PSMLA Executive Council Meeting  
Saturday, January 23, 2021

9:30 ExCo meeting via Zoom
Attendees: Karen Belcastro, Debra Faszer-McMahon, Edith Guay, David Brightbill, Cherie Garrett, Silvina Orsatti, Michael Bogdan, Jennifer Campbell, Wilma Dunkle, Isabel Espino de Valdivia, Megan Flinchbaugh, John Grande, Mina Levenson, Melissa Moran, Janice Stewart, Junko Yamamoto, Sister Mary Helen Kashuba, Nathan Campbell, Christina Huhn, Susanne Nimmrichter

Organizational Reports
- President John Grande welcomed ExCo to the Zoom meeting, thanked outgoing members Kathy Fegely and Gaby Appel for their contributions, and welcomed new members Debra Faszer-McMahon and Edith Guay.
- Approval of minutes (done via email)
- Secretary’s report – Jan Stewart
  - Please check your info on the ExCo roster on Google Drive and make any needed changes.
  - PSMLA currently has 674 members.
  - If you need to verify a person’s membership status (workshop, conference, webinar, Act 48 credits, awards, etc.), each officer receives an updated list of members near the beginning of each month.
    - For the conference, people can only register online IF they are members so verification will not need to be verified.
  - Susanne will ask Antoine if those needing to renew automatically receive an email to that effect.
    - Currently, an email is sent to all members from the membership committee in May as a reminder to renew.
    - For those who renew on the website, they automatically receive a receipt that they’ve renewed online as well as one from PayPal.
- Treasurer’s and Finance Committee report
  - Because of pandemic and lack of 2020 conference, we are down $4000 in our treasury.
  - Committee motions to curtail our 2020 external financial review for social distancing and safety reasons.
    - Mike does send John a list of monthly transactions for transparency reasons.
    - Motion carried.
  - Website is 5 years old and the back end that we use will no longer be available. It would cost $13,000-$22,000 to have another company recreate. Current provider will do for $7240, has been good to work with, so the Finance Committee moves to continue with current provider.
    - Motion carried.
  - PLF honorarium – Finance committee motions to increase to $750 per year to be shared if there are multiple editors due to no longer using an outside designer and creating a peer-review feature.
    - Motion carried.
  - Purchase of PSMLA Global Educator Certificates, approximately $10 per person plus postage for 17 teachers this year.
    - Motion carried.
- Advertising Manager’s report – Junko Yamamoto
  - Junko would like feedback on the possibility of a virtual exhibitors’ booths.
    - John – Conference committee and Junko would like to invite exhibitors to offer a session or perhaps a link for teachers to meet with them.
- ACT 48 – Brigitte (written)
- Global Scholars – Jan Stewart and Karen Belcastro
Remote learning could negatively impact the number of PSMLA Global Scholars Graduates in 2021. PSMLA Global Scholars Graduates since inception of program:

- Global Educators Certificate will be launched as a “pleasant surprise” in February with the hope that it will boost the spirits and infuse some energy for the advisors and districts.
- We have submitted an article for the spring PLF announcing the initiation of the Global Educators Certificate to make members aware of this new initiative.
- We will also create a PowerPoint about the Global Educators for use on the website and at the conference, whether it is in-person, hybrid, or virtual.
- We ordered honor cords for 2021 graduates. Fortunately, the pricing has not increased over the last 5 years.
- Lastly, we would like to do a session at the conference to promote the program.

- Seal of Biliteracy – Cherie Garrett
  - PowerPoint highlights
    - Nationwide initiative given at a school, school district or statewide level for students who have attained a level of proficiency in at least 1 language other than English.
    - Target groups are EL students, exchange students, hearing impaired students
    - Seal certifies level of proficiency.
    - Qualifications at state level are Intermediate high – Advanced high in all four skill areas.
    - It is possible that the certification can lead to college credits.
    - Approved in 40 states with Pennsylvania currently under consideration.
    - Can be supported by contacting state representatives. Cherie has drafted a letter for our use. Cherie is in constant contact with David Deitz from PDE and others, has done a webinar in January.
    - The only 2 districts in PA of which Cherie is aware that currently issue the seal are the City of Phila and Dallastown.
    - Cherie will do continued webinars, etc. to promote.
    - Most states have a coalition to endorse the Seal and level of proficiency necessary varies state to state.
  - What will PSMLA’s role in the implementation of the seal?
    - The hope is that PSMLA will be part of the coalition for the seal.
    - PSMLA created a document in the past for PDE.

- Global Seal of biliteracy for all levels of education (elementary through university) only requires Intermediate Mid. Cherie will add information about this to the website.

