



Foreign Language Association of Virginia

**Board Meeting Minutes**  
**Foreign Language Association**  
**Saturday, March 1, 2014, 10:00 a.m.**

**Present:** Annette Waggoner *President*  
Dick Kuettner *President-Elect* & Professional Development  
Helen Small *Treasurer* & Parliamentarian  
Isi Kessel *Conference Coordinator*  
Jennifer Carson *Secretary*  
Kathryn Murphy-Judy *Past President*  
Debbie Sommer (Nominations)  
Lisa Harris (VDOE)  
Margaret Hicks (CAV)

Peng Yu (CLTA-VA)  
Meriem Bacha (VATA)  
Paloma Sugg (Exhibits)  
Cindie Kelly (AATG & Advocacy)  
Keiko Abrams (MAATJ)  
Martha Davis (Community College Rep)  
Elena Ksenjek (AATSEEL)  
Michael Moore (AATF)  
Susanna Burgos (AATSP)

**1. Welcome and Introductions**

Following a tour of the facilities, President, Annette Waggoner commenced the meeting at 10:20 a.m. An Agenda was provided. Board members introduced themselves.

**2. Minutes**

Jen Carson gave members a few minutes to read through the Minutes of the two prior Board Meetings on August 17, 2013 and October 4, 2013 and of the Annual Meeting on October 5, 2013, and solicited corrections. Isi Kessel moved to approve the Minutes as submitted, which was seconded by Paloma Sugg, and passed unanimously without discussion.

**3. Treasurer's Report**

Helen Small provided a brief Treasurer's Report reflecting current balances totaling \$79,437.20. She just received an e-mail from JNCL-NCLIS that there is a change in the date for payment. The cost is \$1.50 per member. As we have paid previously, we will have to pay a prorated amount for our 500 or so members, which will be about \$400. In addition, Angela Gunder is working with Helen to update the website host, which would cost about \$350 per year. Debbie Sommer moved to accept the Treasurer's Report, which was seconded by Kathryn Murphy-Judy, and passed unanimously without discussion.

**4. Conference 2014**

- **Language Matters:** Isi Kessel reported the obvious: there has been a change in location. Evaluations for last year's conference included many complaints regarding the food, cleanliness, and service at Fort Magruder necessitating a change. In addition, they had lost the Crowne Plaza designation, permitting us the opportunity to select a preferable site. With a short time frame, we were fortunate to find the Doubletree with the per diem rate for the last week in September, one week prior to initially envisaged. In future years, we may not be able to secure the per diem, which is critical to many school divisions and to the



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community college cohort. It is imperative that we sell out the rooms or there will be a \$13,000 penalty. Thus we must push registration. Early bird registration for the hotel and the conference ends September 3, 2014. The cost is the same as last year: \$100 for annual membership and conference registration. In addition, we must spend at least \$18,000 on catering, which includes the Saturday Luncheon. Isi reiterated that the language affiliates are responsible for recruiting language sessions in the target language. Isi provided a Conference Agenda to board members. On Thursday, there will be 2½ hour workshops only. At most, there will be 30 large workshops and 12 small workshops including Embassy workshops. Friday will include an Evening Opening Ceremony and Reception for all. Affiliates need to tell Isi by the 4/26/14 Conference Committee meeting whether they intend to host a language-specific reception that evening. On Friday, there will be 45 minute sessions. With a smaller distance between sessions, 15 minutes travel time will be ample. There will be strands of 1½ hours as well. The hotel will offer a buffet luncheon on Thursday and Friday which costs only \$12 inclusive but must be consumed in the restaurant. Affiliates may conduct a meeting in a section of the restaurant; however, this will not be applied to the required \$18,000 catering budget. Isi passed around a menu and price sheet for affiliates; most require a minimum of 50 attendees and are costly ranging from \$21.95 for breakfast or a box lunch or \$27.95 for a luncheon (without tax and service charge). There will be an Awards Luncheon on Saturday for all attendees with no Keynote Speaker. When registering, there will be a field to indicate whether registrants intend to attend the Luncheon so we can get an accurate count to the hotel. There will be no coffee breaks this year as they were very costly. It is noted that the catering at the Doubletree is substantially more expensive than at prior locations. Annette arranged for Cengage to donate bags and is searching for donors to add other things. Hotel registration is open now with the code FLA. Angela will add the link to the webpage and Isi will blast the code to FLAVA members. There was discussion and it was agreed that we should be truthful on the webpage that we will have to fill the rooms or we will incur a penalty. This year, the FLAVA rate is the lowest possible; attendees will not find lower rates on other sites such as Travelocity or Expedia. The room is \$83 per night for a nonsmoking room with 2 Queen size beds. There are 250 rooms available on Friday and fewer rooms Wednesday and Saturday. The hotel has spent \$9 million so far on its ongoing renovation. We have signed a contract for 2015 for the same weekend in September. We have the possibility of two more additional years at the Doubletree, but will wait and see how it goes this year before committing. We are still receiving proposals from other hotels and conference centers in Williamsburg and other areas including Norfolk and Hampton. All board members are tasked with recruiting proposals for sessions. Jen will share this with supervisors at next week's Annual Meeting of VFLSA. Dick's students have created a short video in MP4 format on the FLAVA website with screenshots showing how simple it is to propose a FLAVA session online. He will ask them to lengthen and update it. The deadline for all proposals is 4/18/14. Dick agreed to contact prior webinar presenters to see if they would be willing to offer a workshop or session at FLAVA. Board members who attend NECTFL or SCOLT can touch base with presenters and see if they would be willing to propose those sessions at FLAVA by the deadline. Annette stated that no one but Isi has the authority to charge anything to FLAVA during the conference. FLAVA will provide screens, AV carts or tables, and Internet connection for



