ASSOCIATION FOR SUPERVISION AND CURRICULUM DEVELOPMENT

Minutes of the Meeting of the Executive Council

June 14 and 15, 1981
Alexandria, Virginia
ASSOCIATION FOR SUPERVISION AND CURRICULUM DEVELOPMENT

Minutes of the Meeting of the Executive Council

Alexandria, Virginia
June 14 and 15, 1981

Ramada Inn Old Town
United Way South Room

TABLE OF CONTENTS

President's Remarks ........................................... 1
Approval of Previous Minutes .................................. 2
Correction of Board of Directors Meeting Minutes .......... 2
National Coalition for Democracy ............................... 3
Executive Council Committees ................................. 3
Status of FY '81 Budget and Preliminary Review of FY '82 Budget ....................... 4
Review of ASCD Staff and Executive Council
   Representation .................................................. 5
Executive Session ............................................... 6
Appointment of Publications Committee Members .......... 6
Publications Committee Report ................................ 7
Affiliated Unit Activity Report ............................... 8
National Legislative Network Committee .................... 8
Affiliate Unit Presidents Request Additional Meeting .... 9
Affiliate Unit Presidents Meeting to be held
   in Alexandria ................................................... 10
Policy on Staff and Officer Travel to Affiliated Units ... 10
Department of Defense Dependents Schools (Germany) ..... 10
Program Development Report ................................ 11
Curriculum Theory Committee ................................ 11
ASCD Network for Redefining General Education ........... 12
Women's Equity .................................................. 12
ASCD Dissertation Awards Program ............................ 13
Curriculum Committee of 100 .................................. 14
A Comparison of the Effectiveness of Supervision
   Practices in Selected Schools ............................... 14
Program Development Funds for FY '82 ......................... 14
Annual Conference Report .................................... 14
Appoint Chair for 1983 Conference Planning Committee .... 16
Conference Evaluation Appointment ........................... 16
Review of 1986 Annual Conference Site Possibilities .... 16
Structure of Board of Directors .............................. 16
Evaluation Committee Report ................................ 17
Resolutions Committee Chair Appointment .................... 17
# Table of Contents (Cont'd.)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nominating Committee Chair Appointment</td>
<td>17</td>
</tr>
<tr>
<td>Procedures for Nominating Board of Directors</td>
<td>17</td>
</tr>
<tr>
<td>Acceptance of March of Dimes Grant</td>
<td>18</td>
</tr>
<tr>
<td>Executive Council Committee Appointments</td>
<td>18</td>
</tr>
<tr>
<td>October Executive Council Meeting Dates</td>
<td>19</td>
</tr>
<tr>
<td>ASCD Leadership Foundation Report</td>
<td>19</td>
</tr>
<tr>
<td>Appointments to Selection Committee to Select the Nominating Committee for the 1983 National Election Slate</td>
<td>21</td>
</tr>
<tr>
<td>Approval of Use of President's Fund</td>
<td>21</td>
</tr>
<tr>
<td>FY '82 Preliminary Budget to be Transmitted to Board of Directors</td>
<td>21</td>
</tr>
<tr>
<td>Review Council Report</td>
<td>21</td>
</tr>
<tr>
<td>Research Information Service</td>
<td>22</td>
</tr>
<tr>
<td>1981 Resolutions</td>
<td>22</td>
</tr>
<tr>
<td>Adjournment</td>
<td>23</td>
</tr>
</tbody>
</table>
ASSOCIATION FOR SUPERVISION AND CURRICULUM DEVELOPMENT

Minutes of the Meeting of the Executive Council

Alexandria, Virginia Ramada Inn Old Town
June 14 and 15, 1981 United Way South Room

Presiding: Lucille Jordan, President

* * *

The Executive Council convened in the United Way South Room of the Ramada Inn Old Town, Alexandria, Virginia, at 9:15 a.m. on Sunday, June 14, 1981, with the following present:

Lucille Jordan, President ASCD; O. L. Davis, Jr., President-Elect ASCD; Barbara Day, Immediate Past President ASCD; Gwyn Brownlee; Ray Hendee; Alice Houston; Carolyn Hughes; Stu Rankin; Phil Robinson; Ron Stodghill; Maizie Solem; and Bob Taylor. Executive Council member Art Costa was absent.

Also attending were:

Gordon Cawelti, Executive Director ASCD; Ron Brandt, Executive Editor; John Bralove, Business Manager; Ruth Long and Roosevelt Ratliff, Associate Directors; Kathy Schaub, Assistant Director; Sarah Arlington, Conference Facilities Coordinator; Robert Krajewski, Conference Planning Chair; and Anita Fitzpatrick, Recorder.