- Silvy – Those who take OPI may apply for Global Seal of Biliteracy, on which there are 3 levels.
- Paying for the test to determine level of proficiency – there is Title 3 funding, schools may have funding for EL students for whom funding is available, those who take Advanced Placement tests – students provide funding.

- PEP – Mina
  - Testing is also part of the PEP program, as it is for the Seal. PEP, on the other hand, is to recognize exemplary departments that have built exemplary programs as well as to encourage districts to “up their game”.
  - There is a testing component that is available for free through PEP, a test that developed through a FLAP grant by Pittsburgh Public School (Thekla Fall).
  - PEP indicators are constantly being updated.
  - Reminder of 1 year extension, for the awards that expired on December 31, 2021.
  - The probability is that few applications will be received due to the pandemic.

- ACTFL – Isabel Espino de Valdivia
  - report is online

- JNCL – report is online – Wilma, Isabel, Cherie, and Mina will attend.
PSMLA Executive Council Meeting  
Saturday, January 23, 2021

- NECTFL – report is online  
  - Please email or place in chat Wilma if you are attending NECTFL for the purpose of staffing the PSMLA table.
- PACIE – Sister Mary Helen Kashuba – report is online
- Webmaster- Susanne  
  - Susanne has finished setting up Google Workspace and we will move to Google Groups to send emails to ExCo.
    - All files will be moved to Google Workspace so that all files will be “owned” by PSMLA rather than individuals. Therefore, when a person leaves ExCo, PSMLA will not lose access to files.
    - By the end of January, all files should be moved to Google Workspace.
  - Susanne has set up accounts for everyone. Yahoo groups is defunct.
    - We should all have received an email with our psmla.org accounts which is actually in the Google system.
    - Log into your personal Google account, create your own password.
    - To send an email to the group = psmla-exco@psmla.org
  - Roster – We will add a column to the roster for the PSMLA email addresses.

Approval of the organizational reports - moved to accept by John, seconded by Isabel, motion carried.

10:45am Standing Committee Reports
- Awards Committee – Karen Belcastro – 2020 Awards:  
  - Those of us on the Awards committee were not aware of the multiple NECTFL awards, Brooks, Dodge and Freeman.
    - Should the decision to nominate people for these awards be part of an Exco discussion?
    - In the future perhaps we can make the selections for these awards as part of the Exco meeting agenda?
  - David will ask the conference committee to find out if the conference committee would like to select the PSMLA Outstanding World Language Educator of the Year
  - We are carrying over last year’s Outstanding Post-Secondary Educator award winner, the Mulhern awardee and the Cemanahuac scholarship representative.
  - New awardees for this year will be chosen for ToY and Outstanding World Language Educator of the Year for K-12 (nobody was chosen last year)
- Advocacy Committee--Cherie Garrett  
  - Sharing of generic letter to email to local and state reps. welcoming them and sharing goals of PSMLA
  - WL Advocacy Month- February 2021 - posts by Monday, January 25, 2021  
    - https://docs.google.com/spreadsheets/d/1QYNGfuWrBfwCaWbROLvZWLYv3NP0gbGAsRXG0aJ1YU0/edit#gid=0
    - goal: promote the Seal of Biliteracy and the world language teaching profession
    - format will be a calendar where a new activity/link is revealed each day
    - we are asking that each Exco member share 1-2 ideas/activities for the calendar
    - offer a different “coffee hours” in a target language each week where teachers can use the target language to converse with colleagues about different topics (travel, pastimes, food, holidays, etc.) Edith will host French. We are in need of people to host other languages.
    - Social media and listserv email to advertise.
    - For members and nonmembers.
  - Posting of resources and links for Seal of Biliteracy category under Advocacy on website.
New ideas for webinars to support and inform language teachers.

- Debra – offer activities focused on “fun” and “connection” such as a cocktail hour, networking, send out recipes in advance, mindfulness/meditation practices in the target language to give relief from the current challenges.
- Email Cherie with offers/ideas.

Publications Committee--Megan Flinchbaugh
- Christina Huhn moderates the Facebook and Instagram accounts. Silvina Orsatti moderates Twitter.
- The committee and social media managers (Huhn and Orsatti) will explore Linked in once the current platforms are more regular and successful in consistency and reach.
- socialmedia@psmla.org
  - Christina and Silvina monitor the account and post the items they deem appropriate for each platform.
  - ExCo members (and PSMLA members) should use this email address to share events, photos, etc via the email address so those items can be posted.
  - Susanne will add the social media email address to the Contact Us section of the website.
- For news manager and website – please send it in a format that is ready to “copy and paste”. It is not their job to format the messages for sending. Also create a title.
- PLF – advertising is possible to the online journal since we advertise in the conference program that is posted online.
  - Asking ExCo members to send things to be published in PLF! Encourage peers and colleagues.

