



Foreign Language Association of Virginia

Board Meeting Minutes
Foreign Language Association
Saturday, August 2, 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**
Nancy Feigenbaum (Website Editor)
Debbie Sommer (Nominations)
Lisa Harris (VDOE)
Margaret Hicks (CAV)

Becky McQueen (Exhibits)
Paloma Sugg (Exhibits)
Martha Davis (Community College Rep)
Miguel Lechuga (VCCS World Languages
Peer Group Chair)
Michael Moore (AATF)
Angela Gunder (Webmaster)
Doug Bowman (Membership)

Proposed Affiliates: Sharon Scinicariello (MALLT/IALLT), Elena Ksenjek (either ACTR or AATSEEL)
Guest: Lisa Zajur, Virginia Hispanic Chamber of Commerce

1. Welcome and Introductions

The meeting was called to order by President, Annette Waggoner at 10:07 a.m. An Agenda was provided and introductions were made. First year at a glance: FLAVA is in a strong position going forward. NECTFL will not have a conference next year and has requested a free table and/or booth at the FLAVA conference. It was discussed and decided that we would offer a table for free to NECTFL. It is unclear how a NECTFL regional TOY will be selected amongst winners from the state organizations. We have the option of just sending our TOY to SCOLT. As SCOLT will be celebrating its 50th anniversary, Annette suggested we make a video at the FLAVA conference to be shown at the March 2015 SCOLT conference in Atlanta. Lisa Harris agreed to videotape. Further, Annette will arrange to provide all board members with a FLAVA card to give to prospective vendors. It will show the date of the conference and an e-mail contact. Annette reported on her travels to ACTFL, NECTFL, SCOLT, and JNC-NCLIS, which she attended with new Advocacy Chair Cindie Kelley. There were 20 people from VA at JNC-NCLIS; consider attending next year. Annette endeavors to limit e-mails to board members. Please acknowledge e-mails you receive from her so that she knows you received it. There will be an effort this year to introduce members of FLAVA to the board as we are the face of FLAVA. At the Opening Reception, Board Members will be called to the front so conference attendees can see our faces, and look to us for guidance throughout the conference. Annette reminded the Board that the By-Laws require board members to attend board meetings. Failure to attend two is grounds for dismissal from the board. As several members are not in compliance, she will inform their affiliate organizations so they can select another representative or forgo representation. This year, we will have to focus on revising the By-Laws so that they are responsive to our current needs and operating style. Finally, Board members are asked to create a document to submit to Annette which outlines the duties and tasks of each Board role. Finally, Annette explained how



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she is chairing the Biliteracy Seal Task Force with members from FLAVA and VFLSA. They are currently studying the initiatives in other states, and equitable ways to measure proficiency such as AP scores, MOPI, or AAPPL rather than seat time.

2. Minutes

Copies of the March 1, 2014 Minutes had been provided by e-mail and Board Members have provided corrections and additions to Jen. Helen Small moved to approve the Minutes as submitted. Debbie Sommer seconded. The motion passed unanimously without discussion.

3. Treasurer's Report

Helen provided an oral Treasurer's Report reflecting current balances totaling \$87,649. There is not yet a separate account for the Schilling Fund, but Helen is pursuing that. Thus far, 195 people have registered for the conference. She will work with Angela Gunder to remove duplicates. Helen noted that it is difficult to reconcile PayPal with registrants. Angela offered to add a note section to the form to indicate if payment is made by someone on behalf of another (for example when school funds are used to pay registration on behalf of an attendee.) This field can be forced, so registrants are required to complete it. She can also add a MOPI participant check off as MOPI participants are required to register for and attend FLAVA as well. The accountant is currently working on FLAVA's tax return following the six-month extension that was granted, and will file them in mid-August. Debbie moved to approve the Treasurer's Report, which motion was seconded by Dick Kuettner and passed unanimously without discussion.

