

Los Padres CATESOL

Board meeting (via Zoom) minutes (Fri, Dec 4, 2020, 1:30 – 2:30pm)

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

Chapter Conference (Sat, Feb 6, 2021)

Update re publishers' participation (John notified Nat Geo, Slangman, Pearson, Kent Informatics, ProLiteracy and advised they stay tuned for specifics after our next meeting. Nancy gave John the contact email for Brenda Marquez at Alliant, so he can send there, too.) With a conference upcoming, there will be more traffic on the website, plus we will position their logos on the page where it will maximize the number of views. The one response came from Steve Maggiore of *National Geographic*, our official liaison. **John** will follow up with this group.

Considering whether the CATESOL Zoom Room allows us to link from our virtual publisher room to an individual publisher's contact email, **John** will ask Marsha Chan and/or Susan Gaer.

We discussed how much to charge the publishers to add their logo to our "virtual publisher room" page on the website. Generally, we like the \$40-50 range, depending on 1) how large, and 2) where on the page the publishers want their logo to appear. **John** will see how the OC Chapter handled the issue of a virtual publisher room.

Update re "Call for Proposals" flyer and email blast. Jillian sent a blast with a Save the Date poster, and is ready to send another. Nancy will upload our poster to Twitter, Instagram, Linked In, and Facebook. Nancy has put together a Social Media Guide (CATESOL still needs to sign off) so the chapters know the latest protocol. **Jillian** will send **Nancy** a blurb on our conference (using the original graphic again) via png or jpeg format. **Nancy** also needs to know our social media plans in order to start creating publicity to go online as of Jan 1. We can get buy-in from local businesses (SB Chamber of Commerce?) to highlight our SB brand. **Nancy** will figure out an appropriate hashtag.

Doug forwarded to us two applications generated by our "Call for Proposals." The deadline for submitting a proposal is Jan 8 (4 weeks in advance), with the possibility of extending.

Update re potential plenary speakers. Jillian made a sheet for each of us to watch videos of the CATESOL conference sessions to generate names to promote for our conference speakers, including the plenary.

Comparing our impressions, at the top of our short list is Carrie Hutchinson (Diversity, Equity, Inclusion); we could also run a DEI panel. Carrie is at SBCC, which could help us reach out to the TESOL faculty at that organization. Carrie has already presented quite a bit on this issue. Terease said that the SBCC ESL non-credit faculty have already heard Carrie address this issue,

so she would need to say something unique to get their buy-in and attendance. **Terease** will follow up with Carrie on this.

Donna Brinton also looks suitable, though her topic, CBI, was what Jan Frodesen presented on last year.

CATESOL planning budget wants to know our anticipated expenses. We could subsidize the plenary speaker (~\$300) through the Education Foundation. We need \$150 for the website. We plan a no-frills event, with \$100 budgeted for expenses. **Randy** will prepare this report and submit to CATESOL.

Randy showed us an announcement blurb for our upcoming chapter conference, which the board approved. **Randy** will send for Christie Sosa to include in the CATESOL News and to Monica Rosso Tabrizi to include in the CATESOL Update.

With the new Zoom feature that allows individuals to change their own Breakout Rooms, we can have concurrent sessions, and we don't need people to register for specific sessions in advance, since they can move around from session to session while the sessions are in progress.

For a future meeting:

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 2:30.

Next meeting TBA.