**Iowa World Language Association**

Meeting of the Executive Board

Saturday, April 20, 2013

DMACC Urban Campus

Call to order – 11:27AM. Present: Kat Akers, Stacy Amling, Tracy Dinesen, Kim Huegerich, Erik Ladner, Carrie Morris

**Approval of minutes** - February 3, 2013 meeting – Erik Ladner motion, Stacy Amling seconded. All approved, motion carried, minutes approved.

**Standards Committee –** The first meeting went very well, have website with link to information from North Carolina. First meeting was held on March 23rd at Simpson College. Process for next meeting is to set up realistic levels that can be achieved based on real contact hours. Need to be sure standards are appropriate for different models and different languages, including less commonly taught languages. Once we have a standard agreement for French, German, Spanish, can send to AAT’s and then pull in AMICI, Japanese, etc. as well as Arabic instructors. Want to have a model first. Looking at increasing culture focus, as there is not a focus on cultural skills in many programs, and will need to write the actual standards for intercultural skills.

**E-mail blast –** May have some programs that would be free to try. 1200 puts us under the limit on some. One that Stacy has seen is Constant Contact. Mailchimp is another and is free, but don’t have a lot of information about it. Want to look at capabilities through Wild Apricot. Need to have everyone listed as members. Somebody would have to set all members up as contacts. People have had issues trying to create a membership. They register for an event but don’t have a membership online. Those who sign up for conference don’t necessarily appear as members. Need to transition to something new and have people sign up. Could send out the initial blast to everyone and then have an opt out for unsubscribe, but could still use public list for first mailing. Let’s explore some different things for the next couple blasts and then have a push to get more to sign up. We could include something with conference registration to get maximum numbers.

**Webpage -**

Need a conference logo and conference registration form. Need to get photos from most recent conference on the website. Perhaps we should have a board camera so that we can take pictures, have our camera, have photos taken. Stacy has photos of Tracy with Marianne and Tracy with Wade and will put them online. It could be a good responsibility for a student to take pictures with our camera. Tracy has a student who is a Spanish and photography major. Need to be able to get the pictures back quickly so we can add them to the website. Board made updates and improvements to the website. Need pictures and descriptions for 2012 awards. Kim has the information to add. Need to add the information for TOP award winners. Carrie to add UNI credit, Simpson program, even IWLA conference credit option once available.

Add to Technology resources. Teacher tube. Todaysmeet, Twitter. Carrie add Jason Noble’s document.

Advocacy day in May in DC for JNCL.

Need to check with ISE on Language Matters Award. Kim hasn’t heard anything from them yet for this year, and will check in with them.

-Need to update main page on website with conference dates.

**Conference 2013 –**

-Want to be sure speaker can speak about at least 2 out of 3 of our conference messages. Will invite Glass and Branstad to conference, Glass did an introduction before. Invite Ako Abdul-Samad because of his interest in foreign language and FLES. Keynote – Scott McLeod, could be keynote or to have a technology workshop. Noah Geisel is number one choice, booked that weekend. Could offer $2000 or $2500 to speaker. Inviting Toni Theisen for keynote. If not available, could decide to go to Scott or other options.

-Luncheon speaker, could bring someone in from Pioneer, work with Coralie. Would a luncheon speaker interfere with an exhibit break? If we wouldn’t have to change the schedule, could include the 15 minute speaker.

-Valet parking is set at $13 in the contract.

-Need to check with conference committee, Candi, Keeka, Kate, Christine to be sure they get what they need. Need to check with Bea and be sure she’s on board again for registration.

-May want to consider the IWLA table again to have people sign up on the website. Maybe have folks update their e-mail address at tables.

-Considering getting more swag to sell things like pens, lanyards, wristbands,T-shirts, polo shirts and do a give-away again with maybe key chains and use our IWLA logo. Hand out reusable bags with the conference logo on them to hand out folders in.

-In the future, would like to have conference contracts signed by treasurer and past-president just to add another layer of accountability. All executive board members should have a copy of the contract.

-Carrie will work with Keeka on conference folders, see if Concordia can provide folders again, get all documents included (candidate statements, bylaws explanations, ballots, etc.) and schedule the stuffing party again.

-Kat and Tracy will work on the reusable bag idea and follow up with Kate on the design.

-For Friday social time after the conference, what was the reason we closed down so early? If we have volunteers who will stay around, security accounted for, can we have the area open later. Need to find out any additional cost for keeping the room open.

-Kim will contact Candi about discounts from local restaurants, should work with hotel and Des Moines CVB for other options.

-Carrie will reserve space for tech workshop, by end of May would like to have information up. If we include outside study, could pursue credit option with AEA. Stacy will work with AEA on credit option as well as contact Marc Cadd to see if Drake is again willing to offer credit with the conference and outside work.

-Tracy would like to have additional At a Glance posters around, perhaps in the exhibit area and elsewhere.

-May want to find the names for those who got free registrations for Best of Iowa nominations.

-There were 4 presenters in the Best of Iowa presentation that will be set to go to Central States. If all four are flying to St. Louis. May want to figure out a policy for paying for travel or just plan the expense in advance due to groups that may present.

-Tracy will do more investigation on what is needed for Iowa to host in 2016.

-Bob’s Trophies in Indianola did the awards last year and plan to work with them again.

-Want to work with Keeka on getting projectors for every room. We may want to have a technology tracking form to keep track of equipment, cords, etc. A student volunteer may be useful for each room to hand out evaluations, do tech-setup, assist with getting equipment. Tracy can bring 2 projectors. Carrie will follow up with Keeka. We may need to consider raising rates in the future in order to have a projector in every room.

-Tracy will work with Chris on exhibitors.

**Adjournment -** Kat Akers moved for adjournment, Kim Huegerich seconded. Motion carried and meeting adjourned at 2:21PM.

Respectfully submitted,

Carrie Morris

IWLA Secretary