Minutes of Executive Council Meeting

Washington, D.C.
October 12 and 13, 1973

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MINUTES OF EXECUTIVE COUNCIL MEETING

NEA Building
Washington, D.C.

October 12 and 13, 1973

The meeting of the Executive Council was convened by President Shane on Friday, October 12 at 7:00 p.m. in the Allen Room of the NEA Building, Washington, D.C.

1. Approval of Minutes of April, 1973 Council Meeting

    MOVED by Dr. Foster that the minutes of the April, 1973 Executive Council meeting be approved, with an amendment to show that Dr. Ebersole is a member of the subcommittee to establish program priorities (page 7 of the April minutes).

    SECONDED by Dr. Ebersole. MOTION CARRIED.

2. Final Budget 1972-73

    John Bralove, business manager, reported that ASCD revenue exceeded expenditure by some $60,000 last year due to underexpenditure in publications handling, Annual Conference and program development, and higher than anticipated income from membership and publications. Two good things to note particularly are that the downward spiral in membership enrollment is slowing, and that publications sales were greater than anticipated. However, he noted a poor showing in exhibition rentals for the 1973 Conference, which totaled $20,000 less than expected, and stated that the first reports coming in for next year's Conference show that exhibition rentals are not going as well as 1973's.

    A brief statement of the status of the ASCD portfolio revealed that the original investment of $167,000 now has a market value of $136,000. The money is invested in six different mutual funds, industrial bonds, and common stock. The investments were made to provide a fund to counteract a possible poor fiscal performance in any given year. Mr. Bralove added that ASCD has an additional operating fund of $40,000 invested in short-term Treasury bills which are not part of the portfolio.

3. Approved Budget 1973-74

    The Board of Directors approved the proposed 1973-74 budget by a mail vote of 133 to 0.
4. New Associate Secretary Appointed

Dr. Cavelti reported that a letter of acceptance had been received from Dr. Geneva Gay, and that she would begin serving as Associate Secretary on February 1, 1974. The members of the Executive Council subcommittee to select an Associate Secretary concurred in Dr. Cavelti's statement of the excellence of their selection. Dr. House, selection committee member, summed it up by saying, "We think we did a good job." Dr. Foster recommended that the minutes show the Council's appreciation to the selection committee, and President Shane so ordered.

5. Publications Program Report

Dr. Leeper reported on forthcoming publications and yearbooks, and commented on an analysis of publications sales trends done by Mary O'Neill for the period of January, 1972 through June, 1973. Dr. Cavelti expressed appreciation to Editor Leeper and staff for their attitude of cooperation in working with him in strengthening the publications.

6. Membership Report

Dr. Cavelti reported that the new membership and publications brochures have been sent out using several mailing lists.

(Note: Some 1000 persons had become new members by mid-November as a result of the drive. The annual membership count, which reflects losses as well as gains, will be done in January.)

7. Annual Conference

Conference Programmer Sarah Arlington reported that commitments have been received from all General Sessions and Assembly speakers.

It had been planned to have a monograph from the Futures Conference to distribute an Anaheim, but after looking into the California tax laws this was ruled out. Instead there will be large posters displayed throughout the convention site, along with handy order blanks, advertising the availability of the booklet.

The Action Labs have been shortened to one, two and three days for the convention, but there will be 41 of them - a larger selection than ever. There will be 120 Special Sessions as compared to 100 last year. With 68 of these on hand; Mrs. Arlington said she would like to hear about any special topics the Council members could recommend.

Mrs. Arlington pointed out that the opening session will be on Saturday afternoon rather than on Sunday as in the past, and added that another change will be to have the programs closed down at mid-day so more people will be able to visit the exhibits. This move has been much appreciated by the exhibitors.
Annual Conference (cont.)

Also, because of past problems with exhibitors, morning meetings have been set up with publishers and publishers' assistants to give them input.

