



The mission of the Adult Education Association of Utah, as the primary advocate for lifelong learning in Utah, is to meet the diverse needs of all Utahns by providing and supporting quality educational opportunities.

Location: Zoom

Date: September 8, 2020

Time: 10:30 a.m.-12:00 p.m.

## Meeting Minutes

### Board Members:

*Present:* Blaine Fackrell, Kate Brainerd, Josh Bell, Mark Mataya, Danielle Pedersen, Todd Bird, Cathleen Carter, Sherrie Mortensen.

*Absent:* Tim Stack, Gerald Jackman (excused), Breanne Kelly, Mitch Peterson (excused), Natalie Mataya, Kathryn Reeve (excused).

*Quorum present? Yes*

### Proceedings:

· *Meeting called to order at 10:36 by Mark Mataya.*

· *Minutes (Kate Brainerd)*

MOTION by Kate Brainerd to approve minutes of previous meeting; seconded by Josh Bell and passed.

· *Treasurer's Report (Todd Bird)*

Todd Bird sent a PDF showing the organization's current bank balance.

MOTION by Josh Bell to approve treasurer's report; seconded by Cathleen Carter and passed.

### · *Current Business*

#### Fall Conference Update (Conference Committee – Cathleen Carter)

Cathleen Carter reported that she is pleased with the registration process for Acelevents. It is very user friendly. However, as of this date only half of Utah's programs have registered for the Fall Conference. 165 tickets have been sold to members so far; Cathleen's goal is 200 tickets. She has reached out with a reminder email and could use additional help reaching out to schools that have not yet registered.

Josh Bell wanted to know whether there was a way for participants to be registered and participate later, since sessions are recorded. He is still hiring his staff and is unsure that he will have completed that task in time for conference registration. Cathleen suggested that a school could advance pay for a number of unassigned tickets that would allow teachers to occupy those



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registrations and view the conference at a later date. Danielle Pedersen clarified that the ticket purchases would need to be made prior to the event.

The board inquired about how to access the conference videos after the conference is over. Cathleen explained that they can be uploaded into YouTube. Mark Mataya then suggested that they also be embedded into the AEAUT website. He would like to see lots of professional development videos available on our website, to show the value of membership.

Cathleen queried Todd Bird about how much revenue had been raised at the last Fall Conference. He replied that last year's revenue was about \$9,000.

Mark asked about membership in AEAUT for teachers who do not attend the conference. Is there a membership rate that does not include conference registration? As there was no definite answer to that question, Mark asked that we discuss it after the conference.

Cathleen is still working on getting vendors registered. Todd asked whether any of the recent revenues were from vendors, and Cathleen replied in the affirmative. Some vendors would like to host their own sessions. Cathleen is open to that, but sought the board's approval to ask them to pay for their session "rooms". This will generate more revenue. Josh questioned this idea out of concern that this could allow questionable vendors to have access to the membership. He expressed his belief that more needs to be done to screen vendors before booking them. Mark replied that we would keep the practice restricted to vendors who are familiar to us.

Regarding awards, Cathleen needs to make some decisions in conjunction with the Awards Committee. Based on comments from Cathleen and Danielle, it has been difficult to get the committee together for a meeting. Kate asked who the chair of the committee is. The Constitution indicates that the Executive Secretary also serves as the chair of the Awards Committee, so Natalie Mataya is chair. Other members are Stephanie Patton and Stephanie Nicolidis. The committee is scheduled to meet tomorrow, September 9. One important decision is how to inform winners, and how they will be recognized. Mark shared his idea that the winners of the previous year's awards give out the awards to the new winners. Although this suggestion has unanimous support from the board, it is very difficult to do in a virtual setting, for logistical reasons. He suggested a prerecorded video or slide show. The conference is coming very soon, so the idea was abandoned as too time consuming. **(Action Item):** Mark will ask Stephanie Nicolidis to prerecord a greeting and congratulations for the award winners. The board has \$500 in iTunes gift cards. \$400 of these cards are slated for a drawing for those completing an Essential Ed training. The remaining \$100 can be put toward awards and door prizes. Cathleen requested a budget for prizes and awards. Last year, the budget was \$500 for prizes and \$500 for awards. Todd pointed out that some of that money came from vendors last year. After some discussion, Josh suggested that we spend more than in the past. Danielle said the most practical type of prize for a virtual conference would be gift



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cards. Kate suggested a budget of \$1,000. Mark increased it to \$1,200. This, in addition to the \$500 in iTunes gift cards, should be more than adequate.

MOTION by Mark Mataya to allocate \$1,200 to the Conference Committee for the purchase of prizes and awards; seconded by Josh Bell and passed.

Adam Little of USBE will be hosting “Trivia with the Web Master” during the conference, and this event will also have prizes. Danielle was specific that these trivia questions would not be related to UTopia. Prizes will be needed for the 2 or 3 people who win Adam’s game. The board asked what would happen if there were too many participants and too many winners. Danielle replied that the existing prizes would simply be split up among the winners.

Accelevents presentation “rooms” need facilitators. Cathleen began the process of going through the schedule of presentations that did not yet have facilitators and requesting board members to fill those slots. Mark agreed to facilitate Rob Bentley’s session. To simplify the process, however, the board suggested that Cathleen simply assign them sessions to facilitate and inform them of their assignments. **(Action Item):** Cathleen Carter will send out facilitator assignments via email. Board members who are planning a “watch party” format were uncertain how to facilitate in that situation. The committee is putting together a “how-to” booklet with instructions for facilitating. Cathleen said that it is a very simple interface with easy access to tech support. Josh requested a walk-through or demo. **(Action Item):** Danielle Pedersen will set up a demo session for facilitators. It is scheduled for 10:30 AM on Tuesday, September 22. She will send out an invitation and link.

Kate asked what the plan is for the business meeting and the election of a new Vice President. The position is an elected one, but there are not enough board members to “run” for the position and carry out the procedure. Kate expressed the opinion that a larger board membership would encourage healthier processes and strengthen the organization. Discussion turned toward possible interest among program directors, and Todd suggested Matthew Van Blaricom. Kate reminded the group that any teacher could participate. Blaine Fackrell added that rural participation would be helpful. We need to emphasize to would-be board members that virtual meeting platforms allow participation from anywhere. Even after the board starts meeting face-to-face again, anyone could choose to participate virtually as an alternative. Kate recommended that board members raise this issue with program directors when we call to remind them about registration; and ask them to encourage their teachers to participate.

### Advocacy Committee Update (Advocacy Committee – Josh Bell)

Josh Bell is benefitting from the assistance he is receiving from the Coalition on Adult Basic Education (COABE), and is learning a lot about advocacy. He has been in communication with Sharon Bonney and would like to be our COABE liaison. It would allow him to remain in closer contact with Laurie Kierstead-Joseph, Region 5 Representative, who is mentoring him on advocacy.



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He would like to combine the Advocacy and PR Committees in to a single committee called the "Awareness Committee". This will require a change to AEAUT's Constitution.

### · *New Business*

#### -Sharon Bonney of COABE

Tabled until after fall conference.

### *Assessment of the Meeting*

The next meeting will be held on Tuesday, October 13, 2020, from 10:00-11:30 a.m. Board members can attend at Guadalupe School, or via Zoom. Kate will send out a Zoom invite the day prior to the meeting.

-Meeting adjourned at 11:36 a.m.

-Minutes submitted by Secretary, Kate Brainerd.