President's Remarks

President Jordan welcomed the Executive Council to Alexandria and new council member Stu Rankin and President-Elect O. L. Davis, Jr. to the meeting. She brought greetings from the Canadian Society for the Study of Education, and reported on their meeting, which she attended at the close of the academic year. She said that group is heavily involved in research study, with much emphasis on research in cross-cultures and sex stereotyping.
President Jordan reported on the Affiliated Unit Presidents Conference held in May at Boys Town, Nebraska, which was attended by 43 affiliate unit presidents. She said that the meeting was productive and that many of their interests and concerns were discussed, including the regional meeting concept and the feasibility of a second meeting in addition to the current annual meeting.

President Jordan reported on an Educational Leaders Consortium meeting she attended this spring and a seminar sponsored by the Committee on Full Funding, with both groups meeting in Washington, DC. These groups both expressed their concern about the decrease in educational funding and the cutbacks coming out of the Reagan administration. Mr. Cawelti said that the Committee on Full Funding was the most successful coalition of educational associations in the District of Columbia and had been organized to attend government committee meetings and influence decisions made on Capitol Hill. He said since the committee was formed, many of the associations have established their own budget for legislative activity, but that their track record remains good. President Jordan said that although efforts failed to prevent government budget cuts this spring, she encouraged ASCD members to remind legislators back home that what they do in terms of resources and cutbacks affect every level of education. She stressed the importance of utilization of the human resources of this country and asked that Executive Council members encourage their colleagues to contact their senators and congressmen to identify their concerns.

President Jordan spoke briefly about the 1982 Conference Planning Committee meeting held in Boys Town near Omaha while the affiliate unit presidents were meeting. She said that they are looking back at the beginnings of ASCD, how the organization and its purposes have evolved, and how it relates to the needs of educators today and in the future. In addition to this meeting, President Jordan said she had attended three affiliate unit meetings and is enjoying the challenge and opportunity to represent ASCD.

Approval of the Previous Minutes

President Jordan declared the minutes of the previous Executive Council meeting approved as written, there being no additions or corrections.

Correction of Board of Directors Meeting Minutes

Ms. Hughes said that an action taken at the final meeting of the Board of Directors in St. Louis with regard to ASCD's relationship to the National Coalition for Democracy was omitted from the Board of Directors minutes and

Ms. Brownlee MOVED to amend the Board of Directors minutes (St. Louis) to reflect the action taken with
regard to the National Coalition for Democracy. Mr. Taylor SECONDED. MOTION CARRIED.

National Coalition for Democracy

President Jordan asked if there was any interest in reintroducing the issue of involvement in the National Coalition for Democracy. Mr. Cavelti said that the purpose of the coalition was to stop the onslaught of censorship and he said he felt that if the Board of Directors had full information the matter would have been dealt with differently.

Ms. Hughes said she would discourage resurrecting this issue and asked that we make sure that ASCD is not included among the organizations printed on the letterhead of the coalition. Ms. Brownlee felt that more information should be provided and that more dialogue on the subject was necessary. Mr. Davis suggested that a range of options should be considered in terms of what ASCD could do with the subject of censorship and other related issues, such as religion in education. Mr. Cavelti said that ASCD's involvement would be very appropriate because of our study on censorship with the American Library Association, which will be available before long. President Jordan suggested that this be added to the October Executive Council meeting agenda and that the ALA materials be available. In addition, information regarding the censorship issue will be distributed to the Executive Council members to be studied prior to the October meeting. Mr. Davis suggested that President Jordan appoint some of the Executive Council members to a committee to meet during this meeting and develop options now rather than wait until October. President Jordan appointed Mr. Taylor, Ms. Houston, and Ms. Brownlee to meet with Mr. Davis, who would chair the group and give the council direction.

Executive Council Committees

President Jordan mentioned several areas of interest that she felt would benefit from Executive Council input and asked the members to indicate in which areas they would like to have input:

1. establishing a process of presenting the budget to the Board of Directors at the 1982 conference (to work with John Bralove, ASCD Business Manager);

2. Board of Directors meeting modus operandi to improve the means by which members could deal with the business at hand in such a short period of time. She suggested working on a way to provide more information so they would have a better understanding of the issues before action is taken;
(3) long range plan as it relates to program development (to work with Ruth Long);

(4) long-range view of publications (to work with Ron Brandt);

(5) develop a plan for recognition of past presidents and notables.

President Jordan asked the Executive Council members to consider these areas, let her know of their interests, and she would form the committees at the end of the meeting.

Status of FY '81 Budget and Preliminary Review of FY '82 Budget

Mr. Bralove reported that the 1981 budget had not substantially changed from the one submitted at the annual conference. He pointed out that the membership dues increase authorized at the March meeting of the Board of Directors are reflected in this budget and that the dues increase would be implemented September 1, 1981.