Virginia Berthy stated that a block of rooms is being held for ASCD at the Disneyland Hotel, but that Council members should feel free to make room arrangements elsewhere if they so desire. The Executive Council will meet first at 1 p.m. on Thursday, March 7, and again on the last evening of the Conference, Wednesday, March 13 following the Board of Directors meeting. Miss Berthy has reserved a room for the next morning in case the meeting runs over.

Dr. Cavelti expressed a concern that area people participate in the Annual Conference. Mrs. Arlington stated that a concerted effort had been made to get them into the program, with Gloria Curtis invited as liaison to involve some of the groups in the Los Angeles area. Dr. Cavelti reported a favorable response from the chairman of the Local Planning Committee when he was requested to involve Ms. Curtis in planning.

The Los Angeles working group supplied a huge list of people by going through the conference program and recommending people in each area. Headquarters is following up these leads to find program participants.

8. 1978 Conference Site

The 1978 Annual Conference is due to be held in the western part of the country once again. Many members of ASCD feel it is important to take the Conference into different areas rather than repeating the cities in which it has been held in the past. Others feel strongly that attendance at the Conference is correlated to the attractiveness and convenience of the site. The sites under consideration were Phoenix, San Francisco, Seattle, Portland, and Anaheim.

Virginia Berthy reported on her trip to the potential sites and a discussion followed on the physical facilities of each place. Cost comparisons were made, and the interest of the Oregon ASCD group in having the Conference in Portland was discussed.

MOVED by Dr. Foster that the 1978 ASCD Annual Conference be held in San Francisco.
SECONDED by Dr. West. MOTION CARRIED.
Let the record show that there were two abstentions.

9. Headquarters Site to be Moved

The desirability of moving out of the NEA Building was discussed. Alternate sites were mentioned, with the two most likely at this time being 1701 K Street, N.W. and 1815 Fort Meyer Drive, Rosslyn, Virginia.
Headquarters Site to be Moved (cont.)

Dr. Foster felt three things were being recommended: that ASCD leave the NEA Building, that Rosslyn was the best choice for the move, and that the Reston property be kept because it is accruing value.

MOVED by Dr. Foster that the Executive Secretary be supported in moving the headquarters office from the NEA Building; that the first priority go to Rosslyn, with a three-year lease; and that the decision to keep the Reston property be reaffirmed. SECONDED by Dr. Ponder. MOTION AMENDED by Dr. Foster to show that the lease should be for three years or more. MOTION CARRIED.

(Note: Subsequent approval from the Executive Council was obtained by telephone and mail to reverse this decision and move to K Street instead. Continuing construction noise in Rosslyn and other factors led Dr. Cavelti to recommend the change. A lease is currently being negotiated.)

The question of when to move was left entirely within the Executive Secretary's discretion.

Dr. Cavelti will advise the Executive Council on what needs to be done to disaffiliate with the NEA.

10. Participation with AAAE

President-Elect Glenys Unruh reported on the AAAE conference she and Dr. Frymier attended in May, 1973. ASCD will be asked in the next few weeks for input into the crucial issues and to pay an increased amount for dues. Dr. Frymier said the future of the group was very uncertain at this time.

11. WCTOP and WCCI

Dr. Dobson reported on two organizations involved in international education.

Two representatives from ASCD attended the Nairobi conference of WCTOP and submitted reports. WCTOP membership costs ASCD $1,000 per year, with $500 for dues plus the expenses of one nonvoting delegate.

WCCI, a newer organization, is ASCD-oriented, and is making a budget request. Dr. Dobson recommended that if we have to make a financial choice between the two efforts in international education we choose to support WCCI. Dr. Ponder and Dr. Cavelti supported Dr. Dobson's point of view.
WCTOP and WCCI (cont.)

MOVED by Dr. Ponder that the requested $1,000 in funds for WCCI be granted with the proviso that the funding of WCTOP be dropped.
SECONDED by Mrs. Fields. MOTION CARRIED.

12. **100% Attendance at Executive Council Meeting**

Dr. Ebersole requested that a note be inserted in the minutes that attendance at this meeting was 100 percent for the first time in many meetings.

