



FLAVA Advisory, Executive, and Affiliate Board Meeting Agenda

April 20, 2024

4:00 - 5:00 PM

Location: **Washington and Lee University, Center for Global Learning, Room 115**

[ZOOM LINK](#) (for remote attendance)

[Zoom Recording](#) Passcode: 5.6uYc.T

I. Call to Order

a. Welcome

- i. President Eric Jaworski called the Meeting to order at 4:00pm. Eric welcomed everyone to the meeting.

b. Roll Call

- i. Executive Board Members: Eric Jaworski, Heidi Trude, Beth Marshall, Holly Fitterer, Kathryn Murphy-Judy
- ii. Affiliates/Committee Chairs: Shane Goodpasture, Shirley Hall, Marcel Rotter, Motoko Omori, Amy Cohen, Bettina Staudt, Lisa Fore, Sue Robertson, Thomas Sones, Cheri Duma, Jen Carson, Beatrix Preusse-Burr, Jeremy Aldrich, Thomas Haines

c. Approval of Agenda

- i. There were no additions made. Agenda approved as written.

II. [Reading and Approval of Prior Minutes](#)

- A. Meeting Minutes were approved as written.

III. Report of Officers

a. [President's Report](#)

b. Treasurer's Report

- i. We have a new assistant Treasurer– Chantel Kushner-Samuel. We are happy to have her on board! In our October conference, our costs were more than our income. In addition to the new hotel and its contract, our food costs were up. We are looking for ways to reduce costs, but without reducing the value of the FLAVA Conference. We will undoubtedly need to increase the fee for our Fall Conference. We are working to try and increase to help revenue, but without setting the price so high whereas people cannot pay for this.
- ii. Before inflation, we were getting about .04% interest. We have moved much of this into CDs, which gets us about 5% interest.

- iii. Many thanks to Dick Kuettner for his help with W&L for working with folks to put on the Spring Conference. It allows us to bring in revenue every year.
 - iv. They have been working with the finance committee and executive board to look at the income to cost ratio over the past 3 years, which has been very up and down due to our work with SCOLT in 2022 bringing in a lot of money. We will want to look into ways to increase our income in similar ways, as well as finding ways to cut on costs.
 - v. Thomas Sones expressed that he likes that we have expanded our added benefits to FLAVA, and that we would be willing to keep as much as possible to make choices that continue to provide these opportunities.
- c. Communications Coordinator's Report
- i. We are continuing to work on our social media presence. Please share information and posts, as that is a way to broaden the scope of the message and gain new followers. We will continue to send information out to the full constituency via email as well. Fall Conference information should be sent out within the next week or so.
 - ii. If you have any information that needs to be sent out to the full constituency, please email Holly Fitterer (fittererholly@gmail.com) or reach out with that information preferably a few days beforehand so that she has time to prepare the posts and get it sent out.
 - iii. If you have any suggestions for ways to reach more folks, please feel free to reach out!
- d. Conference Coordinator's Report
- i. Virginia Kibler is not present, so she will not be giving a report. Sue Robertson will step in to re-emphasize things on behalf of Virginia. First, thank you for all of your help in making the Spring Conference a success. Thank you to W&L for all their hospitality. Please encourage folks to fill out the Spring Conference Evaluations so that we can evaluate how we can best utilize our Spring Conference.
-  FLAVA Spring Opening
- ii. The Fall Conference is October 10-12th, in Norfolk VA. it is themed "Navigating a Changing World With Languages." [The Call for Proposals](#) will be out by Monday. The Deadline for proposals will be June 15th. The change is that we will have a 60 minute time slot, as opposed to 45 minutes. A workshop would be 2 hours. There will be fewer strands due to this time change.
 - iii. After June 15th, there will be 5 days to get things organized before it is sent to you all (affiliates). Then, you will have from June 20th-30th to evaluate and decide which sessions will be accepted. Presenters will

be notified by July 15th, and will need to register by August 15th. The Exhibitors

- iv. Cherie Duma – Exhibits Inc has relocated, so they are in the process of moving out of state and will no longer be servicing Virginia. We looked for another service and had a few quotes. We accepted a quote, but have not yet heard back from them. We had two others that have not yet gotten back to our request for a quote, and one that declined the request.

