

November Board Reports

President's Report: Hello Everyone,

Attached is the agenda for our meeting on Tuesday, November 10 at 10AM. Please let me know if any other items need to be added. Please note on the agenda Sara's directions for accessing DimDim (www.dimdim.com) for our call on Tuesday.

Dial-in: 866.740.1260

Access Code: 2792744

Here are some of my October activities.

- Communicated with Colleen Duran on her final duties as Communication Chair.
- Communicated with Destiny Long over her help in handling a few of the tasks around the work of communications until we have a new person on board. She is!
- Continue to work with the Treasurer with getting accounts set up and planning
- Consulted with the Legislative Chair over strategies that PAACE can be engaged.
- Spoken with the Eastern Regional Rep over ideas for advocacy
- Worked with OD on beginning to develop an PR list.
- Reviewed last month's minutes
- Consulted with the Executive Committee
- Discussed with the Bureau Director concerns over the state budget developments
- Discussed with the 1st VP and OD ideas for the upcoming conference
- Reviewed the Conference RFP
- Hashing out ideas with the Membership Chair
- Engaged in a conference call over ideas for the membership drive and future plans for membership
- Communicated with the Technology Chair over ideas for best usage of technology for the Board and Members.
- Corresponded with Chuck Klinger over nomination process

Respectfully submitted

Diane

1st VP report

Booked the DJ for the annual conference (with help from Monica Matthews). We are coming in far below budget for this line item.

I worked to confirm Byron Pitts as our Keynote speaker. In lieu of his speaking fee, we agreed to purchase copies of his new book to use as we saw fit. I ordered and received 225 copies of Byron Pitts' book that we will use at the conference. Byron will sign these books at the conference.

Participated in the membership conference call as well as the executive committee conference call.

Had a meeting with Monica where we discussed reopening the RFP for the conference. The link has been reopened and posted to the website (thanks Colleen). The deadline has been set as February 1st. We are hoping to be able to get information out to the field about the topics of the presentations before the conference in hopes of attracting more participants.

The exhibitors' form. Once this is posted to the website, I will work with volunteers who were interested in helping with the Marketplace.

The PAACE logo stickers were ordered and have arrived. I can mail them out to anyone who needs them (since I was unable to attend the last board meeting in Harrisburg).

After our conference call on Tuesday, I will post an email to the listserv about the RFP being open and the deadline.

Does anyone have any other ideas of where we could send the email or how to get the word out?

I've also recommended a couple of individuals for board service.

I will be on the conference call on Tuesday.

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2nd VP Report:

I sent the following email to division directors and regional representatives:

Dear Division Chairs and Regional Representatives,

As 2nd Vice President, one of my duties is to coordinate the work of the chairs of the divisions and the regional representatives.

I have recently stepped into this role, as Henry Wardrop resigned from this post in September.

I think that Henry asked chairs and reps to submit goals for their region/division in the Spring.

If you have those goals handy, could you please forward them to me?

The second thing I want to know is how I can support you in your role as division chair or regional representative.

Third, (for Division Chairs) the PAACE Awards committee has been working on the development of Division Practitioner Awards. There are two important questions the board has for the group...

1. Should the Division Awards be all or none? In other words, should it be optional for divisions to decide whether or not to give an award? Some board members thought that if all the divisions do not participate, it may not be a good idea. What do you think?
2. If the division chairs would like to have awards, then should we do this at the 2010 PAACE Conference or should we wait for the 2011 Conference?

For those of you who have not yet submitted goals, I am including my 2009-2010 goals for the Workforce Division. My goals are in blue and are embedded in the strategic plan.

Tim, as the new Workforce Division Chair, you can decide if these are the goals you would like to work with...

PAACE Strategic Plan 2008-2011

MISSION

PAACE is a nonprofit educational association whose mission is to enable its diverse members to help adults achieve educational goals, to exercise leadership for adult education, and to advocate lifelong learning as vital to economic security and social equality.

ADVOCACY

Goal: Increase adult education advocacy efforts and visibility at the state and national levels.