Mr. Cawelti said that the preliminary FY '82 budget is a hold-the-line budget and he commended Mr. Bralove for anticipating the financial effects of the current economy on the association. Mr. Cawelti presented an analysis of the financial effects of declining attendance and exhibits at the annual conference. (See Attachment A.) Mr. Bralove reviewed the losses incurred as a result of the annual conference and said that they are buttressed by revenue from videotape sales and rentals. He went on to say that the association is continually seeking ways to increase resources and that additional revenue sources are necessary to carry out association activity.

There was some discussion about the 8% salary increase, which will be based on completion of a year's satisfactory performance. Mr. Cawelti said that this amount was in line with what similar educational associations in the area are doing.

The amount budgeted for marketing was reviewed, and President Jordan said a Membership and Marketing Committee had been appointed in St. Louis at the Board of Directors meeting. This group will look at what goes into the marketing effort and how the high expenditure is justified. Mr. Cawelti said that basically ASCD had found that if less is spent on marketing, a lower membership count follows and if this trend continued, the association would be left with a substantial deficit budget. Mr. Bralove explained that the more renewal notices mailed, the more renewals were received, and that this made it worth the financial outlay. He said that the next Update would carry a brief column explaining the number of mailings and the purpose behind them.
Mr. Bralove noted that the increase in the projected cost of the Affiliated Unit Presidents Meeting was the result of moving it from Boys Town, Nebraska, which will no longer open its facility to meetings of this nature, to Alexandria.

Mr. Bralove said that the proceeds from the sale of the Reston property had been used to eliminate the cash flow problem ASCD had been experiencing, and that now establishing a reserve fund of $300,000 as approved by the Executive Council, was an attainable goal. He said that the money would be placed in a liquid money market fund to accrue as much interest as possible, and that ASCD would consult with a financial advisor to determine how best the fund could work for ASCD.

Mr. Rankin expressed his interest in providing equal access by members to services offered by ASCD at lower cost to the members. Mr. Bralove responded that services such as the National Curriculum Study Institutes and Research Information Service do not make money, and that a number of the programs and affiliate unit activities are underwritten by membership dues. He said that ASCD products and programs are priced competitively with other educational organizations, if not less, and that there is an earnest effort to provide as much as possible at a low cost. Mr. Bralove illustrated how, for instance, booklets are priced based on quality, what has been charged in the past, and how much other groups charge for a similar publication.

President Jordan pointed out that ASCD charges modest fees for dues and conference registration compared to other associations and she said that she hears repeatedly that ASCD members belong because they can better afford ASCD and want the quality products offered.

It was reiterated that the membership should have access to the content of the budget reviewed by the Executive Council and Board of Directors, and

Ms. Hughes MOVED that a budget summary be printed and included with the December issue of Update, with a statement that the entire audit is available upon request. Mr. Taylor SECONDED. MOTION CARRIED.

Mr. Cawelti added that complete copies of the budget received by the Board of Directors and Executive Council would be available to hand out at the beginning of the business meeting at the annual conference.

Review of ASCD Staff and Executive Council Representation

The composition of ASCD staff and Executive Council was discussed and Mr. Cawelti said that there is a continuous effort to provide
balance in terms of sex, ethnicity and non-public school representation. He pointed out that there was no non-public school representation, nor were there any Native-Americans on the council or the slate of candidates for the upcoming election. He said that Ms. Day would brief the nominating committee in Anaheim and would stress the importance of this at that time. Ms. Day called the council's attention to the charge in the ASCD Policies Handbook with regard to ethnic and geographical representation, as well as non-public school representation, saying this is an area of concern to the association.

Executive Session

President Jordan declared the council to be in Executive Session at 11:45 a.m.

Members of the council discussed affirmative action matters among the staff and personnel employment policies and practices and the Executive Director was encouraged to continue to seek balance.

Questions were raised and discussed regarding how salary increases are awarded or withheld and the Executive Director was encouraged to continue to assure fairness and consistency in administering salary matters.

The question was raised as to whether or not salary levels are competitive and the Executive Director said many applications are received for any vacancies announced at ASCD.

Mr. Stodghill said the staff should be commended for its service to ASCD and the good job they are doing.

Ms. Houston asked to see the documents used in the personnel appraisal process and grievance process.

The Executive Session adjourned and the Executive Council resumed in open session at 12:30 p.m.

President Jordan expressed her appreciation for the service and dedication of ASCD employees, and Mr. Rankin urged that the council encourage vigilance in order to insure racial equality, equity of the sexes, and minority representation within ASCD. He said this is doubly important because of the current policies prevalent throughout the country and Ms. Houston encouraged an open attitude and willingness to discuss these issues.