4. Conference 2014

- **Language Matters:** Isi Kessel will be meeting with hotel staff two weeks from today for the last time. Nothing will change after that. Infused water will be offered throughout. Isi clarified that non-profit is not tax-exempt. VCCS is a government group so can receive government prices. We are fortunate that we are receiving the government rate as we are not tax-exempt. It was suggested that Doug Bowman and Paloma Sugg mark every room with old posters as we have many of them left. There will be one room reserved for the use of the board, which will be locked. Doug's volunteers will have a similar room. Isi passed around a volunteer sheet. Every board member (present or absent) must sign for one three hour volunteer slot, and also a one-hour ushering slot. This is non-negotiable.
- **Exhibits:** Becky McQueen and Paloma shared the Exhibit Report. We have received \$8750 for booth and ad registration. It is likely there will be many more later in the month as it is typical for orders to come in close to the time of the conference. It was suggested that we purchase an iPad. Attendees would have to talk to all of the exhibitors, who would sign a Bingo-type card, then place the card in a raffle for the drawing. Without a set time to visit exhibitors, this will draw people in. Nancy suggested purchasing a gift certificate to the outlets, but after discussion, it was resolved that Jen would ask her daughter who works for Apple for a discount and Lisa would create the Bingo card. Michael moved we purchase the iPad and conduct the raffle as discussed, which was seconded and passed unanimously. As for the vendor raffles, we still have all of the fishbowls from last year, so it was agreed that they be placed on the vendor tables. Prizes to be pulled at 11:00 a.m. on Saturday. Attendees must return to the vendor to



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find out if they have won a prize. It is not yet clear where the Exhibits will be as this will depend on the amount of registrants and the room needed for the luncheon. The Affiliate tables will be in the Exhibit Hall. We will need easels to post signage. Isi will check if the hotel provides easels. If not, Becky will order them from a company. Early Bird registration ends 9/2. After that date, we can send the badges out to be printed.

- **Nominations:** Debbie reported that all those who volunteered last year at the conference have been placed on committees. Annette should send out an e-mail to committee chairs to solicit the number of volunteers they need. Debbie is looking for candidates for 2015-17 for the posts of President-Elect, Treasurer, Secretary, and Conference Coordinator. Let her know if you wish to run for an office.
- **Recognition & Awards:** In Sue Robertson's absence, board members read the report provided. It was recommended that the deadline for awards be in May, which works for K-12 and college schedules. It was suggested that Nancy Feigenbaum, Doug, and Sue organize a phone tree for board members to urge nominations. Information regarding the awards and deadline will be sent out to membership in January. Helen and Nancy remarked that it looked improper that sitting board members won awards last year. Annette agreed that we need to establish a new policy that sitting board members are not eligible. Jen Carson nominated Terrell Morgan as Friend of FLAVA. She also added that the student award winners do not need the certificates in a frame, but a certificate folder would be sufficient. Helen offered to donate the folders. Entries have been received for the Student Poster Contest. Isi suggested that we should eliminate student competitions like that. "Wonderful for school, not a professional conference." Michael Moore disagreed, saying they attract young people to FLAVA and careers in world language teaching. All agreed to continue with the Student Poster Contest, but winners will not be invited to the luncheon to accept the award. Isi recommended running the Contest during the school year and highlighting the winning entries during Foreign Language Week in March. The winning posters can be displayed during the fall conference. Everyone agreed this was a great idea. We will finish this year's contest and communicate the changes to the membership to begin in 2015.

5. Communications

- **Website Editor and Webmaster:** Nancy and Angela combined their report, which was provided. There have been 56,000 hits to the FLAVA website since April 2013. We are doing more than before, and than other similar organizations, so we need to splinter off some jobs. Nancy encourages all board members to turn in articles; she is happy to edit them, but will not write copy. For example, Jen sent an article and pushed someone to write one. Take the time to let the membership know of the great things going on! Angela will revise the software for e-mail to show who is writing when responding to flavabod. We had been using the VCU listserv, but will change as Angela has found an internal integrated solution on the server. When people register for the conference or become members, they will be added to the e-mail list automatically. So this removes a few steps and ensures everyone receives notification. We will be able to choose receiving immediate notification, or monthly or weekly digests. She is also creating a forum for presenters to upload their conference presentations. The evaluation forms will be online again. This time, a scorecard will be created automatically and tallied by the system. Isi will send the categories to Angela. In addition, a ballot for new board members should be added. All members with a user account will be able to access the area to vote. Key to success is letting



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people know they have a username and password to the FLAVA site. Angela and Nancy will create QR codes again for the evaluation form. We have a vibrant Facebook presence. Don't forget to click *like* or *share* because there is an algorithm which determines whether others will see the posts. There is a job page on our website and our Facebook page. Social media outlets like Twitter and Facebook will receive updates from the webpage. Margaret Hicks noted that the website is a little clinical and needs more photos. Angela agreed that it does not articulate the culture of FLAVA. She is happy to ramp up in revisions and include photos of board members, and organic videos in communities. To keep people coming back, we need to keep the content fresh. In the report, Nancy created a draft policy for paid ads and Angela provided a mock-up. The ads could run only in the news and events section. If there are no ads, we can create FLAVA ads to run in those sections touting the conference or webinars. As all agreed, they put this into action. They urged us to raise our presence in social media, perhaps by creating a Pinterest on second language acquisition with links to research articles, upcoming news and events. Michael volunteered to take on this role as he is doing it for AATF.