Objectives:

- Provide PAACE members with timely information on state and national adult education issues.
- Provide opportunities for adult educators to become more active in advocacy efforts.
- Establish and/or maintain relationships with state and federal public officials.

Action items:

Information about legislative alerts, the PAACE petition in response to the PEL report

Emails to members about advocacy efforts

Advocacy workshops, Advocacy sessions at conference

Meetings with legislators at the local levels

Established a cooperative relationship with the PA Commission on Community Colleges.

Workforce Division Advocacy Goals for 2009-2010

1. Workforce Division Chair will monitor local, state and national items related to ABLE's role in workforce development and keep the board and members apprised through board updates and member updates.
2. Workforce Division Chair will work with the Workplace Education Research Center to stay current with trends and expectations for the field.

MEMBER SERVICES

Goal: Expand membership base and increase member participation in the organization.

Objectives:

- Educate the adult education community about PAACE member services.
- Expand opportunities for communicating and community building.
- Develop communication channels to solicit input from PAACE membership.

Action items:

PAACE conference session about serving on the board

Need to develop a marketing plan

Need to form a communication plan

Division luncheons at conference

Workforce Division Member Service Goals for 2009-2010

1. Workforce Division Chair will encourage participation in the workforce division of PAACE.
2. Workforce Division Chair will seek feedback from the division membership to determine how the division could best serve the group.

BOARD DEVELOPMENT

Goal: Strengthen the effectiveness of the board of directors.

Objectives:

- Develop methods and materials to recruit and orient new board members.
- Develop a board operations and policy manual.
- Provide activities aimed at building board team and meeting effectiveness.

Action items:

Board operations manual to be in draft form Spring 2009

Held a board training on being a board member

PAACE conference presentation on becoming a board member

FISCAL AFFAIRS

Goal: Strengthen PAACE's financial position to assure resources are available to meet initiatives.

Objectives:

- Establish and maintain a budget development process that matches PAACE's resources to the organization's strategic plan.
- Develop a budgetary process that assures timely, accurate, and easily understood financial reports to board members.
- Analyze short- and long-term investment opportunities.

Action items:

Discussions about PAACE's fiscal position and investment options.

Transferred accounts to interest-bearing checking and money market accounts.

Develop processes for accounts payable, accounts receivable, and bookkeeping.

Secure state sales tax exemption and apply for rebate.

PROFESSIONAL DEVELOPMENT

Goal: Identify and provide quality professional development opportunities in adult education.

Objectives:

- Stage an annual conference, the content of which reflects current knowledge, practice, and developments in the broad field of adult education.

- Promote research in practical areas of adult education.
- Establish partnerships with other organizations to expand professional development opportunities for members.

Action items:

2009 conference

Discussions about the possibility of research grants

Partnering for the research conference aligned with the PAACE conference for 2010

Workforce Division Professional Development Goals for 2009-2010

1. Workforce Division Chair will solicit proposals for Mid-Winter Conference.
2. Workforce Division Chair will recommend readers and read proposals for conference selection.
3. Workforce Division Chair will seek feedback from the membership to determine the professional development needs of members related to workforce development.

I am looking forward to hearing from everyone.

In response to my email, everyone responded with either goals or plan to develop goals.

In response to the question about the Division Practitioner Awards...

There was consensus that either all divisions participate or don't do it.

As far as this year or next year, the group was open – some people thought it would be great for morale to do something this year and I agree. Can we try to pull something together for this year?

Cheryl Hiestor

Executive Director

The Literacy Council of Lancaster Lebanon

38 West King Street

Lancaster, PA 17603

717-295-5523

Treasurer's Report: Attached are the updated Treasurer's Reports for October 2009 with October 2008 as comparison.

Also attached is my proposal for the 2010 PAACE Budget. Please note the excel document is tabbed so there are three budgets: conference budget (prepared by Lori), organizational budget, and combined budget.

I conferred with Bill about the 2008 Form 990 and BCO reports and he mentioned they are ready to go and will be sent out by the accountants today. Thanks to JoAnn for checking in on that.

