

# BOARD OF DIRECTORS RETREAT AGENDA

July 26-27, 2012 • University Center, Cal State Monterey Bay

## CUE BOARD OF DIRECTORS - SUMMER RETREAT

July 26-27, 2012

CSU Monterey Bay, CA

**Board members** present: Suzanne Mitchell, Roger Wagner, Kurt Larsen, Robert Craven, Diana Paradise, Lainie Rowell, Kyle Brumbaugh, Ken Shelton. **Board members absent:** Ray Chavez (arriving Thursday night)

**Staff present:** Mike Lawrence, Marisol Valles

**Guests:** Julie Evans (Project Tomorrow), Thursday, Jerry Green (CTA)/Friday, Darrell Stewart (Intel)/Wednesday, Doris Stephens (CTA, phone)/Friday



Day 1 Agenda - Thursday, July 26  
9:00 AM - 4:00 PM

### I. Welcome, Introductions

Attendees: BOD: Robert Craven, Suzanne Mitchell, Kurt Larsen, Diana Paradise, Roger Wagner, Kyle Brumbaugh, Ken Shelton. Staff: Mike Lawrence, Marisol Valles. Guest: Julie Evans.  
Robert (Craven), President of the CUE BOD, welcomed everyone and brought the meeting to order (9:05). Thanking the Ittelsons (John & Bobbie) for dinner last evening. Introduced Julie Evans (Project Tomorrow), as our guest & facilitator this morning.

Agenda	Notes	Action Items
<p><b>II. Board Development</b></p> <p>a. Team Building</p> <p>b. Mission and Vision - CUE's Business Plan</p>	<p><b>Facilitator: Julie Evans</b></p> <ul style="list-style-type: none"> <li>● Warm Up</li> <li>● Being on a Board is a team sport!</li> <li>● It is game time!</li> <li>● Who's on 1st, 2nd?</li> <li>● Wrap-Up</li> </ul> <p>Activity: <a href="http://cue.tc/sportcue">cue.tc/sportcue</a> Click here: <a href="#">Detailed presentation notes.</a> <b>Blue Avocado</b> - <a href="http://www.blueavocado.org">www.blueavocado.org</a>. Practical, provocative and fun food-for-thought for nonprofits.</p>	NA
<p><b>III. Update on California</b> - <i>Speak Up Data 2011</i></p> <p>a. Reflect on CUE in light of <i>Speak Up Data</i></p>	<p><b>Project Tomorrow:</b> <a href="http://www.tomorrow.org/speakup/">http://www.tomorrow.org/speakup/</a></p> <ul style="list-style-type: none"> <li>● Surveys for teachers, students, administrators, pre-service teachers, parents.</li> <li>● Focus on national and California data.</li> <li>● Key Trends: Mobile learning, Online Learning, Digital Content</li> <li>● Key Trends being watched...</li> <li>● CUE 2012 Challenge: CA is #1 in nation for Speak Up participation. Surveys open: Oct 3rd</li> </ul>	NA

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12:00 - 12:45 LUNCH

Agenda	Notes	Action Items
IV. Brief History of CUE	Mike shared fiscal 'snapshots' of the various year of CUE. CUE Future: <i>Digital Badges, Learning Tours, Leading Edge Certification, Digital Publishing, Online PD, 1 to 1 Summits, Infinite Thinking Machine</i>	NA

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<p>V. Discussion of CUE Branding</p>	<p>Robert - Coming attraction: CUE's Business Plan (5 year). CUE Brand: In looking at the Speak-Up data, what and in what way can CUE affect change via conferences, CUEtoYou...? What new directions do we need/want to take for our organization? Name change? Evolved mottos?....</p> <ul style="list-style-type: none"><li>● <b>Suzanne</b> - Our focus: Less breadth, more depth.</li><li>● <b>Lainie</b> - What are the predominant requested sessions being offered? Answer: iPad and Google Apps. Choice based on customer requests/customizable.</li><li>● <b>Mike</b> - Learning Tours - getting CUE 'out there' with our potential audiences.</li><li>● Choice of focus and sessions - Important to provide "What they want; what they Need."</li><li>● <b>Suzanne</b> - Careful not to project a subliminal message that we're an organization that promotes Apple product users that happen to be teachers ...".</li><li>● Question: Is it time to change the name of our organization from CUE (Computer Using Educators) to...? Consider: Keep "CUE" and add a new 'spin' to its meaning - <i>Our organization is "on cue"</i> ("Give Us a CUE", give out CUE cards at end of sessions...) vs. its original acronym.</li><li>● <b>Kurt</b> - believes it's important to hire someone to assist us with our branding. (Robert - we can look to the Sept and Dec BOD meetings to address this.)</li><li>● CUE is synonymous with: responsive, innovative, and customizable to the needs &amp; wants, and times of students/teachers/admin</li><li>● FYI - CUE logo hasn't been changed since the 90's.</li></ul> <p>-----</p> <p>Check out: <a href="http://appadvice.com/applists/show/notepad">http://appadvice.com/applists/show/notepad</a> Ken recommending "Notability", iAnnotate.....</p>	<p>NA</p>
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<p>VI. <a href="#">2012-2013 Goals and Deliverables</a> - Action (Friday, July 27th)</p>	<p>Mike: The CUE Business Plan has 5 set goals which gives our Director guidance to carry out the mission of CUE, as well as, what Mike is evaluated on. (More discussion and voting will take place tomorrow, July 27th). Look over this document in preparation for tomorrow's vote - <a href="#">Goals and Deliverables</a></p>	
<p>VII. <a href="#">Articles of Incorporation Update</a> - Action</p>	<p>Discussion about changes. Vote to take place tomorrow. (Friday addition: Articles of Incorporation are being updated by Robert, Lainie and Roger.)</p>	<p>Motion tabled for further conversation/recommendation.</p>
<p>VIII. <a href="#">Adjournment</a></p>		<p>NA</p>