- **Membership:** Doug has two new volunteers on the committee, Ken Yeatts and Shirley Hall. The committee will work with Angela to remove duplicates from the database. He recommended we add to the conference evaluation form an item for those to express interest in presenting a virtual workshop on a particular topic, which Nancy readily agreed to do. She would provide any such information to Dick for possible solicitation of presenters. As we no longer use facilitators to collect evaluation forms in sessions, Doug recommended we use student volunteers and member volunteers to stand between sessions, or ferry messages, move equipment, and other odd jobs. Anybody who expresses an interest in volunteering on their registration form will be contacted and given a role to play. Volunteer paperwork can be provided at registration and included in Dick's session.
- **Professional Development:** Dick provided a report setting forth next year's webinar sessions, which were selected on the basis of the TELL survey sent by Lisa. Please share the newest link to the survey, which reflects the latest updates to the TELL domains and criteria, so that data can be provided to Dick to plan next year's presentations. A QR code will be generated for this and shared as well. He needs more money for Paul Sandrock. Also, next week he will start a major publicity campaign. At the FLAVA conference, Dick will present a session about professional development and virtual workshops, and hopes to solicit more satellite sites during the session. The program boasted 765 participants over the past year, which equates to two free conferences! It was suggested that Dick livestream from the conference as some organizations offer a lower cost registration for virtual attendees. Dick responded that the hotel does not have strong enough bandwidth to provide a quality presentation. Instead, he will use student volunteers to videotape key sessions. They will not be streamed live for off-site attendees, but will be posted on YouTube for later viewing. The newly added Arnold Bleicher session would be perfect. To improve bandwidth for subsequent conferences, we can offer free exhibit space to a vendor or organization that can provide services to us in kind. In addition, workshops could take on a more blended approach, with assignments in advance and follow-up activities afterwards. There could be several sites with an audio/video link, and the rest chiming in by text as is done now. He is also considering offering to teachers a Summer Professional Development in a Full-Immersion setting as part of the Governor's Foreign Language Academies. He will look for a



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grant to offset costs. He urged consistent use of social media to push FLAVA professional development throughout the year and recommended a FLAVAWeb column with a Strategy of the Week. Suggestion. We can use HootSuite to push out items at a rate of one per day even if they are created at one time. Sounds like a job for Michael's new Social Media role!

6. Guest Speaker from Virginia Hispanic Chamber of Commerce: Lisa Zajur provided a folder with information, including resources and events.

7. Affiliate Reports

- **VDOE:** Now that the SOL have been refreshed, guiding documents will be developed. In addition, Lisa seeks to assist teachers in setting student achievement goals, and will work to customize the NCSSFL-ACTFL Can Do statements with teacher verification for this purpose. She will host the pre-FLAVA MOPI training and three additional regional MOPI training sessions in the summer of 2015. An announcement will come out in January 2015. Further, she will work with a team to develop a Virginia-specific TELL aligned with SOL and VSPPT, complete with an online version. She announced that the State Board of Education fully supports changing the name from foreign to world language. This will be submitted as part of a review. Once that is complete, she can change all of the documents to reflect the new name. In the newly refreshed SOL, the titles say foreign language, but the language in the body of the documents refers to world languages. A Textbook Review (adoption) is scheduled for 2015. Lisa recommended that the Exhibits chairs share this information with publishers and exhort them to attend FLAVA. This summer's Governor's Foreign Language Academies were a great success! Lisa thanked Dick and Greg Daugherty for their work as program coordinators. She added that there is an article in the Franklin Free Press highlighting one of the Japanese students. Also, Debbie is presenting a session at FLAVA to help teachers handle the nomination process. There is one change for next year: each school will be allowed to nominate two students for the Japanese Academy, which requires no prior Japanese study.
- **VFLSA:** No report. Suzette Wyhs not in attendance.
- **Community Colleges:** VCCCS Rep, Martha Davis provided the VCCS report. VCCS World Languages Peer Group Chair, Miguel Lechuga stated that it is cheaper to combine with FLAVA for their bi-annual conference. Isi said that there are rules for VCCS not to pay for registration and dues. A need for MOPI training for VCCS members was expressed. As there are five regional centers for teaching excellence, each could contribute \$2,000 to coordinate this, but only two have done so. Lisa suggested that VCCS could piggyback on the VDOE summer regional MOPI institutes. This can be discussed at the conference.
- **AATF-VA:** Michael stated that the AATF-VA is still in need of a Treasurer. He will pay Helen for the AATF Affiliate Table after the meeting.
- **AATG-VA:** No Report. Marcel Rotter not in attendance.
- **AATSP-VA:** Debbie provided the AATSP report on behalf of Susanna Burgos. They will hold their spring meeting at UVA. The chapter offers several scholarships for teacher study abroad. Encourage teachers to apply. They winners of their poster contest will be exhibited at the AATSP-VA booth at FLAVA. Candidates are needed for the positions of Vice President and Treasurer. Elections will be held at the meeting during the FLAVA conference.



