

Los Padres CATESOL

Board meeting (via Zoom) minutes (Fri, Jan 22, 2021, 1:00 – 2:15pm)

Present: Terease Chin, Nancy Kwang Johnson, Jillian Mullen, Randy Rightmire, John Robertson, Doug Smith, Danny Tsai

Chapter Conference: Sat, Feb 6, 2021 (9:00 – 12:00)

Conference theme: Pivotal Moments

Registration fees: Non-member – \$45; Member – \$35; Student – \$25

Program:

- 8:45 Check-in
- 9:00 Plenary speaker
- 9:45 Break
- 10:00 Concurrent session 1
- 10:45 Break
- 11:00 Concurrent session 2
- 11:45 Closing Remarks
- 12:00 Conference ends

Registration data, etc.

We have 21 registrants so far. Randy has posted notice of our conference to the CATESOL Message Boards, as well as sending a short announcement to CATESOL News. The editor asked us to submit an article (500 – 1000 words) on the conference after it is concluded. **Volunteer writers?** Randy sent Jillian's new flyer to EMS faculty at UCSB, highlighting Keith Corona's upcoming Break-out session.

Publicity

Jillian will make at least one more revision to the publicity to reflect new developments and providing additional information. She will add the logos of Alliant and Vocab Systems, and "Conference Schedule" will become "Conference Program." The publicity won't include all the details of conference presenters, presentation titles and abstracts, but there will be a link so that people can access that information ("For full program, go to webpage").

Jillian is working with Marsha Chan on the Los Padres banner (it's almost ready) on the CATESOL website.

Social Media

Nancy conducts research for the Board – on a regular basis – to see how the various posts on FB, Twitter, Instagram, and LinkedIn fare vis-a-vis reach and engagement. Nancy (in her capacity as Social Media Coordinator) is working with Anthony Burik to develop a CATESOL Social Media Style Guide and Post Request Form, so that the chapters can pass their announcements through approved protocol. All CATESOL members will have access to the CATESOL Social Media Style Guide and CATESOL Social Media Post Request Form as of tomorrow.

Presentation proposals

We have approved proposals (and Randy has sent acceptance letters) from Keith Folse (plenary speaker), Belinda Braunstein, Keith Corona, Donna Price (whose panel discussion also includes Gretchen Bitterlin and Betsy Parrish), Alisa Takeuchi, and Merve Beyazit Taner.

Today we dealt with proposals from Laiyin (Tiffany) Lao (accepted), as well as Iyad Alomari, Cagri Guzel, and Azahalia Valdez (regrets). This will give us a total of six concurrent session presentations (three for each of two break-out sessions.)

Plenary speaker

Randy approached Keith Folse about being our plenary speaker instead of just offering a workshop. Topic: "Ideas for Increasing Student Interaction and Motivation." Keith has agreed, and he is approaching National Geographic about sponsoring him. If National Geographic does sponsor him, **Randy** will clarify whether they will pay Los Padres CATESOL, or give the money directly to Keith. If National Geographic declines, **Terease** will approach CATESOL Foundation to request an honorarium for Keith (\$150?).

Publishers

John offered the "top tier" \$50 logo size to all publishers. Alliant International University notified us first, but Heidi Brumbaugh at Vocab Systems registered – also for the top tier – shortly after our meeting. The second tier logo costs \$35; the logo is half the size of top tier. Publishers who pay their fee to display their logos may also attend any sessions.

Conference Program

John will format the conference program, getting formatting guidelines from previous years from Doug as necessary. **John** will pass around a draft by Mon, Jan 25, for input, including on times (Break-out 1 or 2?) for each presentation.

For a future meeting:

Conference Program

"Report on the last meeting of the CATESOL board (**Randy**)."

Report by **Terease** (outreach – see below)

Outreach to San Luis Obispo and Ventura Counties

Susan has a vision for this, and **Terease** wants to join the effort, by looking for contacts at Alan Hancock, Cuesta, Ventura and Oxnard Colleges. John shared with Terease what he has assembled in this regard from our efforts to promote the chapter activities beyond Santa Barbara. **Nancy** also offered to reach out to San Diego people.

Marsha Chan of CATESOL requests that all Los Padres people should opt into the Los Padres message board w/ link.

Randy adjourned us at 2:15.