I will be on the call. Thanks. Alex
Organizational Director's report

Here are some of my activities from the past month:

Began developing a media contact list across the state

Revised the RFP

Had discussions with the President and the 1st Vice President about the conference and membership issues

Participated in a membership meeting via conference call

Revised the Marketplace registration

Sorted and archived PAACE documents sent from Chuck Klinger

Researched with the aid of a CPA the requirements for a 501(h) designation

Had discussions with the Treasurer regarding Quickbooks, bank deposits, and report formats

Made arrangements for December's meeting in State College

Additionally, I spoke with Diane and Alex about creating a budgetary line item to cover expressions of sympathy. When a board member loses a loved one, I thought it would be a nice gesture to make a memorial contribution for the purchase of a book at the library in the board member's home area. Thoughts?

I will be on the call on Tuesday.

Monica

Legislative Report submitted by JoAnn Weinberger, Chair, Legislative Committee

Now that the State budget is resolved for 2009-10, attention now needs to be turned to:

1. Planning for the state budget for 2010-11. At this time of year, PAACE usually sends a request with a budget amount to the Governor, and the Board needs to decide what the request will be. He will present his budget request to the Legislature the first week of February. To demonstrate to legislators the importance of adult literacy, I recommend that PAACE provide postcards stating "I have been put on a wait list." Massachusetts and New Hampshire have done this with great success. To demonstrate the importance of these communications, the Center for Literacy has placed 600 adults who called between October 6 and 28 on a wait list.
2. Federal budget. The federal budget that should have been passed by September 30 has still not been finalized. The U.S. House has passed an appropriation for WIA Title II at the current level and an additional \$71 million and for Even Start at the current level of \$66 million. The Senate Appropriations Committee has passed the same level for WIA Title II and \$0 for Even Start. Another related issue is the Obama administration's recommendation not to fund the National Institute for Literacy, and to place the funding with OVAE. Since there are pros and cons related to the NIFL issue, I recommend that PAACE not take a position. The next steps are for the full Senate to pass the appropriations bill and then for a conference committee of the House and Senate to reconcile the numbers. This conference committee's efforts will be particularly important on Even Start. Legislative alerts to the members requesting action will be distributed.

JoAnn Weinberger

President/Executive Director
Center for Literacy
Western Regional Report:

Lynne and I will be there but have no report.

Marcia

Commonwealth Libraries Report

I was asked to pass along this information from our advisor for children's services. I will not be on the call on Tuesday.

It is once again time to begin work on next year's One Book, Every Young Child program. The program will kick off April 13, 2010 at the Capitol Rotunda. Next year's book is *What a Treasure!* by Jane and Will Hillenbrand.

As in past years, each library will receive hardback copies of the book. You will also again have the opportunity to purchase paperback and hardback copies to give away. Prices are holding at \$2.00 for paperbacks and \$4.25 for hardback books. This publisher doesn't offer a big book and has no plans to make one available in the future. I know this is a major disappointment to many of you. Quantities for each format have changed. Paperbacks must be ordered in quantities of 50 and hardbacks in quantity of 40 copies. Shipments will come from the publisher's warehouse. Why not work with other libraries and organizations if the amounts are too high for your library? An order form is attached to this email. If you order by November 25 you will be emailed your invoice by December 11 so you can pay with 2009 or 2010 monies. Book ordering will continue until the books are gone. BTW, there are still copies of *If You Were a Penguin* available. If you need an order form, please e-mail me.

Of course all the extras you expect will be coming your way late in February. The stickers will feature the four major characters found in the book, the mole, bird, snail, and squirrel. Traveling Trunks will be filled with fun games, puppets and more. The Family Fun Guides will contain important information for adults and fun facts to be shared with children. The website, www.paonebook.org has a launch date of January 4, 2010 for the new book.

Verizon will again sponsor a copy of the book and posters to be mailed to each childcare facility, Head Start and Family Literacy program across the Commonwealth. A number of libraries sought and received private monies to purchase books to give away. Many banks, drugstores, discount store chains, etc. have funds available.