Website
- Trackers
  - Susanne added trackers (Google Analytics) to two of our PSMLA pages to test the process so that we can monitor hits/views/downloads on pages of the website.
  - Cannot track PDFs; we can track the page where the PDF is linked. (Hits and downloads)
  - Any committee can request Analytics for its page on the website.
  - Tracking includes location of person accessing page as well as a multitude of information.

Professional Development--David Brightbill
- Revisited the task of the Professional Development Committee in light of our new virtual offerings.
  - There was also conversation about developing a subcommittee(s) to engage in other professional development activities.
- Spent a little time talking, generating ideas about the fall conference for next year. While the local committee is working on this, perhaps ExCo has additional ideas.
  - The PD committee will meet again in late February or early March for this purpose.
- Conversation about overall EXCO meeting structure and how regular Exco members can be better integrated into the overall workings of the organization.
  - How can PD committee also serve as high quality professional development for all EXCO members? How can we improve the communication across the entire PSMLA board?
  - David will submit a proposal for conversation to John and the other officers.
  - Isabel suggested advocacy as a topic for ExCo PD.
- Susanne suggested tracking the attendance at webinars.

Membership--Isabel Espino de Valdivia
PSMLA Executive Council Meeting  
Saturday, January 23, 2021

○ Spring Membership Drive: After discussion, we decided to postpone the membership drive until we get a better understanding of the COVID-19 pandemic situation.

○ Best ways to serve our members in 2021 – Some ideas were already discussed today.

○ Fun facts about the languages and levels taught by our members will inform decisions.
  ■ Since we have 93 elementary teachers in our membership, we should reach out by inviting them to run for ExCo, present sessions at conferences, workshops, etc.

○ New task today – automatic emails about renewing.

● Nominations/Elections-- Mina Levenson
  ○ Next meeting will be in February. A clear report will be available after that.
  ○ A timeline for nominations will be sent to ExCo.

Approval of the standing committee reports - moved to accept by John, seconded by Debra, motion carried.

11:45 Conference & Regional Reports

● Conference 2021-- Philadelphia area, week of October 11- John, Sister, David
  ○ Possible theme – Addressing the moment: Bridging differences with languages
    ■ Strands may include differences in instructional strategies, implementing technology, diversity, social justice, etc.
  ○ Contract with Marriott has been cancelled with no financial consequence.
  ○ Probable plan: virtual conference OR, if things change, a hybrid with in-person on Saturday at Chestnut Hill College
    ■ Wednesday – Keynote
    ■ Wed-Fri – afternoon and evening sessions virtually, some may be pre-recorded and be archived for 2 weeks after the conference. Friday, virtual happy hour/networking/questions-answer/discussion by language, etc.
    ● Different platforms are being explored.
    ■ Saturday – full day of sessions, Keynote, Awards, etc.
    ■ Session proposals should go out in February, budget is being developed, those who submitted last year will be contacted to see if they would like to resubmit.
    ■ Mina added that perhaps we can offer later a package of the virtual sessions to members who are interested.

● Conference 2022 - Megan, Jen, Nate
  ○ Update – postponed in Lancaster until 2022. Waiting to plan until more clarity on pandemic situation.

● Conference 2023—Erie, Pittsburgh, Cranberry were suggested.
  ○ We recognize that membership in the northeast and north central PA is particularly low.
  ○ The discussion was tabled until the next meeting.

● Regional Reports
  ○ IUP Methodology will occur but final form has not been finalized but is one week earlier than NECTFL.
  ○ APPLES is working on events.

Approval of conference and regional reports - moved to accept by John, seconded by Isabel, motion carried.

12:30--New Business:

● PSMLA’s own YouTube channel to perhaps create a movie to honor Global Scholars; awards ceremony; Seal of Biliteracy progress, etc.
  ○ Officers’ questions: Who would be capable of doing it? Costs? Who would maintain?
    ■ Junko will look into cost, will be willing to do it, look into details, etc.
PSMLA Executive Council Meeting  
Saturday, January 23, 2021

- Susanne – explore what Google Workspace offers. Since YouTube is owned by Google, there may be free links/uploads. If we go through Google Workspace, PSMLA would own the videos.
- Silvy – what about a blog? Silvy would be willing to be the blogger. It could be weekly rather than daily, etc.

- Sunday, April 11, 2021 – next meeting, 1:00-4:00 via Zoom

Adjournment
Megan motioned to adjourn at 12:30 p.m., seconded by Silvy, motion carried.

Respectfully submitted,
Jan Stewart
PSMLA Secretary