Appointment of Publications Committee Members

Ron Brandt requested approval of nominations he had submitted for the 1981-82 Publications Committee. Several Executive Council
members objected to composition of the proposed group because four of the seven members would have been from the same geographical area. Several other names were suggested and President Jordan appointed a subcommittee composed of Ms. Hughes, Mr. Stodghill, and Mr. Taylor as chair to propose three new members. After lunch, the subcommittee presented the following names:

Gerald Ponder
Associate Professor of Education
North Texas State University
Denton, Texas

Mary Belle McCorkle
Assistant Superintendent for Instruction
Tucson School District
Tucson, Arizona

Theodore J. Czajowski, Jr.
Assistant Superintendent
Bellingham Public Schools
Bellingham, Washington

Mr. Stodghill MOVED that the nominees be accepted and that the ASCD executive staff be authorized to appoint members to serve in their place if they could not serve. Mr. Rankin SECONDED. MOTION CARRIED.

Publications Committee Report

Mr. Brandt reviewed in detail the status of ASCD publications (See Attachment B) recently published, in preparation, and in the planning stage. He was particularly optimistic about the booklet on Computer-Assisted Learning, saying he wished it was available now because of the demand for information on this subject. He explained that booklets must be scheduled far in advance (18 months), but that makes it difficult to respond immediately to current interests.

Mr. Brandt discussed the planned videotapes and explained how contacts are made and who will be involved in their production. He referred to data in his report showing increased income from sales of printed publications and media.

Mr. Cawelti commented on the new Richard Manatt videotape, Evaluating Teacher Performance, which includes several actual teaching episodes. Mr. Davis asked how ideas for videotapes are generated and Mr. Brandt said they come from the Publications Committee, proposals from individuals, and suggestions from the Executive Director.
The *Educational Leadership* themes voted on in St. Louis were discussed and Mr. Brandt said there might be articles on "Affective Education" and "Redefining General Education" in the April and May issues. He added that in May 1981 ASCD received five major awards from National and Washington, DC, chapters of EDPRESS for materials published in 1980 in *Educational Leadership* and *Update*. President Jordan congratulated Mr. Brandt and his staff on these achievements.

Mr. Rankin said he would like to have Mr. Brandt think about putting something together on futures and the technical explosion. He said that Ms. Day's presentation in St. Louis prompted his thought on this subject and he felt that ASCD should look at how schools will look 20 years from now. President Jordan agreed that an overview of what the future will look like is needed and suggested that non-theme issues could deal with that subject.

President Jordan thanked Mr. Brandt for his report and asked that the concerns of the group be carefully considered.

Ms. Hughes asked Ms. Day if the multi-media presentation produced by the University of North Carolina and shown in St. Louis could be rented. Ms. Day said that it required several technicians and a great deal of equipment, but that it was available.

**Affiliated Unit Activity Report**

Mr. Ratliff reported that 50 affiliate units are in good standing, as well as the District of Columbia, Puerto Rico, and Virgin Islands affiliates. The Virgin Islands unit was recognized officially in St. Louis at the Business Meeting and Mr. Ratliff said he is currently working with a group of educators in Saudi Arabia towards possible affiliation.

He said there are currently 15,000 affiliate unit members and several Executive Secretaries and Executive Directors who serve without financial compensation. Mr. Ratliff said many of these are retired educators and they meet annually at the conference. He said they add continuity and a sense of organizational structure to the units.

Mr. Ratliff referred to the affiliate unit calendar of events (Attachment C) and reviewed the many activities in which they are involved. He said the affiliate unit presidents would like to meet in an informal group situation in Anaheim.

**National Legislative Network Committee**

Mr. Ratliff reported that the National Legislative Network Committee consisting of a 15-affiliate unit membership had met and that they would like to be able to plan a session in Anaheim. The network
was formed to encourage action among the affiliated unit membership on state and federal legislative issues affecting education in the states. Mr. Ratliff said there would be six committees of the network established in 1981-83:

(1) legislative;
(2) program development;
(3) publications;
(4) membership;
(5) constitution and government;
(6) research.

He said these committees would provide grass roots involvement for the units and that they would be made up of presidents and members of affiliate units. Mr. Ratliff requested that, in light of the mailing expenses that would be incurred by these committees, ASCD appropriate $200 per committee to assist them. This money would be used to help communicate what the network is doing among the 15 units involved, and communicate with other units who are not a part of the network. Mr. Ratliff said he felt that once there is stronger involvement, the affiliate units would be able to support the network committees.