[Dinner @5:30pm](#) (Day 1)  
[Casanova Restaurant - 5th Ave. and Mission, Carmel, CA 93921](#)  
[www.casanovarestaurant.com](http://www.casanovarestaurant.com)

### Day 2 Business Agenda - Friday, July 27

8:00 AM Breakfast

9:00 AM - 3:00 PM Meeting

**Board members present:** Robert Craven, Ray Chavez, Suzanne Mitchell, Roger Wagner, Kurt Larsen, Diana Paradise, Lainie Rowell, Kyle Brumbaugh, Ken Shelton.

**Staff present:** Mike Lawrence, Marisol Valles

**Guests:** Jerry Green/CTA Rep

I. Meeting Called to Order by Robert Craven at 9:00 am  
*Robert shared a summary of yesterday's meeting topics and discussions.*

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Agenda	Notes	Action Items
II. Student Work: California Student Media Festival (Mike)	<a href="http://mediafestival.org">http://mediafestival.org</a> April 2013 submittals; June festival. (“Steal this Festival” - downloadable templates and info for replication of program.)	NA
III. Agenda Approval - <b>Action</b>		Lainie moved to approve the agenda; the motion was seconded by Ray Chavez. Vote: <b>Passed</b> (9:0)
IV. Approval of <a href="#">May</a> Minutes - <b>Action</b>		Mike/Ray moved to amend the minutes. Lainie moved to approve the minutes as amended; the motion was seconded by Kyle. Vote: <b>Passed</b> (9:0)
V. Closed Session		
VI. <b>Unfinished (Old) Business</b>		

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<p>a. <a href="#">2012-2013 Goals and Deliverables</a> - <b>Action</b></p>	<p>Discussion and modifications were made with the following Goals/Objectives: 1.5, 2.2, 3.3 (View modified document)</p>	<p>Kurt moved to accept the goals and objectives as modified. Lainie 2nd this motion Vote: <b>Passed</b> (9:0)</p>
<p>b. <a href="#">Proposal: Subsidized Affiliate Events</a> - <b>Action</b></p>	<p>Kyle's recommendation: <i>What can mother CUE do to support their affiliate efforts, e.g., increase membership, workshops, speakers, absorb costs?</i> Affiliate Sub-Committee will take this forward (Kurt)</p>	<p>Kyle moved to table the action 4.B to subsidizing of affiliate events to September. Lainie 2nd this motion. Vote: <b>Passed</b> (8:0) Absent: Kurt</p>
<p><b>VII. New Business</b></p>		
<p>a. <a href="#">Committee Chair Recommendations</a> - <b>Action</b></p>	<p>There are 5 committee members for renewable. Executive Director recommends; BOD approves.</p>	<p>Robert moved to approve the current recommendations. Diana 2nd this motion. Vote: <b>Passed</b> (8:0). Absent: Kurt</p>
<p>b. <a href="#">BOD meeting dates 2012-2013</a> - <b>Action</b></p>	<ol style="list-style-type: none"> <li>1. Monday, October 1, 2012 - (WestED/Oakland)</li> <li>2. Thursday, Dec 6th (F2F) - PBS SoCal</li> <li>3. January 10th (Virtual)</li> <li>4. April 17 (F2F) - No CA</li> <li>5. May 22 or 29th (F2F) - So. CA</li> <li>6. July 18-20 (F2F) - No CA/Nevada</li> </ol>	<p>Lainie moved to approve current changes to BOD Calendar. Ken 2nd the motion. Vote: <b>Passed</b> (9:0)</p>
<p>c. <a href="#">Nominating Committee Policy Change</a> - <b>Action</b></p>	<p>Policy revised to limit the slate to six and opening the ballot during conference. Additional language has been added to address the ability of potential candidates being able to talk with current BOD members (via phone).</p>	<p>Lainie moved to include language related to providing information to potential candidates before applying. Kurt 2nd the motion. Vote: <b>Passed</b> (9:0)</p>
<p>d. <a href="#">Discussion</a> on Strategic Partnerships Committee</p>	<p><a href="#">Click here</a> to go to CUE's ED Report for additional information.</p>	<p>Motion to move this topic to September 2012 Lainie: Moved to table this topic to next BOD meeting. Diana: 2nd the motion. Vote: <b>Passed</b> (9:0)</p>
<p>e. <a href="#">Election</a> of Assistant Treasurer - <b>Action</b></p>	<p>Refer to CUE By-laws: 7D</p>	<p>Ken: Motion for Kyle Brumbaugh to be the Assistant Treasurer. Lainie 2nd the motion. Vote: <b>Passed</b> (9:0)</p>