IV. Committee Reports

- a. Follow-up Questions/Discussion
- b. Eric opened up the floor for anyone who would like to verbally add to the report.
 - i. Lisa Fore (Membership)-- How do we get the algorithms to reach new people or more people. How can we reach more people? When people sign up for memberships, we need to find out how they are hearing about us. Would we might want to look into its tiered memberships? She put a link into Illinois' tiered membership as a way to increase interest.
 - ii. Eric talked about Community Colleges stating that they didn't have nearly as many folks who wanted to be a part of this organization, partially due to no longer having funding to come.
 - 1. Community colleges used to meet with us. In the past, it was an administrative decision that they wanted community college professors to meet at a different conference (English?), which is partially why they stopped coming. They were no longer meeting in conjunction with FLAVA.
 - 2. With necessary contacts, we could maybe rebuild those bridges. We can't expect the CC people to reach out to us, we would need to reach out to them.
 - iii. Marcel Rotter– Thinks many younger people don't see the value in professional memberships any more, especially long-term memberships.
 - 1. Holly– It often is a combination of not knowing the value of professional memberships, while also sitting behind a paywall that many young teachers cannot afford to pay on their own. It isn't feasible, so they miss the benefits.
 - 2. Eric– Maybe vendors could sponsor a new teacher conference fee?
 - 3. Shane– Mentorship committee is looking at ways to offer discounted conference fees or even a free conference fee for new teachers; This could also be helpful with a tiered

membership if we were to go that route. It could also help us reach areas that are less represented

4. Lisa–Maybe a bit more virtual stuff? Digital Conferences can also be cost effective and have revenue and hit a different demographic. (smaller, maybe spring, etc.)
 5. AATG-VA pays for the first year membership for German teachers, so some extra things like that could be helpful.
 6. Beatrix...Pre-Community College things, FLAVA used to be Friday, Saturday, Sunday (?). Today we are seeing more time that they need to do sub time for multiple days and we might have one day in the budget. For many of the administrators, they may be more likely to have the ability to budget for that. Would there be a good shift between expanding to that again or do some sort of virtual Thursday or evening? Certain days are not able to be counted as professional development.
 7. Would we like a summer conference? Many folks like to do personal things, and also we have different summer schedules.
 8. Maybe we look into doing a virtual summer institute. Bettina Staudt's previous experience with summer institutes with little mini sessions (20-40 minutes) was well attended, useful, and an easy way to get folks involved because it was accessible. Jeremy agreed and thought that this could be a move for more Affiliate type things as well, potentially getting strands for affiliate groups or more specific sessions. It could support our Affiliate groups in having sessions in their specific language.
 9. Beatrix–This could also help folks to work on keeping up with their own language and linguistic development. We have less of these language specific sessions because it might lower the number of attendees who go because it only reaches a certain audience. A summer institute might be the way to help offer these language specific sessions in a lower stakes environment.
 10. Thomas Sones–maybe we are seeing a detriment to our schedule because we don't always have the affiliate support or chapters. The affiliate groups that have a strong presence (CAV/MAATJ/CLTA) often have a full string of language specific sessions. If we could find a way to better support other chapters and get them going (we currently do not have a chapter of AATSP), we could better support the language specific strands.
- iv. FLAVA Awards deadline. We might extend this deadline. We currently only have David Cox Award nominations, no other award nominations have been made.
1. Maybe we do an information/help session for these awards.

2. The other big thing is that the timeline really is at the time of SOLs/End of Year/etc.
 3. Maybe we extend it to July 1st. We will check with Kelly Arble, then make sure that is well advertised.
 4. We will look into getting some lists of former awardees so that we can see historical places that would need to be thought of, etc. Shirley will be working on that. This could also help us to reach out to other districts and universities that could nominate folks, so it isn't necessarily the same ones.
- v. Dick–How do we make affiliates feel more a part of these things? If we are able to do something to welcome them and feel as though they have a particular role in the conference, they may be more likely to bring more people or send more folks.
 - vi. Tiered day conference payment? Would this be something that could encourage more folks to come to the conference. NECTFL and ACTFL have had a similar set up in the past that could be a good model for us.
- c. Eric asked if there were any other additional questions. There were no other additional comments.