Ms. Day suggested that the network committees draw up guidelines, purposes, and a proposed budget for the Executive Council to look at and then proceed from there. She said Mr. Ratliff could let them know the Executive Council supports the notion but would like the opportunity to look at these items. Mr. Ratliff said that he was requesting the funds because other committees had died for lack of funds and he wanted to avoid this happening with the network committee. Mr. Cawelti asked that this request be deferred until October so that he could discuss the matter more fully with the staff. After some discussion,

Mr. Stodghill MOVED that the ASCD staff be authorized to support the network process in a manner it deems appropriate. Ms. Brownlee SECONDED. MOTION CARRIED.

Affiliate Unit Presidents Request Additional Meeting

President Jordan reported that the affiliate unit presidents made a request in May at Boys Town for the opportunity to have an additional mid-year meeting. She asked the presidents if they felt their unit would support another meeting and several responded that they thought they would be capable and willing to assume the
expense of such a meeting. She asked Mr. Cawelti if the staff would be able to meet with them and he said they could.

Mr. Ratliff said that he felt one meeting of the presidents-elect wasn't enough, that it was geared to orientation and not discussion of pertinent issues and planning. He also felt, however, that staff-wise it would take considerable time and effort.

Discussion followed with regard to the feasibility and desirability of having regional meetings for state presidents to meet their needs, or whether this would dilute the effectiveness of national and reduce attendance at the annual conference. Ms. Jordan suggested exploring some alternatives, such as combining some meetings or better plan our annual conference program to provide time for the presidents to meet at the conference. Mr. Cawelti said that he and Mr. Ratliff would look at some alternatives and return to the Executive Council in October with a list of possibilities. He emphasized, however, that he would like to be able to respond to the needs expressed by the affiliate unit presidents.

Affiliate Unit Presidents Meeting to be Held in Alexandria

The Affiliate Unit Presidents Meeting has been held for the past several years at Boys Town, Nebraska, but IRS has ruled that that facility can no longer be used for conferences by outside groups. It was suggested that Alexandria be the natural meeting place because that's where the national headquarters building is, and it would give the presidents an opportunity to see the building, meet the staff, and generally develop a sense of personal affiliation with national ASCD. The Executive Council concurred that planning should proceed for an Alexandria meeting.

Policy on Staff and Officer Travel to Affiliated Units

Mr. Ratliff called the group's attention to the policy on staff and officer travel to affiliated units (Attachment D) for review and discussion. Following a discussion of the policy statement, action was taken and

Mr. Taylor MOVED to accept the policy and Ms. Hughes SECONDED. MOTION CARRIED.

Department of Defense Dependents Schools (Germany)

Mr. Cawelti reported on a one-day meeting he had in Wiesbaden, Germany, with Department of Defense Dependents Schools, North Germany, officials. They paid for the cost of the trip, the purpose of which was two-fold: (1) to discuss the concept of establishing a Western Europe ASCD Affiliate Unit, and (2) to make preliminary plans for a weekend workshop for teacher and administrative curriculum personnel.
Mr. Cawelti said there was a high degree of enthusiasm for the concept of a Western Europe unit, that Phi Delta Kappa has a chapter there, and that teacher organizations are strong in the area. He said that a small group will be appointed at this meeting to talk about the next steps in planning for affiliation, form a slate of officers for election, and draw up a constitution.

The workshop will be held on a weekend (subsequently set for November 7-8, 1981) in order to draw teachers and personnel from outlying areas. Billets would be available for inexpensive housing, and DODDS would pay expenses for two or three consultants.

Program Development Report

Ms. Long reviewed the 13 National Curriculum Study Institutes (NCSI) scheduled for summer 1981 and those scheduled for fall-winter 1981-82. It was suggested that NCSI scheduling take into consideration affiliate unit activity scheduling. Ms. Long said a continuous effort is made to obtain minority consultants and that Mr. Ratliff's survey of minority concerns and interests would be very helpful in this respect.

Ms. Long pointed out the new NCSI topics based on input from the Board of Directors and she said that one would be held in Honolulu in January in response to a request made by Hawaii ASCD. Ms. Day said perhaps a post-conference NCSI could also be held in Hawaii because of the proximity of Anaheim to Hawaii. There was some discussion as to whether scheduling would be difficult since the conference ends on a Tuesday and the NCSI would have to be held on a weekend because Hawaiian educators could not attend during the week.

Ms. Long was encouraged to continue to look at city distribution at the time NCSIs are scheduled and she said ASCD had responded to requests for specific city locations by holding institutes there.

Curriculum Theory Committee

Curriculum Theory Committee members (O.L. Davis, Jr., Chair, Barbara Day, Ben Ebersole, Wells Foshy, Dorothy Huenecke, Lucille Jordan, and Jim MacDonald) met in Alexandria on May 23-24 to:

1. review ASCD's contribution in the past to curriculum theory development;

2. consider alternative organizational efforts to strengthen ASCD's contribution to theory development;

3. seek agreement as to where major need now exists in this regard;
(4) prepare recommendations for the Executive Council meeting in October.

