

ENGLISH COUNCIL OF CALIFORNIA TWO-YEAR COLLEGES  
BOARD OF DIRECTORS' MEETING, OCTOBER 13, 2005  
THE WESTIN LONG BEACH HOTEL, LONG BEACH, CALIFORNIA

APPROVED MINUTES

**Meeting conducted by** Tom Hurley, President

**In Attendance:** Tom Hurley, Susan Brant, Lee Herrick, Gary Enns, Edith Conn, Darren Chiang-Schultheiss, Judie Hinman, Patrick Bettencourt, Jacqui Shehorn, Gary Graupman, Roger Marheine, Mark Snowwhite, Carmen Jay, Erik Fritz, Michael Hale, Elissa Caruth, Elena Cole, Erik Fritz, Shant Shahoian

**Absent:** Eileene Tejada, Heidi Ramirez, Sravani Banerjee, Chella Courington and Shant Shahoian.

**Thursday, October 13, 2005**

**I. Call to Order:**

- A) **Welcome and introductions:** The meeting was called to order by president Tom Hurley. Those in attendance introduced themselves.
- B) Minutes of the April meeting were approved
- C) The agenda for the meeting was approved.

**II. Fall 2005 Conference:**

- A) Registration is 138, and we expect 20 to 30 drop-ins. The hotel reservations are at 88%; we need 90% in order to fulfill the contract. Friday's luncheon arrangements are complete. We will luncheon outside so we will need extra speakers. (Later in the morning, the luncheon was changed to the inside Ocean Room). We have no sponsor for the social hour, so we will pay \$350 for the bartender. Friday luncheon registration is at 150, and Saturday brunch registration is 95. Coffee Friday and Saturday is sponsored by Lee Herrick's poetry journal. Bedford will sponsor a party Friday evening off site at the Rock Bottom Brewery.
- B) Speakers are on site or expected. Charles Bazerman will have his book for sale. Books for all the speakers will be for sale, as well as Sterling's new book of poetry.
- C) Program is set. We need a list of events and a map in the lobby and a flip chart by the escalator.
- D) We will need 25 more folders, badge holders, string, and stickers or dots to identify board member nametags. Parking stamp for day attendees: they can have parking slips validated for a reduced fee of eight dollars.
- E) Promotion was handled by Caruth and Chiang-Schultheiss
- F) Best *ie* article award goes to Pamela Kessler, College of the Redwoods, for her piece on CR's writing center.
- G) Awards are all set.

- H) AV resources include five overheads and five screens, three LCD/DVD/VCR projectors and three flip charts.
- I) Publishers and vendors for the conference are Wadsworth, Attack the Text, McGraw Hill, Thomsen, Houghton Mifflin, TYCA, Bedford, Newsweek, and Longman.
- J) Local attractions list will be included in conference packet.

Warner reminded that attendees can get post BA quarter units, available for \$45 per unit. Checks should be made out to CSU Bakersfield and given to Warner.

### III. ECCTYC Budget:

- A) **Treasurer's report:** The conference may come in under budget. Projected income for the year depends on the individual colleges paying their membership fees. The reps need to check to make sure that invoices are paid. The goal is to have a liaison at each college, other than the department chair, who will take on that responsibility. Using the registration forms to indicate what faculty have attended the conference, we may be able to recruit attendees to take on the liaison function at their colleges. Pete will provide the list of attendees. It would also be a good idea to approach faculty here at the conference. Also, moderators might make a pitch at the sessions they moderate. It was suggested that we withhold all but one copy of *ie* to those colleges who have not paid their invoices. Regional reps must push for membership dues.
- B) **Institutional Membership report:** The tasks of the Institutional Membership committee need to be defined. Hinman moved that we appoint a new chair of the committee. Motion was seconded by Chiang-Schultheiss. Motion carried. Williams was elected chair; members of the committee are Ramsey, Chiang-Schultheiss, Shehorn, Warner, and Herrick. Institutional Membership Committee is to look at the charges we make for issues of *ie*. The concern is that there is a wide discrepancy in amount paid per issue. Institutional Membership will be responsible for fiscal matters and research, such as making proposals regarding generating income and making recommendations for delegation to other groups.