13. **Program Development Criteria**

Dr. Macdonald, as Chairman of the Priorities Subcommittee, reported on the meeting held in October at which the proposed criteria for program development were drawn up. He said that if the criteria were applied it would eliminate a lot of traditional ASCD concerns, but that if they were not applied rigorously they were almost useless. This task is as fundamental as anything ASCD is doing and reflects what ASCD is all about, he said. Dr. Shane said that it has been his understanding that not all the criteria applied to all the problems. Dr. West felt that although the criteria may be great the gap to reality might also be great. Dr. Unruh suggested that we accept them temporarily and see how the projects go.

MOVED by Dr. Foster that we accept the report; that we operate with it during the day and at the end of the day decide if we want to accept it permanently or change it.
SECONDED by Mrs. Fields. MOTION CARRIED.

14. **Progress of Working Groups**

Dr. Dobson reported on the latest meetings and activities of those Working Groups which were funded by the Executive Council in April, 1973. Some of them are in the process of producing reports, including the Working Group on Competency-Based Teacher Education.

15. **Working Groups Funded**

The Executive Council took the following action concerning the balance of the Working Groups, both continuing and new programs.
Working Groups Funded (cont.)

a. Working Group on Cultural Pluralism in Instructional Materials

MOVED by Dr. Ponder that $2,400 be provided and a working group be formed on bias in instructional materials. The following members were appointed: Max Rosenberg, Maxine Dunfee, M. Lucia James, James House, Evelyn J. Rich, and Judith Ramirez. SECONDED by Dr. Unruh. MOTION CARRIED.

b. Working Group on New Directions in Staff Development

MOVED by Dr. Frymier that the Working Group on New Directions in Staff Development be continued and funds of $1,200 be provided as requested. The following persons are appointed members: Charles Beegle, Roy Edelfelt, Lilburn Hoehn, Paul W. Kirby, Betty Dillon, and Bill Clark. SECONDED by Dr. Ebersole. MOTION CARRIED.

c. Working Group on Curriculum and Instruction Research

Dr. Cawelti said there is a need for ASCD to provide leadership to persons who direct curriculum and instruction research and that there is a need for research on certain topics which ASCD should identify. He sees ASCD's function as synthesizing, clarifying, and identifying curriculum issues to be investigated. After further discussion of this agenda topic Dr. Cawelti felt three things had been expressed by the Council: That Jim Jacobs be made a member of the working group in place of Dwight Teel; that evaluative efforts be made an area of concern; and that research-type issues be identified and called to the Executive Council's attention.

MOVED by Dr. Foster that the Executive Secretary be authorized to go ahead with the necessary funds ($1,300) for this group with the hope that he would meet with them to guide them. The members appointed are: James Raths, Dan Stufflebeam, and Jim Jacobs. SECONDED by Dr. Ponder. MOTION CARRIED.

d. Working Group on Global Interdependence

MOVED by Dr. Adachi that the requested $1,200 for the creation of a Working Group on Global Interdependence with a possible working relationship with the Overseas
Working Group on Global Interdependence (cont.)

Development Council be approved. The following members were appointed: Jim Becker, Alice Miel, Betty Reardon, and Norm Overly.
SECONDED by Dr. Frymier. MOTION CARRIED.

e. Working Group on the Middle School and the Emerging Adolescent Learner

A letter on this topic from Conrad Toepfer, President of the New York ASCD, was distributed to Council members. Discussion followed with Dr. Cawelti supporting the proposal as outlined in the agenda.

MOVED by Dr. West that we accept the staff recommendation to reconstitute this working group as outlined in the agenda, including the allocation of $1,200. The following persons were appointed: Robert Bumpus, Thomas Curtis, Charles Diig, Don Eichhorn, Joe Bondi, and Thomas Gatewood.
In an ADDENDUM to Dr. West's motion, Dr. Foster moved that emphasis in this proposal must be on:
a) learning and instructional processes in the development cycle for the middle school youngster;
b) the nature of the process in urban education; and
c) development of a model for training for instruction of the early adolescent.
SECONDED by Dr. Frymier. MOTION CARRIED.

f. Working Group on Urban Education

Dr. Cawelti reported that ASCD membership is not strong in the big cities and that the organization needs to develop a stronger role in dealing with urban problems.

