

BOARD OF DIRECTORS MEETING

Thursday, May 12, 2016

OPENING AND ATTENDANCE

On May 12, 2016 at 1:03 p.m. EST, President Diane Barone called to order a meeting of the Board of Directors of the International Literacy Association.

The meeting was held via web conference and Board Directors participating were President of the Board Diane Barone, Vice President of the Board William Teale, Secretary of the Board Julianne Scullen, Gwynn Ash, Donald Bear, Cathy Collier, Lori DiGisi, Bernadette Dwyer, Laurie Elish-Piper, Rachel Karchmer-Klein, and Executive Director Marcie Craig Post. Julie Coiro did not participate. Staff in attendance included Christine Heesters, Director of Business Solutions; Dan Mangan, Director of Public Affairs; Linda Marston, Director of Finance and designated Board Treasurer; Stephen Sye, Associate Executive Director; and Christine Marconi, Recording Secretary.

APPROVAL OF MINUTES

A motion to approve the minutes from the February 18, 2016 Board of Directors meeting was proposed, seconded and unanimously approved.

- *Be it resolved that the Board of Directors of the International Literacy Association approves the minutes from the February 18, 2016 Board meeting as submitted.*

GOVERNANCE

ILA's Board election was held with 4.97% of eligible voters participating in the election. In addition, the Board agreed to meet later in May discuss Board officer terms in-depth and resolve upon a recommendation from the Governance Committee on June 12. The issue of Board Member travel was deferred until the July meeting.

COMMITTEES

The Board discussed and agreed upon recruiting new members for the Literacy Research Panel via candidate submissions from the LRP's chair and subsequent vetting by Board Officers. Committees of the Board for the upcoming fiscal year were also agreed upon and a consensus reached that from this year forward all Chairs for Committees of the Board should be third-year members of the Board.

A resolution to re-evaluate currently standing committees and task forces was proposed, seconded, and unanimously approved.

- *Be it resolved that the Board of Directors of the International Literacy Association approves the revamping of the organization's committees for the purpose of aligning committee work to ILA's needs, communications and strategic direction.*

FINANCE AND BUSINESS

Linda Marston, Director of Finance, reported that the Finance Committee postponed its review of the FY17 budget proposed until June because a more accurate proposal can be developed by waiting until just before the end of the fiscal year, thereby presenting 11 months of activity with more realistic estimates for the Boston conference. Expenses are tracking 12% under budget, and projections for year-end indicate a \$1.1 million expense savings; however the decline in membership and publications revenue remains an issue and decreasing expenses will not fully address it. Staff continues to devote full attention to developing new revenue streams including the

exploration of credentialing, the Delaware School Project, a new grant project local to Delaware that will bring in \$85,000 annually, and the design of new business services to assist the organizations within the network. Expected cash draw from the endowment is the budgeted amount of \$2.7 million, and no additional draw is expected.

The Director of Finance reported that the investment portfolio is just above \$10 million as of May 12, 2016, a slight increase since January. While Glenmede Advisors, ILA's investment manager, noted some market volatility due to growth concerns in China, the oil glut, and low oil prices, it was pointed out that ILA's investments are well positioned to ride it out the volatility.

PARTNERSHIPS

Stephen Sye, Associate Executive Director, presented the Board with a plan to broaden the current External Partnership Policy beyond engagement with other non-profit organizations, ensure alignment of with ILA's overarching strategic goal, and build a focused and strategic pathway through which partnerships can be filtered and ongoing partnerships can thrive.

A resolution to officially approve the External Partnership Policy and Process Plan as presented was proposed, seconded and unanimously approved.

- *Be it resolved that the Board of Directors of the International Literacy Association approves the External Partnership Policy and Process Plan.*

OUTGOING JOURNAL EDITORS

A resolution to officially acknowledge and thank the outgoing journal editors of the Reading Teacher was proposed, seconded and unanimously approved.

- *Be it resolved that the ILA Board of Directors acknowledges with gratitude the outstanding contributions to the Association and the literacy field by Diane Barone and Marla Mallette, editors of the Reading Teacher for Volumes 65–69 (September 2011–May 2016).*

A resolution to officially acknowledge and thank the outgoing journal editors of the *Journal of Adolescent & Adult Literacy* was proposed, seconded and unanimously approved.

- *Be it resolved that the ILA Board of Directors acknowledges with gratitude the outstanding contributions to the Association and the literacy field by Margaret Carmody Hagood and Emily Neil Skinner, editors of the Journal of Adolescent & Adult Literacy for Volumes 56–59 (September 2012–May 2016).*

CONFERENCE

Stephen Sye reported that preparations for the July 2016 Conference in Boston were on track with registration maintaining good momentum, sponsorship at \$38,000 and growing, exhibitor revenue of \$581,000 (65% of goal), and paid registrations 8% ahead of last year with 1,426 registrants.

CREDENTIALING

The feasibility study for adding a credentialing program is moving into its final stages with focus groups, a survey of some 10,000 sector professionals, and compilation and analysis of all the data collected. The final results will be presented to the Board on July 7 in Boston.

COLLABORATIONS

Microsoft

Marcie Craig Post, Executive Director, reported that ILA is in talks with Steve Duggan, Director of Worldwide Education for Microsoft, about Microsoft's app, Chekov Story Writer, which allows learners across the globe to develop their literacy skills and possible other partnering opportunities with Microsoft.

The Government of Dubai

The government of Dubai has invited ILA to a partnership event in September to explore the possibility of a pilot program to expand literacy in that country. ILA is working with Dubai government representatives to identify possible dates for a meeting.

Read Write Think (RWT)

Marcie reported that ILA has entered into a Memo of Understanding with NCTE that identifies ownership of RWT's ILA-produced content and assets.

The Delaware Project

The first meeting of the Project team took place at the partner elementary school, and included school district personnel, the principal and meeting with the entire teaching team. The first cohort of teachers, along with the principal will be attending conference and afterward, the project team will convene to lay out a professional development for the school year.

NETWORK RESTRUCTURE

A meeting with participants from each of the seven ILA regions was recently held in Frankfurt, Germany for the purpose of gathering a representative international group to engage in dialogue to consider how ILA can meet its goal of advancing literacy learning throughout the world. The outcomes of this landmark meeting resulted in an ambitious declaration for ILA to realize a strong global agenda and matching model of governance.

A resolution to officially approve and support the Frankfurt Declaration charges for the Global Task Force was proposed, seconded and unanimously approved.

- *Be it resolved that the Board of Directors of the International Literacy Association approves and supports to continue its work in accordance with the actions identified as needing exploration in the Declaration.*

The participants will continue on as members of the Global Network Task Force to continue the work laid out in the Declaration.

UPCOMING EVENTS/ACTIVITIES

The Board has a conference call scheduled for Sunday, June 12, at 4 p.m. EDT to discuss any pertinent items. It will gather again in Boston on July 7 for new board member orientation, a regular board meeting, and to plan for the coming fiscal year.

ADJOURNMENT

The next Board of Directors is confirmed for Thursday, July 7, at 8 p.m. EDT, in Boston. The group adjourned at 4:05 p.m. EDT.