Thanks for all your help in making this a successful program, and more importantly your help in supporting the adults in your community in their efforts to raise children who are ready to learn when they get to Kindergarten.

If you have questions, please e-mail me at ra-onebook@state.pa.us or akruger@state.pa.us

Eileen R. Kocher | State Aid Librarian
333 Market St. | Harrisburg, PA 17126-1745
Phone 717.783.5743 | Fax 717.787.2117
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Membership

This month I looked into ways to boost membership.

Researching other organizations I came up with six main reasons people join (in no particular order):

1. Networking
2. Professional development
3. Discounts on related goods and services
4. Conferences
5. Publications
6. Support system

Some are more enticing than others, but these were the most common perks of belonging to organizations. With that said, I would like to look into some long terms options as well as discuss more immediate options for this year.

Long terms options we discussed on November 4th included:

- adding a members only section to the website (which I believe was brought up before). This area could contain job postings, membership directory, discussion list, etc.
- online workshops/conferencing
- changing up the format to the publications

We would also like to survey current members and see what they might be interested in.

If any board members have any input, please email me at the address below.

Any input would be appreciated.

I would like to set a timeline (hopefully by the end of the year) to get some of the new ideas in place.

More immediately, we discussed offering an early, early bird discount pairing for the conference and membership, with the first 200 people receiving Byron Pitts' book.

The potential end date for this is December 31st.

Once these are solidified, GiftTool will be revamped to handle membership and conference registrations.

I will be on the call next week.

Respectfully submitted,

-Danielle

Danielle Blanchard - Krane
Program Manager
Goodwill of Southwestern Pennsylvania
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412-390-2345
412-477-3018 (cell)

TLC Report

TLC has nothing to report at this time. I plan to be on the call.

Kim

Workforce Division Report

Nothing to report from the Workforce Division at this time. I'll be on the call.

Tim Shenk, Assistant Adult Education Director
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CHE Awards

Hi Everyone,
No reports; will be on the call.
Thanks,
Mary Anne

Eastern Regional Rep Report

- I would ask that everyone review their contact info in the PAACE Intro document, and send corrections to me via email;
- Adult Literacy Fact Sheet is incomplete; we are waiting for 09/10 figures from Michael Westover;
- PA State and County Stats should be ready to go;
- How to Adopt Your Legislator should be ready to go;
- Tips for Talking with Your Legislator should be ready to go;
- PAACE brochure looks good as a whole, but I think we may want to wait until we have a clear picture of new member benefits (LinkedIn etc.) before we publish additional copies; additionally, the renewal section needs to be updated, and I am not sure I have the correct information to do that without support;
- PA Profile of Adult Learners is a new document, which Diane shared with me after our last meeting; shall we plan on using it?

2) Alexis Brown (Executive Director, CWEP) expressed an interest in putting together an ad hoc committee of administrators in the Philadelphia area to address advocacy issues; I will be talking with her Friday, 11/6, about how I might support such an effort.

I will be on Tuesday's conference call.

Respectfully submitted,

~S

Shawn Barnum

Eastern Regional Representative

PAACE

and

Program Manager - Community Based Adult Education

Information Services Manager
Center for Literacy
636 South 48th Street
Philadelphia, PA 19143

215.474.1235 x268
215.472.7290 (fax)

ESL Division Report

Cathie will be unable to participate in the call, Susan and Martin plan to be on it.

Respectfully,

Cathie Whitmire

Please note the NEW agency name and e-mail address below!

E. Cathie Whitmire
ESL Instructor/Clerical Support
Multicultural Community Resource Center
554 E. 10th Street
Erie, PA 16503
(814) 455-0212 x330
ewhitmire@multiculturalcrc.org

I will make every effort to be on the call.

Susan W. Adams
ESL Director
YMCA Education and Technology Center

Technology Report

During October, I supported PAACE by...