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presenters and exhibitors only. Presenters must bring their own projectors. Board members are encouraged to bring their own or employer-owned projectors to lend. They can be secured in a locked room and provided in emergency situations to presenters.

- **Exhibits:** In Becky McQueen's absence, Paloma represents Exhibits. Annette mentioned that Becky has updated everything with Exhibits including the welcome letter. Information about the exhibitors is ready but not yet uploaded to the website. Any leads, please contact Paloma or Becky.
- **Nominations:** Debbie Sommer reported that all volunteers have been placed on committees. She is looking for candidates for 2015-17: President-Elect, Treasurer, Secretary, and Conference Coordinator.
- **Recognition & Awards:** In Sue's absence, board members read the report provided. In the report, she recommended possible new awards for college and high school students. There could be a contest with students designing posters, or creating video clips which could be posted on the website. The prize could be a check for \$50 or FLAVA membership for the college students to encourage attendance of pre-service teacher candidates at the conference. The contests could be divided into Elementary, Middle, High, and University. Lisa commented that this would ensure that FLAVA is more than just a conference. Many divisions do special things during National Foreign Language Week such as Mardi Gras floats, stained glass, or door decorations. There could be a FLAVA contest during National Foreign Language Week (first week in March) or Discover Languages Month (February) with recognition of winners at Awards Luncheon during conference. We should encourage proposals for sessions on how to do digital storytelling, and how to do student projects and activities and events to celebrate Foreign Language Week to support this. It was agreed we should work with teacher preparatory programs as it is part of the NCATE standards to get involved with professional development. Kathryn agreed to contact all such university programs in the Commonwealth and exhort the faculty and students to attend and present at FLAVA. As college students graduate in May, it would be important to get out information about any contests very soon. All agreed that Sue should run with this idea.

## 5. Communications

- **Website Editor:** Nancy Feigenbaum regrets she is unable to attend today's meeting and has shared her information with Kathryn. There are several new articles including ones written by the Best of FLAVA winners. Anyone can write articles about foreign language events and topics, so please encourage members to send articles to Nancy. Our Facebook page has 200 users so far. Helen professed difficulties connecting and Kathryn said she would be willing to assist anyone who cannot connect. Our new website has had 39197 views since it went live last year. Specific pages: 700 hits in last 30 days to workshops and 3000 in less than one year. The President's Page has had 400 hits in the last 30 days; 7,000 over lifetime. Kathryn encourages all to propose content, comment on articles and foment discussion. Get in and comment. Soon the listserv will converge with the website. Until that time, Kathryn has been updating the listserv through VCU. There are 1300 people on the VCU list, but only 600 members or so.



