



The mission of the Adult Education Association of Utah, as the primary advocate for lifelong learning in Utah, is to meet the diverse needs of all Utahns by providing and supporting quality educational opportunities.

Location: Zoom

Date: November 9, 2020

Time: 10:00 a.m.-11:30 p.m.

## Meeting Minutes

### Board Members:

*Present:* Josh Bell, Kate Brainerd, Shauna Brown, Cathleen Carter, Blaine Fackrell, Mark Mataya, Sherrie Mortensen, Danielle Pedersen, Nicki Wake.

*Absent:* Todd Bird, Gerald Jackman, Breanne Kelly, Natalie Mataya, Kathryn Reeve, Tim Stack.

*Quorum present? Yes*

### Proceedings:

· *Meeting called to order at 10:04 AM.*

· *Minutes (Kate Brainerd)*

MOTION by Mark Mataya to approve minutes of previous meeting; seconded by Nicky Wake and passed.

· *Treasurer's Report (Todd Bird)*

Todd Bird was absent, so the Treasurer's Report was not presented. However, Cathleen Carter shared a financial update. After some discussion with Accelevents about poor technical support at the AEAUT Fall Conference, the company waived the \$2,000 fee for on-call technical support. They will also not be charging the organization for uploads or exhibitor booths. Total fees collected: \$3,630 for 174 participants. Cathleen thinks this is the final invoice, but she is still waiting to hear from them about the \$3 per person fee for the trial run offered at the Adult Education Directors' Meeting in August.

Mark Mataya asked whether Cathleen had been pleased with the platform overall and would use the same in the future. Cathleen was noncommittal. In her opinion, Accelevents was not up to the task and would need to make some changes in order to manage a conference that size in the future. She is learning about using WebEx for conferences and future professional development events; but unlike Accelevents, WebEx cannot accept direct payment and has no online rooms for vendors.

AEAUT currently has about \$33,000 in the bank. The conference generated a lot of revenue. Discussion briefly turned to how the money might best be spent. Ideas included spending on nationally recognized trainers for professional development; paying stipends to presenters in combination with leadership funds from USBE; or perhaps tuition scholarships for students and



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educators. It is important to show the value of the organization to its membership. **(Action Item):** Kate will add this discussion to next month's agenda.

Treasurer's Report was not presented, so could not be approved.

### · *Current Business*

#### Membership Fee Structure – (Cathleen Carter)

Discussion centered on whether the organization should include a membership fee that does not include the Fall Conference. Cathleen Carter stated that, in order to determine a proposed membership fee that excludes the Fall Conference, it is important to know the individual cost breakdown on fees to the Coalition of Adult Basic Education (COABE) and Mountain Plains Adult Education Association (MPAEA). The non-conference fee should be the cost of the rates paid per individual to those organizations, plus a small additional fee for AEAUT. Further discussion was tabled until Treasurer Todd Bird is able to attend.

#### Board Transitions and Membership – (Cathleen Carter)

A number of Fall Conference participants signed up to receive more information about and possibly participate on the AEAUT Board. **(Action Item):** Kate Brainerd will reach out to interested members and work on recruiting them. Blaine Fackrell asked Kate to add his successor Jim Wiscombe to the recruitment list. Blaine will be leaving the board after the December meeting. Cathleen Carter reported that Granite Peaks teacher Emily Box was willing to serve on the Conference Committee, but did not want to serve on the board. Cathleen will continue to speak with her colleagues at Granite Peaks about possible board service.

#### Potential Merger of Advocacy Committee and PR Committee to create "Awareness Committee" - (Cathleen Carter)

Discussion of this matter first turned to the activities of the Advocacy Committee under Committee Chair Josh Bell. Josh reported that the Capitol Preservation Board has cancelled all events for 2021. AEAUT's Day on the Hill has received a rain check until the same day in 2022. Based on training from his mentor Laurie Kierstead-Joseph, Region 5 Rep from COABE, Josh is confident that COABE will help AEAUT build the necessary capacity to reach out to legislators virtually. Josh does not know yet how that outreach will be done, but he will find out. Given the realities of this legislative



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session, Josh suggested that lobbying might be better handled directly by board members than through the Advocacy Committee.