Mr. Davis reported that there were proposals made for infusing into ongoing ASCD programs which had to do with curriculum theory publications, conference activity, and institutes, in addition to other classes of proposals which were still in the working stage. He said the committee would probably try to meet at the annual conference and that it hoped to continue its work. A more detailed report will be presented at the October meeting of the Executive Council.

ASCD Network for Redefining General Education

The purpose of the network for Redefining General Education is to facilitate interest in and to support local school study of the adequacy of existing general education programs at the high school level. A call for applications in the spring issue of Update resulted in 93 applications. Committee members (Dan Tanner, chair, Elizabeth Gray, Larry Marshall, Jim Moore and Nat Ober) met in Alexandria on May 7-8 to review the applications and to decide which schools would be members of the network. Schools were selected (Attachment E) which are diverse and representative of the many kinds of high schools in our country. Criteria included geographical location, school size, community size, student body racial and ethnic composition, percentage of students who attend college, graduation requirements, and curriculum orientation. Leaders from these schools will attend a conference at Wingspread in Racine, Wisconsin, on July 21-23, 1981, and January and July, 1982, meetings.

The Johnson Foundation of Racine, Wisconsin, will fund a booklet on the outcome of the study to be made available to the membership.

Mr. Cawelti said many good schools who wanted to participate in this project were turned down and he asked for feedback from the council as to how these schools could be included. Ernest Boyer of the Carnegie Foundation has suggested that regional meetings of interested schools could perhaps be held. President Jordan elaborated on that idea, saying perhaps those schools not selected could be paired with the participating schools. It was also suggested that NCSIs might grow out of this, as well as articles and publications once the study is completed.

Women's Equity

The May 17-18, 1981, NCSI on education equity was cancelled because of low enrollment. Under consideration is the addition of a women's
equity NCSI to next year's NCSI schedule. The question was raised as to whether the Women's Equity Project Committee should be continued and discussion followed:

Mr. Davis said he felt there is a much heavier interest in the concerns of women in the organization than there is in reducing sexism in instruction, and that it seemed in the long run ASCD would have more impact in the area if it would work through the programs given to young students.

Mr. Robinson encouraged continuing the women's equity committee in order to determine some clear direction about long term meaning for ASCD. Mr. Rankin observed that if every school district endorsed a policy requiring that district to go through a screening process for the adoption and purchase of new materials, the consciousness level of that district would be raised. He encouraged continuation of the committee and urged the group to be aware of what's happening in women's equity. President Jordan said that this may have some implication for another look at our resolution and perhaps it should be worded more strongly.

Mr. Cawelti said there were two issues at hand: (1) Mr. Rankin's concern for working with publishers of materials, and (2) the problem of job mobility of female members in the association. He said this subject has elicited a high degree of interest and pointed out that there are fewer female administrators today than ten years ago, which partially reflects discipline problems in the schools, and trends of the sixties. Mr. Cawelti encouraged the council to convey their views as far as the focus of the women's equity group is concerned, and that perhaps a firm recommendation should come from the group that goes beyond continuing or not continuing the group should be made. President Jordan said Bernice Wolfson as chair, or the group itself, should be responsible for furnishing such a commission statement, and that it could be brought to the Executive Council in October for approval.

ASCD Dissertation Awards Program

Ms. Long said that she needed to know the desires of the Executive Council in terms of selecting new panel members for the Dissertation Awards Program or retaining those currently serving. There are currently panels of professors and practitioners and

Mr. Robinson MOVED that one person from each category be retained and the remaining panel be made up of new appointees. Mr. Hendee SECONDED. MOTION CARRIED.

It was suggested that a brief statement be made at the Board of Directors meeting or business meeting in Anaheim on the significance of the winning dissertations.
Curriculum Committee of 100

The Curriculum Committee of 100 is a network suggested by the Executive Council to consider the task of interpreting curriculum theory into practice as they identify specific curriculum needs which exist in their own local district settings. The committee will meet annually during the ASCD Annual Conference in 1981, 1982 and 1983, and they met for the first time in St. Louis last March. Membership was by application in response to an article carried in the November 1980 Update which described the committee and invited ASCD members to apply.

Ms. Long said the Curriculum Committee of 100 is a very active, enthusiastic group. They will meet in Anaheim and before this fall the officers, steering committee, and other interested persons will decide what they can do at the next annual conference. President Jordan said that perhaps a similar committee could be established for supervision and the two groups could alternate every three years.

