

ITEM 4.4 Proposal from SI Magazine

Francisco Reveles of SI Magazine will provide a brief presentation to the CAFE Board of Directors via Skype on SI Magazine and its mission and vision as well as its potential role in supporting biliteracy programs in our schools and community. SI Magazine is proposing a collaboration with CAFE that would include the following:

SI Magazine and CAFE, sharing similar visions to promote biliteracy and educational equity in support of English Learner students through bilingual, multicultural learning materials and resources, enter into the following agreement as collaborating organizations:

CAFE will:

- distribute the link to the online magazine on its website and Facebook page (in kind)
- provide access for the distribution copies of SI Magazine to each attendee at the CAFE annual conference (In kind \$5000)

SI Magazine will:

- offer the online version of the magazine free to a sample size of the CAFE membership to better gauge the interest level (<http://simagazineonline.com>)
- provide a complimentary online copy of the magazine to each participant at the annual CAFE Conference (a value of \$13,455: 4500 x \$2.99/issue)
- propose a pilot program to begin in August 2014 to assess the response from an offer to CAFE members. The pilot program would cover the following:
 - a sample offering to 1/4 of the CAFE membership list
 - the first online issue would be free to the sample membership
 - the subsequent second issue would be offered to the sample membership at a 10% discount off the newsstand price of \$2.99/issue.

Once sales are assessed on the sample offering to 1/4 of the membership, a more informed decision for extending the offer to the entire membership can be made.

It is recommended that the CAFE Board of Directors approves this motion as part of the Consent Calendar. (Consent Calendar Item 5.1)