

**Georgia Tutoring Association – Conference Call Meeting
Tuesday, May 9, 2017, 2:05 p.m.-3:15 p.m.**

In Attendance

- Kimberley Sloan
- Nancy McDaniel
- Mary Hamilton
- Paul Johnson
- Cheryl Pharr
- Rebecca Cofer
- Tamar Perla
- Arne Paulsen
- Janelle Mendoza-Guerra

Absent

- Nicholas Urquhart

1. Meeting began at 2:05 p.m. with welcome from Kim, thanks to Rebecca for conference theme: “Macon a Difference – The Role of Tutoring in Higher Education.”

2. October 21, 2017 Conference updates:

a. Room reservations: (Cheryl) Rooms taken care of—a total of six rooms at Middle Georgia State University (MGA) have been reserved: the banquet hall, the oval room, plus four additional rooms.

b. Food: (Cheryl) Catering taken care of, menu sent—assuming all Board members are okay with menu as previously described. The cost to GaTA is \$33 per person, and a final head count is needed by *October 17th*.

c. Vendor and sponsor lists:

Janelle and Cheryl have the template for the vendor call; Janelle is the direct contact for vendors. The vendor registration cost is \$200 to set up a table only or \$255 for the full attendance fee (this will *not* include five minutes to talk during lunch). Vendors will receive a formal email confirmation.

(Cheryl) We need a sponsor for conference bags; cost is \$300, which will include the vending fee. Will send numbers to Board for approval.

Paul will contact WCONLINE; last year, they missed the conference sign-up deadline.

d. Presenters: Must put out a call for proposals on or during week of *July 10th* and again in *late August*.

e. Moderators: Board members to be moderators, and we can ask our fellow attendees to volunteer as well. (Decided against offering a 5-10% discount for moderating.) Need to create a place on registration form for attendees to indicate if they want to volunteer as moderators.

f. GaTA Table Drape:

How much for table drapes? Last year we had no signage, and we need some sort of banner or sign, as well as a clearly marked “get involved” table with GaTA sign-up forms. Can we afford a banner *and* a table drape?

(Nancy) We need to get at least one printed drape (\$110-\$250 apiece) and two blank ones.

Rebecca can look into printing the GaTA logo on canvas—this is free, for now! Do we want canvas for both sign-in and other signage?

- g. Formal presentation/guest speaker during lunch:** (Per feedback from prior conference attendees, more structure was desired during lunch.) Agreed that at the end of lunch, during the last twenty minutes, we will have a swag giveaway (donations combined into approx. ten individual gifts), followed by Mary giving a ten-minute, keynote-type speech, followed by a grand prize giveaway—a \$100 Amazon gift card. Remaining donations can be placed next to their winning tickets on a table and picked up as door prizes at the end of the conference.
- h. Directional signs:** We will invest in directional yard signs: “GaTA Parking,” “GaTA Event,” and “GaTA Check-In.” Signs cost about \$25 apiece and can be reused; Paul will place them on the MGA campus early on the morning of *October 21st*.
- i. Send out Save-the-Date to members:** Save-the-Date will be posted on the GaTA website and sent out to members via email blast on *June 1st*. Information to be included: date, location, cost (\$35/\$55), theme, affordability, and welcome to tutors to attend and present.
- j. Other conference business:**

Nicholas to update the GaTA website for the conference: 1) we will use PayPal only, 2) registration information (school, email address, etc.) needs to be linked to the PayPal form, and 3) we’re hoping to have a button system to indicate each type of payer (student, administrator, vendor, etc.).

When during the conference shall we hold our business meeting? During a block of sessions aimed at tutors mainly? Paul to shuffle presentations around accordingly and to delineate tutor vs. administrator “tracks” or to include a note with each presentation indicating “session is best for...”

Conference attendance is limited to 224. The conference day will begin with registration and breakfast at 8:30 a.m.; presentations will begin at 9:15 a.m., and the day will end at 4:00 p.m. Sessions will last 55 minutes plus 5 minutes to fill out evaluation surveys and 5 minutes to get to next presentation: 65 minutes total.

- 3. Treasurer Report:** (Cheryl) No report. Request that other funding sources be discussed.
- 4. Newsletter Update:** (Tamar) Newsletter to go online on *June 21st*; contents to include three short articles by member Emily Allen re ESL tips, plus photos of TTT—all to be sent to Nicholas for formatting. Suggested: include a link to site about training international tutors. Also to be included: Rebecca to write article about what our tutoring centers look like during the summer.
- 5. GaTA Website Update:** Nicholas not in attendance.
- 6. Social Media Update:** (Rebecca) Send funny, interesting activities to post to Georgia Tutoring Association Facebook page. Don’t forget to post!
- 7. Our next conference call/meeting will take place in August, date and time TBD. Meeting adjourned at 3:15 p.m.**