A Comparison of the Effectiveness of Supervision Practices in Selected Schools

Donald Fett of the Iowa City Community School District is conducting this comparison study and is in the process of collecting data by means of oral interviews and responses to a written questionnaire. There are four groups of respondents: (1) superintendents; (2) assistant superintendents and other central office supervisors; (3) principals; and (4) teachers. A further report will be provided this fall.

Program Development Funds for FY '82

Ms. Long said topics of projects and the process for determining projects to be funded (i.e., request for proposals, appointed working groups, etc.) may be considered by the Executive Council, and that awards will be made in October.

President Jordan thanked Ms. Long for her report and complimented her on her professionalism in carrying out her duties.

Annual Conference Report

Ms. Arlington introduced Robert Krajewski, chair of the Conference Planning Committee. She said the annual conference evaluation was favorable, the program was good, and attendance at conference activities was good, although overall conference attendance was down. Many attendees must assume part of the expense of getting to the conference and difficulty getting to St. Louis contributed to reduced attendance. The evaluation committee questioned the practice of site rotation but was pleased with the format of the St. Louis conference and felt it should be continued.
Mr. Krajewski distributed a tentative plan for the 1982 conference to be held in Anaheim. He said he had met with the state presidents at their meeting in Boys Town, drew some of the ideas from the results of the evaluation, and considered suggestions of people he spoke with in St. Louis.

The 1982 conference theme will be "Leadership in Educating for a New Century" and there will be four General Sessions with topics related to this theme. The Business Meeting will not be billed as a General Session this year. The Master Lecture Series, which was a new feature in St. Louis, will be increased to three major topics related to the General Session topics. Three lectures will be given on each topic in addition to that subject's treatment in a General Session. Thirty-nine assemblies are currently scheduled, and action labs are now in the planning stages.

Ms. Arlington said she is in touch with a group that has rented the Disneyland facility for the Saturday evening of the conference, and that ASCD will purchase a portion of their tickets to be made available at pre-registration only. These tickets will not be available at the registration area in Anaheim.

Ms. Arlington said that registration would be earlier on Saturday morning, concurrent sessions will be held, and night sessions will be held. There was some discussion about holding assemblies during the Business Meeting, but

Mr. Taylor MOVED that assemblies should not be scheduled during the Business Meeting and
Mr. Robinson SECONDED. MOTION CARRIED.

President Jordan pointed out the outstanding educators in the ASCD membership and suggested that these people should be utilized more and Mr. Taylor suggested looking at the notables in California colleges and universities and thus capitalize on the location.

Mr. Bralove reported on various options available for reduced air fares and said he would be gathering information to be distributed to the membership. President Jordan said it was important to alert the members to special air fares.

Ms. Hughes suggested establishing a better procedure for having resolutions available prior to the Business Meeting. It was pointed out that the scheduling of the open hearing on resolutions makes it difficult to have them ready and Ms. Hughes suggested moving it to 10:30 a.m. on Sunday. Mr. Cawelti agreed that this was a good idea.

Mr. Davis felt that people would attend earlier sessions as well as evening sessions and encouraged this kind of scheduling. He also questioned whether badges could be mailed in advance of the conference, but Mr. Bralove pointed out that on-site registration was the
best way to obtain an accurate count of attendees. He also said unless on-site registration records were kept, there would be no way to ascertain whether or not a request for refund was legitimate.

**Appoint Chair for 1983 Conference Planning Committee**

President Jordan appointed Arthur J. Lewis of the University of Florida, Gainesville, to serve as co-chairperson of the 1982 Conference Planning Committee. He will then automatically become chairperson of that committee for the 1983 Houston conference.

Ms. Brownlee suggested that Carol Kuykendahl, Director of Language Arts with Houston Independent School District, be considered to serve as local arrangements chairperson. She also suggested Ed Cline and Geri Strader to work with the local arrangements committee.

**Conference Evaluation Appointment**

Dr. James Beane was responsible for evaluation of the 1981 annual conference and he has suggested that Dr. Robert Shockley of the West Virginia State Department of Education be appointed to fill this role for the 1982 annual conference.

Ms. Day MOVED approval of Dr. Robert Shockley as the 1982 annual conference evaluator. Ms. Hughes SECONDED. MOTION CARRIED.

**Review of 1986 Annual Conference Site Possibilities**

Cities under consideration for the 1986 annual conference site were Anaheim, Los Angeles, Portland, San Diego, San Francisco and Seattle (see Attachment F). It was suggested that Denver be added to this list, although Mr. Cawelti said staff research had found that there were not enough rooms in a concentrated area and that it doesn't have the appeal to the membership that San Francisco does. He said that if the Denver site is pursued that the Board of Directors should endorse consideration of that city.