MOVED by Dr. Ebersole that, as requested, $2,000 be authorized to fund a conference of the top curriculum leaders in the 50 large cities.
SECONDED by Dr. Ponder. MOTION CARRIED.

g. Working Group to Develop a Research Proposal on National Assessment

Dr. Dobson reported on the completed research proposal submitted to the Executive Council for consideration. Copies were included in the agenda.

MOVED by Dr. Foster that ASCD not submit the proposal to NAEP for possible funding.
SECONDED by Dr. Macdonald. MOTION CARRIED.
h. Working Group on Instructional Theory

MOVED by Dr. Day that we approve the recommendation as stated on the third page of this proposal, that $3,000 be appropriated for this purpose and that we concur with current efforts to obtain additional resources.
SECONDED by Dr. West. MOTION CARRIED.

16. "School For Tomorrow" Materials

Dr. Frymier reported that he is giving to ASCD the "School For Tomorrow" materials that were developed with the President's Discretionary Fund while he was President of ASCD.

Dr. Shane directed the minutes to show that we accept with appreciation for the energy, leadership, and important financial contribution of Dr. Frymier.

17. Educational Leadership Advertising

Dr. Leeper requested the guidance of the Executive Council for accepting advertising from state affiliates at cost or free of charge.

Dr. Foster MOVED that space will be made available to any affiliate for a reasonable, camera-ready ad free of charge when approved by the Editor and Executive Secretary.
SECONDED by Dr. Frymier. MOTION CARRIED.

18. Study of School Practices

MOVED by Dr. Foster that we authorize up to $2,000 for completion of the Study of School Practices with the understanding that if further needs come up more be allocated.
SECONDED by Dr. House. MOTION CARRIED.

19. Conference Invitation to Friends of ASCD

MOVED by Mrs. Fields that we make an intensive effort to locate and identify friends outside the educational establishment and invite as many of them as we can through their organizations to attend the Anaheim conference.
SECONDED by Dr. Ponder. MOTION CARRIED.
20. **Board of Directors Meeting Procedures**

The Program Development Subcommittee submitted a report on recommended procedures for facilitating the movement of program development issues from conception through execution.

After discussion it became apparent that Item 5 of the report, concerning the Board of Directors meeting, should be changed to reflect that ASCD stands for openness and parity for members and other participants. Dr. Foster said the Board meetings should be models of the learning process and show that ASCD's leadership is good at dealing with diversity.

Item 6, the program development sequence to be followed from Executive Council preliminary discussion of proposed program development activities through Board of Directors approval of budget for same, was approved as it stands.

The Priorities Committee is now the Program Development Subcommittee.

21. **Study on the Status of Women**

Dr. Ebersole reported on the progress of Audrey Norris' status survey which is being compiled from responses to a questionnaire carried in the May issue of News Exchange.

22. **Appointments to Joint Nominating Committee**

MOVED by Dr. Foster that the President be empowered to make the appointments needed for the Executive Council in consultation with the Executive Secretary.

SECONDED by Dr. Macdonald. MOTION CARRIED.

(Note: Dr. Shane later appointed the following to this committee: Barbara Day, Ben Ebersole, Minnie Fields.)

23. **Appointment of Joint Committee with AAP**

A joint committee of three ASCD people and three representatives of the Association of American Publishers is to be formed to confront the problems of racism and sexism in textbooks and in an effort to improve the relationship between ASCD and the publishers who exhibit at the Annual Conference.

It was decided that Executive Secretary Cawelti does not need Executive Council action to appoint the three ASCD representatives to this committee.

(Note: Dr. Shane later appointed the following persons to this committee: Jim Banks, Wilma Longstreet, Max Rosenberg.)
Unprecedented Early Adjournment

At 5 o'clock on Saturday, October 13, a full day earlier than had been planned, it was

MOVED by Dr. West that the Executive Council adjourn the meeting.
SECONDED by Dr. Unruh. MOTION CARRIED.