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- **Webmaster:** In Angela Gunder's absence, it was reported by Annette and Kathryn that it is necessary to change hosts for a more secure site, which should be up by 3/15 to permit early registration for the conference. We require another program (Mailchimp) to ensure migration of registrants to the new list. It costs \$15 per month for 1,000 members and works well with WordPress which we use for the website. It was agreed that this does not require a board vote and the Treasurer and President can decide to do that. In addition, we will need someone to do database management on a volunteer basis. Perhaps someone on Doug's committee could do that. Helen stated that PayPal does not give all the details so she will talk to Angela as it relates to how the info is entered into the database.
- **Membership:** No report in Doug Bowman's absence.
- **Professional Development:** Dick Kuettner provided a report and stated that last week's webinar was successful despite a broken camera, which was replaced. Feedback suggested that the video did not impede the webinar as it focused audience attention on the substance of the session. He would like to offer a more blended approach next year with homework in advance à la the flipped classroom. Homework in advance such as reading an article would focus the inquiry. He encourages board members to propose topics. Teachers seem to crave more practical than theoretical sessions; so far there has been a good mix of K-12 and university presentations with information transferable to all situations. Isi added that there could be a webinar originating at the conference. We could beam out the Awards Luncheon. Dick indicated he could do this. Kathryn suggested we could charge for streamed off-campus sessions from the conference. Lisa reported that Obama's Connected initiative would support personalizing learning, technology-based professional learning, and connecting tech education in the workforce. Dick and Kathryn would like to partner with Lisa about this. Dick would like board members to encourage teachers who would benefit from observing skilled immersive teachers to apply to be an observer this summer at the Governor's Foreign Language Academies. They must pay some fees; the application is on the VDOE website. He is also considering some possible full-immersion involvement in the academies with the AATs. Correlating with our desire to expand FLAVA membership to K-16 teachers/professors, Dick has written a grant proposal to offer the MOPI for post-secondary teachers at the FLAVA Conference. Many university language programs use the MOPI for an end-of-articulation assessment, so training them in the techniques would be popular and beneficial. Also, Dick was awarded a grant to extend less commonly taught languages into rural communities in Virginia. He plans to use the Chinese faculty at Washington & Lee to provide instruction at two local high schools via distance learning. Pre-service education students will assist in the classroom with the students. If the model works, they can extend it to other languages and other sites in the state. The university is working on a press release.
- **Public Advocacy:** Cindie Kelly provided a report that she has kept up with JNCL-NCLIS, but has not yet heard back from prior chair, Thomas Sones. There is a state advocacy call scheduled for March 10 and a Lobbying Day in Washington, DC in May. ACTFL knows Cindie is the new Advocacy Chair so they will provide her with information that



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will be useful for lobbying and ensure all participants are on the same page. She has an idea to develop advocacy materials for FLAVA members to access, as well as training for members.

## 6. Affiliate Reports

- **VDOE:** Lisa Harris provided a VDOE Dateline report and announced that the first review of the Foreign Language SOL went to the Virginia School Board last week. Public comment will be posted from 3/1/14-3/31/14 online. Helen spoke to the Board about the non-Roman alphabet and character languages in support of the proposal of a new set of standards for these languages, acknowledging the difficulty in acquisition of reading and writing in particular. Anyone with a suggestion for an easier name for this subset of languages, please let Lisa know. Lisa played an audio segment from the 2/27/14 hearings, which are posted on the VDOE website. There is the possibility that the Board is open to changing the name from foreign to world languages. If the Standards of Quality changes the wording, then Lisa will update the documents. There may be implications for FLAVA's name as well. There will be a public comment hearing in Richmond on 3/27/14; Jen and Kathryn will try to attend. Later, a public hearing will be scheduled in Roanoke. She announced she has applied for a grant to provide MOPI training again this year at the FLAVA conference, but notes that the VDOE will not permit the MOPI training to be held here if the hotel cannot provide the state per diem for catering. Additionally, the Board of Ed approved a proposal to amend the Guidelines for Local Textbook Approval. Public comment forum opened 2/10/14 and closes 3/13/14. We have a new MOU with Taiwan, and are in talks for a potential MOU with Switzerland. The MOU with France and Spain continue, as do talks with Germany. Several French schools still desire a partnership. Lisa provided a packet of information with further details. The National Foreign Language Week Superintendents' Memo has posted. The theme for March 3-9, 2014 is "Don't Let Learning a Language Slip Through Your Fingers". Posters are available online at the Alpha Mu Gamma site. Thus far there are over 700 applications to the Governor's Foreign Language Academies and selection committees will meet in March.
- **VFLSA:** No report
- **Community Colleges:** Martha Davis noted that the Community College Cohort has not officially agreed to participate at FLAVA this year and she promised to persuade the group to commit quickly to align planning with Isi and Annette.
- **AATF-VA:** Michael Moore provided the AATF report. The chapter fees have risen from \$3 to \$5. Two members have created a site offering free materials to French teachers: Le Réseau FLEVA. The chapter has improved its online presence with a website, and Facebook and Twitter. They currently seek a Treasurer.
- **AATG-VA:** In Marcel Rotter's absence, Cindie Kelly provided his report. Last year there were two successful Immersion weekends, the last one was the week prior at Virginia Wesleyan University in Norfolk. It is very important for teachers to keep up their language skills. Last year, the chapter provided 10 presentations in German at the FLAVA conference. The annual convention for students takes place in April in Richmond.



