

PAACE Board Reports
December 2007

President's report: electronically submitted by Chuck Klinger

- I believe we have a slate of officers to present for approval by the Board for the ballot. I have been working with Debbie Hrach (nominations chair) on the slate, so we just need to make sure we are coordinated before moving ahead.
- Worked with the legislative committee to disseminate a survey of adult ed programs around issues related to inflation and increased operating expenses. The goal is to collect data to help with advocacy efforts – in terms of identifying priorities and also to share data with legislators.
- I was contacted by Katherine Craig of Helm's Briscoe - the person who assisted us in getting a hotel contract for last year's COABE Conference. They are kind of like a match-making firm for people looking to sponsor meetings/conferences and locations that might host them. She is interested in helping us consider other locations for future Midwinter Conferences and will work with hotels to put together proposals for us. This does not cost us anything nor are we obligated to contract with anyone, so it is a risk-free service. We are planning to wait until after this year's conference before contracting for 2010, so this may give us a few options other than Hershey.
- I have received feedback from the attorney regarding our discussion of the rfp for administrative/executive director type contract work and plan to revise the draft rfp by the end of the week (unless someone else wants to).

One last reminder about tomorrow's meeting from 10 – noonish in State College. The location is 304 Keller Building. Thanks again to Suzanne Webster and ISAL for providing the space. Agenda items from what I've seen include:

- The usual items: approving minutes and the treasurer's report, conference updates.
- Slate of officers for next year
- Discussion of the rfp for contracted services supporting PAACE.
- Budgeting for next year
- Update regarding teacher and student awards
- Anything else anyone has for the good of the order.

1st Vice President report: electronically submitted by Tana Reiff

Highlights of conference planning since last board meeting:

Proposals: Of the 108 proposals accepted in the first round, all have been confirmed and two withdrew. We accepted a few additional proposals from exhibitors. I am very pleased with the quality and variety of sessions. Every target audience will be well served. Presenters are enthusiastic about participating in the conference.

Marketing: Brochure was printed; bumped up print order to 4,500 because individual mailing list kept growing. Thanks to Bootsie Barbour and her staff for compiling addresses from many sources. Mailing list of 2,000 contained about 200 bad addresses, so

about 1,800 brochures were actually mailed on 11/30. Remaining brochures were shipped to TIU 11, who mailed bundles to PDCs, neighboring states' adult ed associations, and others. Additional copies will be available for board members to distribute. Conference pages were updated for paacesite.org. I announced the conference on the PAACE members, ABLE PDS, and ALA lists and Eileen announced it on all the NIFL lists. I have been receiving inquiries from other states including Maryland, West Virginia, and Texas.

Scheduling: Bootsie and Joy tackled the difficult task of scheduling sessions. I then modified the draft in consideration of many factors, such as balance of categories within each time slot. I posted the tentative schedule and notified presenters on 12/8.

Registration: We set up the Events and Membership modules in GiftTool. Customer service has been excellent. Mary set up our merchant account for accepting Visa and MasterCard through Authorize.net. Suzanne notified active members of user ID and password to take the member discount on registration. Announced opening of registration 11/30. As of 12/9 140 have registered online and our hotel room block is 20% booked. We've received positive comments and have fielded many questions, several of which helped us clarify policies and procedures. Barbara Tyndall and Margaret Giordano at IU 13 will process comp registrations from paper forms. We have been setting up a process for sorting mail and providing payment information to Suzanne, who will record check receipts in GiftTool.

Sponsorship:

- Verizon: \$10,000 (PAACE Night and Bags; check forthcoming)
- Steck-Vaughn: \$3,500 (Recognition Luncheon; will pay in January)
- Dollar General: \$1,000 (Water Bottles; check received)
- UPS: \$2,000 (discussing sponsorship event)
- Contemporary Books: \$250
- GED Testing Service: donated name badges (value: \$700)
- The Hotel Hershey: door prizes (2 breakfasts, 2 lunches)
- Hersheypark: door prizes (4 park admissions)

Exhibits: At least 20 tables are reserved at full price. We negotiated discounts in two cases. At least two more tables will feature crafts, at a reduced fee. About 15 tables are currently reserved in the noncommercial section. Division Directors, if you have reserved space in the Marketplace, please make sure the fee has been transferred from your Division budget to the Conference budget. Marnie Whelan is handling commercial exhibitors, Helen Guisler noncommercial exhibitors, and Ulicia Lawrence crafts.

Volunteers: Anita Cola is soliciting volunteers through a form distributed through the PAACE e-mail list. She and Frank Wascalis will schedule and organize volunteers for the registration desk and other onsite tasks. Sheila is organizing LitCorps student volunteers.

Program book: We are asking that all content be received by 12/15.

Other:

- Ordered conference bags bearing PAACE, CEA/PA, and Verizon logos. I'll bring a sample to the meeting.
- Ordered spring water bottles bearing conference and Dollar General logos.
- Dehra is working with Special Events, A/V, Meal Functions, Hershey Lodge, and other operational matters.

The planning committee will have a conference call on Thursday, 12/13 at 8:30am. We will meet face to face on 1/8/08 at about 1pm after the PAACE board meeting in Harrisburg.