- 1) Discussing website, communications, and conference responsibilities with Destiny Long. Looking to identify additional talent in the areas of website maintenance and desktop publishing.
- 2) Turned over listserv maintenance to Diane Inverso while I was out for 2 weeks.
- 3) Created a Google Doc as an option to house discussion for membership ideas.
- 4) Proposed short webinars to enhance membership.
- 5) Prepared the LinkedIn group for evaluation during the upcoming conference call.
- 6) Shared ideas with Diane and Mona Shields for using technology as a conduit for the annual meeting.
- 7) Continue with text-based edits to the website.

Respectfully submitted,

Sara J. Ward

PAACE Technology Committee Chair

ABSE and Awards Report

During the past month, I have answered questions about advocacy. Two agencies had questions about "lobbying vs. advocacy". I referred to my notes from the Art Allison's PAACE presentation which were very useful in answering this question. I suggested going to the NCL Online Advocacy Clearinghouse and Toolkit. One of the agencies called back and said that the website was very helpful. Advocacy has been a priority this month.

PAACE Practitioner Awards

Committee: Lori McMonigal, Martin Senger, Kim Rossman, Katherine Vastine, Sheila Sherow

The committee has communicated through emails and I have done my best to summarize the emails. I would ask the committee members to chime in if I have misunderstood any of your ideas!

We discussed the possibility of postponing the awards until next year. However, the majority of committee members felt that it might be very good for morale to have awards at this year's conference. These awards would be given to PAACE members, including teachers, tutors, counselors, casemanagers, coordinators, etc. The practitioner did not need to be part of an ABLE funded program. Each division would nominate one practitioner. A Division would not be required to nominate a person. It was felt that for at least this year the process needed to be simple. The application could be an essay as to why this person would be a worthy recipient of the PAACE Award. The committee looked at the rubric used by the Family Literacy Goodling Award and felt that this could be used as guidance.

Bootsie Barbour

Nominations

Hello PAACE Board members,

I have a slate for this year's PAACE Board election to present for approval – I will not be on the call, so Diane asked me to send it out now, and you can discuss it during tomorrow's webinar. If approved on the webinar, I'll try to set up the election fairly soon. Here's the slate:

Remaining in current positions:

Treasurer: Alex Dow

Secretary: Anita Cola

Western Rep: Marcia Anderson & Lynne Watson

For 2nd VP (drum roll, please)...

Shawn Barnum (currently Eastern Rep). If this slate is approved, we will need a new Eastern Rep. We have started a tentative search just in case. I'm not sure whether that person would need to be voted on in this year's election or could simply be appointed by Diane and/or the Board.

Have a nice meeting,

Chuck

Family Literacy Division Report

This fall, several celebrations have taken place to highlight family literacy. As a division, we have been promoting, supporting, and gathering feedback from the field on their participation in these events. Celebrations include:

- **Adult Education and Family Literacy Week, Oct 18-23, 2009.** Recently passed by the U.S. House of Representatives (<http://clerk.house.gov/floorsummary/floor.html/thisweek.htm>), this was a one-time only dedication to raise public awareness of adult education and family literacy, assist adult learners in need of literacy services, and support increased access to adult education and family literacy programs.
- To highlight the importance of family learning, Governor Rendell signed the 2009 proclamation that identified November 1st as **National Family Literacy Day** in Pennsylvania. Although National Family Literacy Day is officially celebrated on November 1st, many special activities occur throughout the month of November.
- Just in time for National Family Literacy Month, **National Center for Family Literacy and the Smithsonian** are working together to bring America's national treasures into every family's home. New interactive online tools have been created to complement the Smithsonian's National Museum of American History's exhibitions and online OurStory program. The resources can be found at www.familit.org/online-activities.

Both Katherine and I plan to participate in the call on the 10th.

Lori McMonigal and Katherine Vastine
Family Literacy Division Co-Chairs

By-Laws

I am working on synthesizing those who sent comments to me. Some are easy to address, others will require some crafting. My goal is to have this to everyone for on-line discussion and a vote to move it forward to any attorneys the group might want to use by December's meeting.

I will be on the call this morning, but will not be able to stay for the full meeting.

Please watch your inbox for further completion of the By-Laws.

Please let me know if you have any questions.

Thanks,

Bob

Robert F. McNeill

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