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- **AATSEEL:** Elena Ksenjek is trying to create a new teacher organization for teachers of Russian, perhaps a Virginia chapter of the American Council of Teachers of Russian. Members recommended that Elena consider banding with other Slavic languages as there had previously been a Virginia chapter of the American Association of Teachers of Slavic and East European Languages. Lisa suggested she contact Ferrum College which is the only Virginia college with a Russian teacher preparatory program.
- **AATSP-VA:** Susanna Burgos is the new representative. The chapter reports an upcoming meeting, scholarship to Spain, and poster contest. Candidates are needed for the positions of Vice President and Treasurer.
- **CAV:** Margaret Hicks reported that CAV has an upcoming 5/3/14 meeting at William and Mary which includes professional development and a silent auction to support teacher attendance at FLAVA and to help send a college professor overseas for research. She will be retiring at the end of the year; her replacement is Fred Franko.
- **CLTA-VA:** Peng Yu attended for Hongcu and outlined the provided report. CLTA-VA held two workshops last year for members as well as a luncheon at FLAVA and many sessions. The next workshop will be held 4/26/14 at George Mason University. They are promoting two study abroad scholarships to Taiwan: one for college students and the other for high school students.
- **MAATJ:** Keiko Abrams provided members with the MAATJ report, noting that the annual Haiku contest is underway. Students are involved in several contests and the National Japanese Exam. Last year, there were 9 Japanese language sessions at FLAVA. She explained the formation of J-GAP to promote the articulation of study between high school and college. In the US, Virginia was selected for strong college and high school cooperation by the Japan Foundation, and will present at ACTFL.
- **NNELL:** No report
- **VATA:** Meriem Bacha explained how difficult it was to build a new Arabic teachers association. Board members vowed to support the group and to continue to reach out to all Arabic teachers and professors in the Commonwealth to become members and active participants. Kathryn suggested using RSS feeds into the FLAVA site to get the message out that FLAVA is a place where language teachers of all languages have a way to network and connect. We could also link to the sites of individual groups. It was discussed that the smaller language groups could offer some sessions in a mix of the language and English to boost session proposals and attendance. Perhaps the Russian and Arabic groups could share a strand at the conference.

## 7. Old Business

The Biliteracy Seal is still a very important initiative for FLAVA. Kathryn Murphy-Judy moved to create a Task Force to advocate for the seal. The motion was seconded and carried. Helen recommended some business people be included and Lucy Pearson at the hotel was mentioned. Paloma is a part of a group called InterNations. Also data about foreign firms in Virginia is aggregated at YesVirginia.org. Annette agreed to spearhead the Task Force to include Kathryn Murphy-Judy, Jen Carson, Helen Small, Cindie Kelly, Michael Moore, Elena Ksenjek, and Meriem Bacha. The seal can be based on seat time or proficiency level. Annette will touch base with Task Force members shortly.



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**8. Upcoming Meetings**

The next board meeting is scheduled for August 2, 2014 10:00 a.m.-3:00 p.m. at the Doubletree Hotel by Hilton in Williamsburg (50 Kingsmill Road). The Conference Committee will meet on April 26, 2014 to select sessions.

**9. Adjournment**

The meeting was adjourned at 2:49 p.m.

Respectfully submitted by FLAVA Secretary Jennifer Carson

This 10<sup>th</sup> day of March, 2014