In addition, we need to promote ECCTYC as more than the publisher of *ie* and the organizer of a bi-yearly conference. We also write resolutions to influence legislation, and we are linked to a national organization. The theme of the spring meeting should focus on revitalizing ECCTYC. Marcoux suggested that we become much more transparent fiscally so that faculty can better understand the fiscal issues faced by ECCTYC. Perhaps we should publish our fiscal situation either in *ie* or a newsletter as well as summarize what we have accomplished during the year. We need to promote institutional memberships as a benefit and consider other kinds of members, such as graduate students. It was suggested by Herrick that a blog might be a powerful tool of outreach; we also might consider adding

graduate students to the Board to represent that constituency. Chiang-Schultheiss suggested we need a marketing committee to sell ads for *ie*. Herrick suggested that we create a bridge from what we have been to what constituents need from us.

A **Community Outreach** committee was formed, consisting of Chiang-Schultheiss, Caruth, Graupman, Herrick, Cole, and Fritz. Chiang-Schultheiss will chair the committee. Community Outreach will be responsible for visibility and expanding the audience, for example to graduate students, ESL and reading faculty, and part timers. The committee will need to create an historical overview of ECCTYC, compose a letter to send to constituents, and create a list of groups that we are not reaching.

#### IV. **NOMINATIONS TO THE CALIFORNIA COMMUNITY COLLEGE BOARD OF GOVERNORS**

Snowwhite nominated Kate Clark, former president of the Academic Senate. Seconded by Warner. Unanimously approved.

#### V. **OFFICER REPORTS:**

- A. **President:** Hurley introduced new board members: Graupman, Fritz, Hale, and Shahoian.
- B. **Past President:** Warner showcased the awards from Classical Designs. He also reported that the TYCA survey data is being interpreted, and this research as well as deciding how to make use of it will be ongoing. Warner commended Kim Flachman for setting up CSU Bakersfield units for conference attendees. Warner urged a continued close relationship with CSU.
- C. **First Vice President:** Herrick extended a welcome to the new Board members. He announced that four regions have only one representative: I, IV, VIII and X. He urged the board to invite colleagues to participate.
- D. **Second Vice President:** no report.
- E. **Secretary:** Brant circulated Board members' home and office addresses and asked that members update addresses.
- F. **Treasurer:** Treasurer report was approved as submitted.
- G. **TYCA Rep:** Caruth will report after attending NCTE.

#### VI. **ECCTYC REGIONAL CO-DIRECTOR'S REPORTS**

#### VII. **OTHER REPORTS**

**ECCTYC Historian:** Conn moved that formal thanks be sent to Ventura College for providing storage space and filing cabinets. Seconded by Hinman. Motion carried. Discussion occurred about what to do with email correspondence and whether it should be printed and stored physically. It was decided not to print out electronic mail.

***inside english* Editor:** Chiang-Schultheiss reported that we have funds for one more issue, perhaps two. Reply cards went out with packets of journals. The Board approved \$6300 for the next issue of *ie*.

**Academic Senate:** Snowwhite reported that he is no longer secretary of the State Academic Senate. ECCTYC may be able to use IMPAC data base.

**ECCTYC Web Site:** Enns reported that hits on the web site surged during September and October. We need to move into the 21<sup>st</sup> century with our technology and learn how to increase web activity by being “open-source” so site visitors can be interactive with site. Discussion forum failed, and we need to try using blogs.

### **VIII. NEW BUSINESS**

Sharon Mitchler commended ECCTYC, stating that the work of ECCTYC is seen, appreciated, and admired.

### **IX. ADJOURNMENT**

Next Board Meeting: April 19, 2006, Burlingame, CA.

Respectfully submitted,  
Susan Brant Cooper, Secretary