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<p>f. <a href="#">Appointment</a> of Members At Large</p>		NA
<p>g. <a href="#">Appointment of Committee, SIG, and Affiliate Liaisons</a></p>	<p><a href="#">Click here</a> to view new assignments of CUE BOD appointments. Robert will be sending BOD members standard 'introduction' language.</p>	NA
<p>h. <a href="#">Items</a> for Consideration at September Meeting</p>	<ul style="list-style-type: none"> <li>■ Subsidized affiliate events</li> <li>■ Articles of Incorporation</li> <li>■ CUE Branding - Next Steps</li> <li>■ Strategic Partnership Committee</li> <li>■ Board Meeting Locations 2012-2013</li> <li>■ Explore investment options (for increased revenue)</li> <li>■ "Special Projects" budget line: Action Item - Increase amount (from \$3K) - line 158 of <a href="#">July budget doc</a></li> </ul>	NA
<p>VIII. <b>Reports</b></p>		

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<p>a. CTA Update (Jerry Green)</p>	<ul style="list-style-type: none"> <li>● <b>Workgroup</b> coming up ‘template’ for teacher evaluations to be tried out at local levels.</li> <li>● <b>Prop 30</b> - Recommend “Yes” - protect schools (e.g., raise in income tax/\$150K+ and sales tax). If doesn’t pass, looking to 160 days of schools (furloughs).</li> <li>● <b>Prop 32</b> - Special Exemption Act (member contributions can’t be used for political contributions; opt in for this)</li> <li>● <b>CTA pocket</b> calendar also available as iCal.</li> <li>● <b>Advocacy Committee</b> to have legislators to back the memo from Task Force recommendations</li> <li>● <b>CTAP</b> - reauthorization of this Bill (possibly new name) - coming next year</li> </ul>	<p>NA</p>
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12:00 - 12:45 LUNCH

Agenda	Notes	Action Items
<p>b. CDE Update (Doris Stephen)</p>	<p>4 Ed Tech staff remain in the Ed Tech department:</p> <ul style="list-style-type: none"> <li>● Doris Stephen: K12 Voucher, Tech Plans</li> <li>● Larry Hiuga: E-Rate, CTAP, SmartBalance (Deb Seigler)</li> <li>● Mercedes Metcalf</li> <li>● Jose Ortega, Director</li> <li>● Barbie/Non-Profit Ed Tech Task Force</li> </ul> <p><a href="#">Click here to go to ETO document.</a></p>	<p>NA</p>

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c. Executive <a href="#">Director</a>	Mike gave overview of this document. Note: All Reports will include short summaries. (Action: October 2012)	NA
d. Treasurer		NA
e. Director <a href="#">of Operations</a>		NA
f. Professional <a href="#">Development Coordinator</a>		NA

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g. Leading <a href="#">Edge Certification Program</a>		NA
h. ISTE <a href="#">2012 Regional Program Chair</a>	CUE BOD and staff thanks Bonnie Marks for all her dedication with the ISTE Conference!	NA
i. Affiliate & SIG Committee - Leadership Development Institute Overview		NA
IX. Next BOD Session  X. Adjournment	Monday, Oct 1st (9am-3pm) at WestED's Oakland - F2F 2:30 PM	NA

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This doc's link: <http://tinyurl.com/CUEBOD-July2012>

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## ***CUE LEADERSHIP DEVELOPMENT INSTITUTE 2012***

*CSU Monterey Bay, CA*

*Friday, July 27 - Saturday, July 28*

<http://ldi2012.sched.org/>

Participant Check-in  
Institute Begins

5:00 PM

5:45 PM