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- **CAV:** Margaret provided the CAV report on behalf of Fred Franko. A Fall meeting is planned at Mary Washington University in Fredericksburg October 16-18 with the Southern Section of CAMWS (Classical Association of Middle West and South). Students from the Governor's Latin Academy went on a field trip to the American Classical League Institute in Williamsburg.
- **CLTA-VA:** No report. Peng Yu not in attendance.
- **MAATJ:** Report provided in the absence of Keiko Abrams.
- **NNELL:** No report. Beatrix Preusse-Burr not in attendance.
- **VATA:** No report. Meriam Bacha not in attendance.
- **Prospective Affiliate MAALT/IAALT:** Sharon Scinicariello is Professor and Director of the Global Studio at University of Richmond and Publicity Coordinator of IALLT. She attended the meeting with the purpose of affiliating officially with FLAVA. She explained that IALLT was formed 50 years as a language lab directors' association. Now the organization works with teachers using technology to promote language learning. MALLT is the Mid-Atlantic Regional group. IALLT holds a conference every two years. MALLT has a relationship with the Maryland Language Association, and has purchased a table for the FLAVA conference. Colleagues in SEALLT will present two workshops at the FLAVA conference. IALLT provides an open source journal focused on best practices and action research. A relationship with IALLT can give a wider audience to FLAVA and our members, and also offer technical support during the conference, as SEALLT did at the last SCOLT conference. Annette said that the Executive Board will decide if MAALT will be an affiliate at the meeting later today. Sharon stated that the group can bring projectors and other equipment to support the FLAVA conference. She further suggested that we consider using Guidebook to offer the FLAVA conference program on mobile devices as it is low-cost. CALICO does it. VCCS has created something like that but at a high cost. Lisa can look into a DOE software/app.
- **Prospective Affiliate AATSEEL or ACTR chapter:** Elena Ksenjek provided a report and explained that she is still pursuing affiliation with a national organization, either AATSEEL or ACTR. In lieu of that, she may pursue creating a new organization with other Russian teachers in Virginia. So far, she and her colleagues from Virginia Beach will be presenting two sessions at FLAVA; one in English and one in Russian.

8. New Business

- **Farewells:** Annette bestowed cards and gifts to two departing board members: Margaret Hicks and Becky McQueen, both of whom will be sorely missed. We wish them the best of luck in the new phases of their lives (retirement and marriage respectively.)
- **Announcements:** If you have any announcements, please send to Nancy to post on the website and to Lisa to post on VDOE's TeacherDirect.
- **Revisions to Bylaws:** Annette would like to begin work on revising the by-laws and constitution to be reflective of, and supportive of, what we do. To that end, every board member is tasked with providing the President with a document outlining the duties of their position and their committee. Be sure to build into this the responsibilities of volunteers, and a system for training someone to take over. Prospective volunteers will be given clearly delineated roles and must agree to abide by these expectations. This will be clarified at an Executive Board meeting



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to occur immediately following the Board Meeting.

9. Upcoming Meetings

Annette would like to meet three times in the coming year, either in person or virtually. It was decided that the next meeting will take place virtually on Saturday, October 4, 2014 from 10:30 a.m. to 12:30 p.m. Dick will send out a link from Washington & Lee University. There will be a face-to-face meeting on Saturday, March 28, 2015 10:00 a.m.-3:00 p.m. at the Doubletree Hotel by Hilton in Williamsburg (50 Kingsmill Road). We will meet again in person at the same location on Saturday, August 15, 2015 10:00 a.m.-3:00 p.m.

10. Adjournment

The meeting was adjourned at 3:38 p.m.

Respectfully submitted by FLAVA Secretary Jennifer Carson
This 6th day of August, 2014