

Foreign Language Association of Virginia Executive Board meeting
June 8, 2013
Fort Magruder Hotel and Conference Center, Williamsburg, VA

Present: Executive Board Members and Conference Committee Members: Norah Jones, Kathryn Murphy-Judy, Helen Small, Annette Waggoner, Isi Kessel,
Conference Committee Members: Ruth Leal, Dick Kuettner
Board Member/Bulletin Editor: Nancy Feigenbaum
Website Consultant: Angela Gunder

This was a joint meeting of the FLAVA Conference Committee and Executive Board, with issues addressed at staggered times by members present of the respective committee or board.

9:13 a.m. Conference Coordinator Isi Kessel commences Conference Committee Meeting. Last year's conference schedule and map of facility distributed to all.

MOPI has been scheduled for Wednesday and Thursday, so it will not interfere with FLAVA.

Exhibits: The schedule will be adjusted to allow for more exhibit time this year. Specifically a one hour block will be separated on Friday and Saturday for attendees to visit the exhibits. The possibility of offering international snacks along with coffee breaks was discussed but tabled as the hotel prevents us from bringing in food from outside sources.

Length of sessions and workshops: There was discussion of lengthening sessions to one hour and workshops to 2 ½ hours. As the request for proposal designated 45 minutes for sessions, the members decided to retain that length, allowing an additional 15 minutes for questions. Presenters may use the entire 45-60 minutes at their discretion. There will be 15 minutes in between each session to permit attendees to travel between rooms. Saturday will be reserved for sessions, whereas workshops will be presented on Thursday and Friday. Strand A & B Workshops will be 2 ½ hours in duration while Strand C will be 1 ½ hours and Strand G & H Workshops will be 1 ¼ hours. These times may be changed for next year's conference and communicated in the request for proposals. Thus far, we have Terrill Morgan and Barbara Peterson for long workshops. No proposal has been received yet from either the French Embassy or the Goethe Institute.

Signage: Ruth mentioned that the lights were out in New Market Hall last year. It was agreed that there be a sequence of signs on the way to both halls and outside between them. Signage is the responsibility of the President-Elect. VCU student volunteers will continue to assist attendees to navigate between both ends of the conference center.

Business Meeting: The Embassy of Spain has requested time during the Saturday Business Meeting. It was agreed that the time for the Business Meeting will be slightly extended to include the Election, Keynote Address, and Presentation of Awards (1 ¾ hour.) However, the Spanish Embassy will not be permitted to make remarks during the meeting out of fairness. Rather, they will be encouraged to offer a workshop and/or make remarks at an AATSP-VA meeting. This information will be conveyed to AATSP-VA President, Debbie Sommer so that it may be arranged.

AATs: Fabrice has indicated that the AATF-VA would like to organize a dinner this year rather than a luncheon. This will free up rooms for sessions. All agreed that AATs will only be offered the option for a dinner. Isi will give all AAT presidents a deadline and options for their dinners or meetings (7:30-9:30 p.m. Friday.)

Meals: After discussion, it was agreed that a breakfast buffet will be served on Saturday morning in the Exhibit Hall. There will be no soda/coffee/snack breaks. There will be three coffee breaks served in the Exhibit Hall in the morning and afternoon on Friday, and in the afternoon on Saturday. Jen indicated that VFLSLA would like to have a breakfast meeting on Saturday morning as is customary. She will check with the rest of the board to verify and notify Isi. It was agreed that the reception should be planned like last year (6:15-7:30 p.m.) Ruth will look into getting bands--international and multicultural—to play at Outdoor Reception Friday night.

Awards: Winners of awards will be notified in advance and communicated to attendees so they may congratulate them at Friday night's reception. They will be presented with the award at the Business Meeting, but will not be able to make any remarks or speech.

Proposals: There will not be a Speed Dating strand this year. Only one was received. Isi will contact that person to see if she wishes to convert it to a different topic under consideration. Many proposals were over the 50 word limit. Next year, a longer abstract of perhaps 100 words will be permitted as well as the required 50 word synopsis for the Program. The committee recommends changing the background of the proposal box as many left out the title and other features when they were not located in the gray box. Proposals that were not considered appropriate for a full-length session may be included in a possible Poster Session. Isi will work out the details and report. Based on the recommendations of the committee members who rated the proposals, Isi will communicate which proposals were accepted, rejected, or offered a spot in the Poster Session. For the 2014 conference, a drop down menu for proposals will be added with TELL correlations spelled out up (choose up to three) and learning outcomes in a fill in the box (at least three.)

