

IALA Board of Directors Meeting  
June 28, 2002  
Duluth, Minnesota

Meeting brought to order by Jennings. Introductions and intro of guests.

Present were:

Don Glines  
Wayne Jennings  
Ray Morley  
Elizabeth Quigley  
Lynne Vicente  
Bob Wiley  
Irv Zisselman

Guests were:

Andy Wheeler – new president elect of Washington State Conference  
Jerry Mintz  
Wally Campbell  
David Bly  
Dan Daly

Conference Discussion

Duluth Conference had lower than anticipated attendance due to 9/11 and possibly the location of Duluth which required changing planes but there were still participants from more than 10 states.

The Board discussed conference location to attract a larger audience because people come for the following reasons:

Program  
Location and Cost  
Opportunity to network  
Time of Year

Conference Ideas

Creating tracks of workshops has been very successful at some state conferences.  
Create multiple ways for people to network at the conference.  
Bring elected officials into the conference to address federal legislation and policy  
Dissemination of conference information needs to go to wider audience  
Skill building and deep thinking for longer termers

Who's not coming that we want to come?

Educators who are not in ALCs exclusively  
Charter Schools  
Democratic Schools  
Montessori, Waldorf etc.  
Homeschoolers

Broaden the description of the conference so that Alternative does not just mean at risk programs.

Add Conference to the Agenda of the Annual Meeting.

Conference Schedule

Washington State has had a tough year due to the economy and would prefer to pass on next year's conference and reschedule in a few years. Quigley and Vincent offered PA for 2003, MI for 2004 and Washington will come back to us for 2005.

The conference task force recommended a 15% share of the income with the state host.

Zisselman moved we ask PA for 2003, Michigan 2004, Washington 2005 seconded by Morley. Approved.

#### Report on Map Stars

MAPP Stars has added a more professional look. They would like to seek funding through IALA to bring the Stars program to other states through training. IALA could sponsor this as a project that is funded to offer other states. This group has deeply affected legislators. MAAP Stars would like to be a project of IALA.

#### Webmaster Report

Morley reported on progress of the Website and has asked for \$240 per year for the Web Master. Approved.

Morley asked the Board to assist with identifying information for the Website. Staff will update the directory and work with him to develop online registration for the next conference.

#### Publications

Glines has written a book to begin our collection of publications. He has given the book to us for fundraising purposes. He suggested:

- A series of publications
- International list of other countries, what is happening and contacts.
- Research summaries
- Natural Learning pamphlet
- List of practical suggestions of what you can do
- What can a school do
- What can a community do
- Quarterly Newsletter from IALA

Motion: Jennings moved Educational Alternatives For All, be approved as an official publication of IALA. Approved

#### Jerry Mintz/Newsletter Discussion

Jerry gave an overview of AERO. AERO's mission is to change the education system so that all kids have an opportunity for learner based education. AERO has 8 staff of which 3 are full time. They have a website which gets 200,000 hits a year. The magazine goes to 1000 and email magazine goes to 4000. They have an advisory board and alumni association. They help save schools by publishing information that generates activism around the world. They are trying to unite the alternatives to hear each other to change the world.

They lose money on the magazine and are funded by small foundations. They have 11,000 on the database and are starting to charge for it. AERO is a labor of love. He is criticized by his staff for not getting more from IALA. IALA has been offered a \$10 rate for all members to receive a subscription. State organizations have to date not responded.

Bly and Vincent indicated that the state organizations don't see the publication as being useful to everyone so they are unwilling to commit. For the past year it has been the official publication of IALA.

Wheeler raised the issue that the publication is very identified with Mintz and if it is the official publication of IALA and that could require a new level of oversight by IALA. Mintz asked what the board thinks of the publication.

Glines indicated that he is looking for tidbits and Jennings enjoys it but thinks it is too long. Other board members indicated their staff don't read it.

Quigley indicated The Changing Schools section is ours and we have been leaning on Mintz and we need to make a decision. Vincent indicated that younger people want to read on the website not in print. Young

people don't want to subscribe to magazines. Wiley indicated that in Washington, they are discussing whether they should have a newsletter if people aren't reading it.

#### Key Initiatives

Staff and the working committee recommended the following initiatives for IALA. We will seek funding and use conference programming to address these initiatives.

Conference

Web

Publications

Research

State Org. Development

Youth Org. Development

Public Policy

Meeting recessed at 10pm.

Board Reconvened June 29, 2002

AERO discussion continued. Aero submitted a proposal to be the official publication of IALA. Glines reviewed the history of the relationship for the Board. AERO has been a great supporter of IALA and has much to contribute, particularly with international issues.

The Board discussed the need for IALA to identify itself more clearly through a newsletter and website that is branded exclusively to us and look for other ways to partner and work with AERO.

Motion by Wiley: To cease publication of Changing Schools through AERO and revamp as an electronic publication. Approved

#### Membership Development

A discussion of how to organize the country by regions so that we could eventually have regional conferences and support growing and emerging state organizations on a more local basis.

Motion by Wiley- seconded by Vincent: IALA will define their regions consistent with the US Department of Education.

A discussion of the formation of Committees lead by Board members but could include members was a vehicle to get work accomplished between conferences. We also discussed a conference call or Telex board meeting. Staff will work with Wayne to set up.

The annual budget was approved.

Motion by Quigley – seconded by Zisselman: Approval of 2002-2003 Budget. Approved.

Motion by Morley – seconded by Quigley: To Adjourn. Approved.