Federal government--80 literacy leaders will meet to discuss issues. Zoomerang survey will be coming.
  - note that the IRA Advocacy Award application is due on October 31, 2010.
  - encouraged Board members to join Legislative Action Team==go to IRA website, advocacy tab, top right hand corner to join the advocacy action team. Representatives from all across Michigan are needed. The role includes receiving important updates on legislative issues which may require contacting legislators about urgent issues.
- E. Fall Conference.....K. Operhall
- brainstormed ideas and pros/cons for a new MRA Fall Conference:
    - select a topic like Response to Intervention (RtI). Piggyback on Macomb ISD speakers. Possibly take care of our obligation to Detroit Marriott. Plan for 2011 with a start of 2012. Looking at August 16-18 time frame
    - Administration could save costs with this--no subs. Middle school literacy is a black hole that needs support that MRA could fill. Inform districts for their school improvement planning. We need to think about doing it this year to meet people's needs.
    - Summer Lit Committee is looking at Lansing for conference July 18-20. Don't want to wait but need direction ASAP. Concern about conflict if 2 different conferences are held so close together.
  - need motions to continue with Summer Literacy and to have J. Beal pursue the Symposium. T. Pecht will talk to Detroit Marriott. We need a game plan to negotiate with Detroit Marriott. Possible Skype conference to make decision about summer summit location. Not email, need to hear conversation.
- F. 2010 Annual Conference Location .....K. Operhall
- T. Pecht presented the offers from the different venues--Detroit Marriott, Dearborn Hyatt, and Grand Rapids Amway Grand. Detroit Marriott did not present to the Board. Presentations from Dearborn Hyatt and Grand Rapids Convention Bureau were reviewed.
- G. Concept Approval for Common Core Standards Binder.....C. Clingman
- suggested partnership with MDE to develop, format, and publish MDE Alignment documents in a binder. The GLCE/HLCE will be updated and aligned with the National Common Core Standards.
  - C. Clingman will inform MRA Board of Directors of specific details.
- H. IRS Form 990.....T. Pecht
- K. Operhall thanked T.Pecht for her efforts in completing this necessary project. MRA has a net profit of about \$49,817. There is a slow decline in net profit.
  - The Board reviewed the information contained in Form 990.

## XI. Action Items

- A. Membership Incentive.....J. O'Brien Cradit
- 30-10: J. O'Brien Cradit, on behalf of the Membership Committee, made the motion to offer a \$5 incentive coupon for both a renewing member and a new member invited by that member (up to 7 new memberships for a renewing member to receive a free membership) effective only from November 1, 2010 until December 31, 2010. This offer will include a \$5.00 coupon off for students and retirees. Motion approved.**
- B. International Projects.....A. Salhi
- No action
- C. Fall Conference.....K. Operhall
- 31-10: G. Velchansky offered the motion to have MRA move forward with a 2011 Summer Summit. M. Howell seconded. Motion approved.**
- D. 2012 Conference Location.....K. Operhall
- 32-10: A. White offered the motion to accept the proposal put forth by Amway Grand/Experience Grand**

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**Rapids Convention Bureau to held the 2012 MRA Conference in Grand Rapids, MI. B. Borglin seconded. Motion approved.**

Roll Call Vote: Total: 15 Yes and 3 Absent

- |                  |                      |                  |               |
|------------------|----------------------|------------------|---------------|
| S. Sharma—yes    | G. Velchansky—yes    | J. Beal—yes      | T. Pawl—yes   |
| D. Halstead—yes  | J O’Brien Cradit—yes | L. Suckow—absent | T. Hales—yes  |
| K. Munger—absent | M. Howell—yes        | B. Borglin—yes   | H. Jensen—yes |
| B. Jaszcz—absent | C. Stark--yes        | R. Shahid—yes    | D. Graham—yes |
| R. Grier—yes     | A. White—yes         |                  |               |

E. Concept Approval for Common Core Standards Binder.....C. Clingman

**33-10: C. Clingman, on behalf of Publication Committee, offered the motion for concept approval of a Common Core Standards publication in partnership with the Michigan Department of Education.**

**Motion approved.**

F. IRS Form 990.....T. Pecht

**34-10: R. Grier offered the motion to approve Form 990. B. Borglin seconded. Motion approved.**

**XII. Announcements**

- A. Conference Planning Team for 2012 Conference was announced by G. Velchansky. The Conference Co-Chairs are Victoria Les and Lisa Houk Madden.
- B. The book, *Creating We*, was distributed to Board as a gift from MRA President K. Operhall.
- C. Latest issue of Michigan Reading Journal has been mailed and should be received this week.
- D. The latest issue of News and Views will be coming out this week.
- E. Update on revised ELL Flipchart is finished and will be reviewed by the Publication Committee.

**XIII. Adjournment**

**35-10: H. Jensen offered the motion to adjourn the meeting at 12:35 P.M. J. O’Brien Cradit seconded. Motion approved.**

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