V. New Business

- a. Fall Conference
 - i. Proposal Review Process (Heidi)
 1. You will get a video tutorial that will guide you through the process. Please make sure that you adhere to the timeline. If you do not think that you are available to work on it, make sure you give us the name of who you would like to receive this information and help with that process. There is a rubric; please use it. Do not accept every proposal.
 - a. Amy– The rubric was a bit hard to use in the past. Please give us more information if you can. If we could get more information on the proposal form, we could potentially add that for the future to keep us up to par with other regional and national organizations.
 - ii. [2024 Registration Rates](#) (Heidi & Sue)
 1. We need to ensure that we break even and sustain our organization. In order to do that, we really do need to raise our rates. SCOLT with FLAVA brought in \$14,000, so Heidi did base some of the potential new rates based on that. Our dues are included in the Conference fees (\$40).
 - a. Maybe we add member, non-member fees, then have the membership as an additional fee. Many years ago, FLAVA changed to the current model because teachers didn't

have the funds for the membership, but if their school division paid for the conference, they would get their registration too.

- b. Some places (Loudon, Fairfax, etc.) do not cover membership, so they are required to pay for the conference without membership.
- c. Make non-membership ones more expensive so that they would want to become a member, then separate the membership from the conference fee? People would want to pay the membership fee so that they could save money on the conference rate.
- d. If we separate the membership from the conference, that would give some give on the costs as listed.
- e. Folks feel that there are not many lunch options within a walkable distance, so they feel that lunch options should be given at the hotel, as there weren't necessarily other places to eat.
- f. Lunch: If we do the per day cost, have it include lunch. We could also have one of the lunches as an awards luncheon, which would do away with the awards reception and would cut the cost of another catering situation. We could also try to contact sponsors/exhibitors to help defray costs for meals.
- g. From a WL Coordinator perspective, the cost of the conference registration is not the problem, but more so the cost of the meals and hotel that accompany the conference.
- h. Is there any chance that the dates could be switched for the conference if we want to push more towards the Friday, Saturday, Sunday?-- No, the conference dates are in our contract until 2025. While you could potentially ask, it is not necessarily likely that it would happen. We have also already published the dates for the 2024 conference and secured a keynote, which would make it quite difficult to change at this point in time. We could maybe look into it for 2025.
- i. Is our hotel fee relative to hotel room bookings? Yes, it is. We need to sell rooms to keep cost low. We need to have a certain number of rooms in our block, but we also had to increase the number of rooms because of that.
- j. Bettina really liked the thought of structuring the cost on a per day rate, which may make it easier for folks to come

based on the cost per day. She also thought that by separating the membership cost from the conference cost, that may enable WL supervisors in some places to have the ability to get FLAVA memberships for all of their first year teachers, minority teachers, etc. Then they may be willing to see the registration rates (per day) and decide that it is worth it for them to attend the conference.

- k. Price is not bad, but looking at a more cost effective way to make payments/payment plans could be helpful in getting younger teachers or those who have to pay for themselves to come. This was brought up in the mentorship survey which was sent out in February. We can check with RegFox to see if there is a possibility for that.
- l. We don't want to lose people...how many people in the drivable area are we losing because they can't afford to send folks. Could we get some data gathering? We need to make these things based on concrete data. We can't just look at the black and white of the specific things, we need to have a full perspective.
- m. Back to the lunch talk, some places will not pay for extra lunches. Maybe we keep one in the early bird registration, but all others are left off of it? You can add an a la carte 2nd day lunch cost. We also want to keep the one lunch so we can talk to affiliates and exhibitors. We are also hoping to have one lunch or breakfast with the exhibitors. The biggest thing is finding ways that week can also cut some of the catering bill, such as the new teacher/pre-service teacher dinner with the awardees as well.
- n. How do we increase the "footprint" and value of our things? By increasing the value of the PD offering, we can increase cost without the district having problems.

VI. Old Business

A. Eric opened the floor for any old business.

- 1. Cherie brought up the idea to meet up in person to help with the continuity and learning about our roles. It may be helpful to go over our goals, mission, etc. It would be extremely helpful to have a full day retreat or something to help with these transitions. Beth Marshall and a few of the folks from the Executive Board/Conference Committee may reach out to figure out a potential date or time to do that.

- B. Where do we get our money? Exhibitors. We need to support the Exhibitors and see how we can get them to come back. Bettina Staudt will share an [exhibitor's packet](#) that she has as well. You can work with them differently depending on what they want.

VII. Announcements

- A. There were no other announcements at this time.

VIII. Adjournment

- A. Heidi moved to adjourn the meeting with a date to be set for our next Affiliate Meeting.

It has been moved and seconded to adjourn. We put it to a vote. The meeting is adjourned at 5:30pm.