As we learned so much from COABE 2007, we are learning a great deal through the experience of planning our 2008 Midwinter Conference. Plans are based on the assumption that for the conference to survive, it must thrive. To that end, emphasis has been on developing the quality of conference content, broadening the audience, increasing the marketing effort, soliciting sponsors, working within a budget, and building the management infrastructure. All of this has required a great deal of time and energy for a lot of people. I fully expect our efforts to result in higher attendance and increased revenue. Then, after analyzing 2008, the challenge will be to apply lessons learned to 2009. Clearly, the conference is PAACE's largest, most demanding activity. As such, I recommend that we reserve most of the March board meeting to review and discuss the conference as a group, as first steps toward including specific conference goals in the new strategic plan.

2nd Vice President report:

No report

Communications report: electronically submitted by Destiny Myers

There have been several changes to the PAACE site including a listing of accepted proposals, online PAACE registration, and online conference information. Please note – the deadline for the winter PAACE news is Monday, December 17th. I'd like to try to get this edition out before the holidays if possible. If not, I'll probably wait until the week of January 7th so it doesn't get lost in everyone's emails when they get back to work from the holidays.

ESL Division report: electronically submitted by Martin Senger

Pax et bonum all! (peace & goodness)

Nothing much new on our front. We are continuing to discuss our Midwinter luncheon. We are also reminding everyone about registering for the Midwinter Conference. Also, I am still gathering responses from our ESL Teacher/Administrator Needs Analyses.

ABSE report: electronically submitted by Bootsie Barbour

Two PAACE related tasks have been completed. With a great deal of help from Chrissy Goodwin, Stairways' Adult Ed. Secretary, a master snail mail Address Directory was compiled. This included the PAACE mailing list and other entities that we will send out notification of the conference. Thank you to everyone that sent in names of people to be included. Joy Zamierowski and I finished the first and second draft of the PAACE Conference Schedule and sent it to Tana for final revisions.

Western Region report: electronically submitted by Alex Dow

- I will be co-facilitating an advocacy presentation with Karen Mundie at PAACE

- Along with our center's receptionist, we encouraged approximately 50 students to sign the Literacy President Petition and shared information about the petition with the email distribution network for our agency.

Family Literacy Division report: electronically submitted by Lori McMonigal and Julie Shumaker

Six judges are currently reviewing the Goodling Family Literacy Best Practice Awards. Julie and I should have all reviews by December 14th and will determine the top scorers. Plans for the Division Luncheon will continue from there. We have also planned some literacy activities for the marketplace table, in addition to our special guest Suzanne Bloom. We are working on plans for a service project in which Family Literacy programs will be invited to participate. We will keep you posted as plans finalize!

TLC report: electronically submitted by Kim Rossman

Tutors of Literacy is working on getting programs started with their Intensive Tutoring Services initiatives. At the same time, our Family Literacy services are shifting our focus back to our original mission of providing training to volunteers; by responding to program's requests trainings have been traveling towards parents as the audience. Programs have been sent an initial letter discussing these changes and Family Literacy TA's will be talking to programs also.

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Legislative report: electronically submitted by JoAnn Weinberger
LITERACY PRESIDENT PETITION

There is a nationwide effort spearheaded by VALUE to make the next U.S. president the "literacy president."

If we are to convince our next President to make adult literacy one of his/her top three education priorities, nationwide all friends of literacy and adult education students must be engaged. The goal is 10,000 signatures. As of November 30, there were 2,331 signatures. There is a competition among states, and Pennsylvania has the lead with 345 signatures.

To view and sign the Literacy President petition, go to:
www.ipetitions.com/petition/litpresident.

FEDERAL APPROPRIATIONS UPDATE

The President vetoed the Labor, Health and Human Services and Education appropriations bill which provides funding for Adult Education and Even Start. The House failed to override the Presidential veto, which opens the door to further negotiations on funding for the programs covered by this legislation.

Several scenarios are possible. Congress could eliminate all pork from the bill, bringing it closer to the amount contained in the President's budget. They could do an across-the-board cut, which would take a percentage off the top of all or most of the programs funding through the Labor, Health and Human Services and Education bill. Or, they could revisit the funding amounts contained in the conference agreement vetoed by the President and decide to cut individual programs.

SURVEY OF PAACE MEMBERS

Thanks to the efforts of Chuck Klinger, a web-based survey using Survey Monkey, has been sent to all ABLE administrators querying the increased costs they have had in their programs for both 06-07 and 07-08. That data will be used to advocate with the Governor and legislators for an increase in the adult literacy funding level.

CHE report: electronically submitted by Mary Anne Varacalli

- the last CEA/PA western Regional luncheon will be held at Penn State McKeesport on December 14th.

- Susan Polick from the CEA/PA board will submit an article for the PAACE winter newsletter.

- the winners of two \$500 scholarships awarded by CEA/PA have been awarded; recipients are being notified. These will be presented at the Midwinter Conference Recognition Luncheon.

- Nominations have been received for the Outstanding Adult Higher Education/Post Secondary Student awards and will be finalized by the end of this week. These also will be presented at the Recognition Luncheon.

Since there will be a major Mardi Gras Party after the banquet on Thursday, the CEA/PA board has decided not to hold the Open House that would normally be scheduled for that time. Instead they will urge people to attend the Conference event.

Commonwealth Libraries report: electronically submitted by Eileen Kocher
No report. Eileen will not be able to attend the meeting.

Bureau report: electronically submitted by Susan Mansuetti

I have been working with Rose, the Bureau and Sue Conrady from AAA to finalize plans for the Administrators' Breakfast at the Midwinter Conference. I should also have an update by the meeting on the Teacher awards. I do have to connect with the other committee members to put together the agenda. Mike Sobkowski and I have also been working with the Family Literacy Division on their activities for the conference.