Josh expressed interest in optimizing funding by changing legislative code to move funds from the unrestricted rate to the restricted rate. He believes that this does not require a change in statute. Mark Mataya expressed reservations about pursuing the change this year. His opinion is that this year, it is best to engage lawmakers by exposing them to student stories and helping them see the value of adult education. Cathleen Carter agreed, and said that she has been re-watching sessions from the COABE conference to review best practices for sharing student stories. Mark said that we already know which legislators need to be approached, for example Carol Spackman-Moss, who serves on the House Appropriations Committee. More committee members need to know about adult education. If legislators from our districts are in positions of influence, program directors should invite them to visit programs. He said that he had already sent each board member a list of legislators who are on the appropriations committee and suggested program directors try to establish connections.

Josh expressed the opinion that, before inviting members of the legislature to visit programs, he should reach out to Laurie Kierstead-Joseph about strategy. She would probably advise that AEAUT leadership script all messaging in advance. Josh thinks a post card would be a solid approach to present a cohesive message. Blaine Fackrell agreed and suggested US mail. Josh pointed out that, as legislators would not be in the Capitol this year, a mailed post card would not be the right approach. Mark questioned whether there is time to carry out this plan prior to the session. Kate Brainerd asked Josh if, as Chair of the Advocacy Committee, he could have direction for the board at the December and January meetings.

Discussion pivoted around the two proposed approaches: inviting key legislators to visit programs and have conversations; or creating a single, cohesive message from all. Josh invited Mark to join his next meeting with Laurie Kierstead-Joseph: he thinks independent outreach is likely counter-productive. Mark countered that a conversation would be a superior approach, as it offers opportunities to gauge interest and answer questions. Josh reiterated his concern that there could be misunderstandings and is committed to talking points. **(Action Item):** Josh will come prepared with talking points to December's meeting.

Kate concluded by saying that there is no immediate need to address the formal combination of the Advocacy and PR Committees. She observed that, since advocacy has been disordered by the virtual legislative session and PR committee is nearly non-existent, it is a moot point.



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## · *New Business*

### - Message from Veronica Griffin: MPAEA Needs 2 Representatives from Utah (Kate Brainerd)

Sherrie Mortenson will be the organization's MPAEA representative; and for now, while AEAUT is being reestablished, no second representative will join her. **(Action Item):** Kate Brainerd will connect Sherrie with Veronica Griffin via email. Sherrie asked whether there was still a plan to hold an in-person MPAEA conference this spring. Danielle Pedersen said that the annual conference, scheduled for April 9-14 in Cheyenne, WY, would be virtual this year.

### - Plan to Continue Statewide Collaboration Calls and Advisory Committee (Danielle Pedersen)

Danielle Pedersen explained that the statewide collaboration calls were implemented after the start of the pandemic, so that adult educators could share ideas and offer support to each other. Originally, these calls were organized by USBE and facilitated by Danielle, but they are more appropriately led by AEAUT leadership. In August, Mark Mataya began to facilitate the calls in his capacity as board president. That responsibility will now be Cathleen Carter's. Cathleen agreed to carry on with the calls and asked about scheduling. Mark said that, before the school year started, he had hosted them on Wednesdays at 10:30 AM. That schedule should be reevaluated now that the school year is under way. Cathleen proposed scheduling one for a Wednesday at 3:00 PM and seeing how many people participate. Kate Brainerd agreed and suggested that sending out a notice via the AEAUT membership list would be a good idea.

Mark explained that the Advisory Committee is also chaired by the AEAUT president. Cathleen will communicate with Brian Olmstead at USBE to set the agenda. Mark expressed regret that the Advisory Committee shifted to AEAUT leadership just as the pandemic started, which complicated the seamless transition that had been planned. Cathleen asked about membership. Blain Fackrell explained that the members should ideally represent different program sizes and types: 3 rural members; the 3 largest programs (Salt Lake, Granite, Canyons) and 3 mid-sized schools. CBOs are also represented. Mark said that Brian was pondering whether the committee would be better



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organized by DWS regions going forward. Cathleen will find out more from Brian and report back at the next meeting.

### *Assessment of the Meeting*

The next meeting will be held on Tuesday, December 8, 2020, from 10:00-11:30 a.m. Kate Brainerd will send out a Zoom invite the day prior to the meeting.

-Meeting adjourned at 11:11 AM, but there was no motion to adjourn.

-Minutes submitted by Secretary, Kate Brainerd.