11:00 a.m. FLAVA President Kathryn Murphy-Judy commences Executive Board Meeting. Website Consultant, Angela Gunder, attends via Google Hangout, and shares screen to demonstrate new website under construction. Angela has spoken with Isi, Helen, Nancy, and Kathryn about their respective needs. After conference, we will evaluate if the website is serving our evolving needs. Angela stated that she is building the site so that it will expand and grow with the organization. Further, she emphasized that control of the site is in the hands of board members. We are the masters of our content.

Phase I of the website will launch in July. We will presume that most site visitors will be paying for the conference and member fee together. **Phase II**--after the conference, with all the collected data, we can separate conference and member fee. As the exact amount of lifetime members is unclear, anyone who wishes to become a Lifetime Member must go through the Treasurer to be added to the list...

Posting information: Nancy will serve as webmaster to check accuracy of information and proposed content. Those proposing website content must send it to President and Nancy. Those wishing to meet with Angela this summer (face-to-face here or in D.C. or virtually) to be trained on adding content to the site should communicate this to Kathryn soon so that arrangements may be made for an August meeting. Helen, Nancy, Kathryn, and Annette expressed interest in this training. A 24 hour window for Nancy to evaluate proposed posts by board members was accepted. No specific time period was specified for proposed posts of FLAVA members or prospective members. The horizontal tabs will remain constant, but content within may be changed when necessary. Content can go into site but is not published until Nancy **and** the President approve. Proposed content can be edited by Nancy or the President, and then published. The Bulletin will be subsumed underneath the News and Articles section. The comment section underneath articles will be monitored by Nancy; all comments will be hidden until she approves them. This can be done by phone.

Configuration: The first page will include a President's Letter. The membership and join sign will be on all pages. Members will be given a username and password when they join. After the initial phase, we can decide whether we include member only content and/or member only comments. Registration for webinars will be on the FLAVA website under Professional Development. Nancy can help manage deadlines for individuals to post publicity for things like awards, conference, webinars, etc. Videos and Photos may be included in the News and Articles page, which will take the place of the Bulletin. This will include archived Bulletins and a Recent or Featured News section, with links to the complete articles and a full list of news stories. If we build a larger Twitter presence (now #FLAVA2013), we could add a Recent Tweets section. Also, members will be able to subscribe to the website; when a page is updated, they will receive an e-mail alert. In Phase II, we can decide to add a feature for members to subscribe to specific items such as the events calendar, or specific articles or language interests. We will have to determine which categories of information will fall into each feed. The calendar will have a feature that shows details when rolled over by a cursor. Payment for an event may be accessed in this way as well as directly through a payment page. It is possible to embed Google maps for locations of events. Everything in the site will be stored in a database and archived, even if it is not apparent on site to viewers. In Phase II, we may choose to include ad space in a graceful and elegant way. This would take the place of ads currently in the Bulletin and may tie in with ads in the Program provided by exhibitors/sponsors. Prices would be determined by size and length of time. There will be a way for people to submit leads for stories rather than articles or stories to avoid phishing. Constitution/By Laws will be on the site, but discussion will continue as to whether all financial reports and meeting minutes will be posted, or alternatively just reserved for members. There will be a section for Press about the organization. Prior Conference Programs downloadable as PDF files along with old photos will be posted as will guidelines for session proposals and proposal forms. Site visitors will be able to pay for the conference, membership or donate to the Schilling Fund using a credit card OR purchase order. Vendors and advertisers can go through the same pay portal, which may be accessed through different pages-- conference, ad for site, ad for conference, etc. Executive Board Members voted to select PayPal as the mode of payment, which permits payment even if one is not a PayPal member. Affiliate reports would be available. Standing committees could offer reports and encourage volunteers to serve. Advocacy would have a page. Advocacy through ACTFL would be reached via ACTFL on the Resources tab. Job Opportunities could be included under Resources. No consensus was reached as to where to place the TELL documents or the VA-FLPD Framework....Resources? Professional Development? Dick recommended that the contact page offer options to send directly to the respective roles without indicating e-mail addresses (e.g., Treasurer, President, Conference Coordinator.) There will be a disclaimer that if one leaves the site via a link to another site or organization, that FLAVA is not responsible for the content.

The virtual meeting was adjourned at 1:00 p.m. Members continued to examine proposals until complete adjournment at 4:55 p.m.

Respectfully submitted, this 10th day of June, 2013
Jennifer N. Carson, Secretary