The Executive Council agreed that only San Francisco and Los Angeles sites would be considered in the fall.

**Structure of the Board of Directors**

Discussion was held on the extent to which any revision in the composition and procedures of the Board of Directors is needed. Mr. Cawelti observed that when this matter was discussed in the form of an alternative division organization at the St. Louis meeting, there appeared to be considerable support for the board as it now operates. Ms. Day suggested that it may be that the board prefers
to remain at the size it now is and Mr. Rankin said that he felt members were comfortable with the existing structure. The similarity of the board to a delegate assembly was discussed. It was pointed out that the Constitutional Review Committee will be considering this matter when it meets in the fall, and some discussion was held on the advisability of conducting a survey among the board members themselves on the issue.

**Evaluation Committee Report**

Executive Session was declared at 10:55 a.m. on Monday, June 15, to discuss the written report prepared by Barbara Day, Lucille Jordan, and O. L. Davis, Jr.

The Executive Session adjourned and the Executive Council resumed in open session at 11:51 a.m.

Ms. Day said Mr. Cawelti as Executive Director of ASCD was perceived by the Evaluation Committee to be an excellent and most effective leader and has shown much expertise and the ability to motivate the staff and ASCD.

Mr. Hendee MOVED to accept the report of the Evaluation Committee. The written report will be placed in Mr. Cawelti's personal file. Mr. Robinson SECONDED. MOTION CARRIED.

**Resolutions Committee Chair Appointment**

President Jordan has asked Dr. Francis Hunkins of the University of Washington, Seattle, to chair the Resolutions Committee for a second year, and he has agreed to assume this role.

**Nominating Committee Chair Appointment**

President Jordan has asked Jack Roberts of the Tennessee Department of Education, Knoxville, to chair the Nominating Committee for the 1982 National Election and he has agreed to assume this role.

**Procedures for Nominating Board of Directors**

Isobel Pfeiffer, chair of the 1981 Board of Directors Nominating Committee, has made several suggestions (see Attachment G) in order to improve the procedure for selecting a slate of candidates.

One of the suggestions was to have vitas available on each member of the Board of Directors to review at the time candidates are being considered. It was decided that a one-page form would be prepared for review by the Executive Council in October that would be mailed to each board member requesting specific information
(background, ASCD activities, etc.). This information would be made available for selection committees at the annual conference.

Ms. Day MOVED acceptance of the three recommendations of the 1981 Board of Directors Nominating Committee with the understanding that the staff will prepare a form which will be presented to the Executive Council at its October meeting, re-acted to and acted upon at that time. Ms. Hughes SECONDED. MOTION CARRIED.

Acceptance of March of Dimes Grant

Mr. Cawelti gave a brief synopsis of the current March of Dimes grant awarded ASCD which provides for development of a K-12 chart and small booklet on parenting skills and preparation for responsible childbearing.

The new grant in the amount of $50,000 is for the purpose of preparing a videotape, another booklet on materials, and providing a stipend to the Urban Curriculum Leaders to attend a half-day meeting which will be a part of the Urban Curriculum Leaders conference held annually in December.

Mr. Taylor MOVED to accept the March of Dimes grant in the amount of $50,000. Ms. Houston SECONDED. MOTION CARRIED.

(Note: Subsequent to the Executive Council meeting, word was received that the March of Dimes budget had been cut substantially and ASCD's grant would be for $35,000. A reduction in the provisions of the proposal will be made accordingly.)

Executive Council Committee Appointments

President Jordan made the following appointments to the committees in which Executive Council members expressed an interest:

(1) establishing a process of presenting the budget to the Board of Directors at the 1982 conference:

Carolyn Hughes, Chair
Stu Rankin
Phil Robinson

(2) Board of Directors modus operandi:

Ray Hendee, Chair
Ron Stodghill
Art Costa
Gwyn Brownlee
(3) long range plan as it relates to program development:

Barbara Day, Chair
Gwyn Brownlee
O. L. Davis, Jr.
Alice Houston

(4) long range view of publications:

Bob Taylor, Chair
Stu Rankin
Art Costa

(5) develop a plan for recognition of past presidents and notables:

Maizie Solem, Chair
Alice Houston

October Executive Council Meeting Dates

The Executive Council is scheduled to meet:

Thursday, October 16 - 9:00 a.m. - 5:00 p.m.
Saturday, October 17 - 9:00 a.m. - 3:00 p.m.

Thursday evening arrival is planned.

ASCD Leadership Foundation Report

The ASCD Leadership Foundation Board of Trustees are:

Donald Frost, Chair
Dorothy T. Bryant
Lawrence Finkel
Richard Foster
Elaine Kohn Huff
James B. MacDonald.

The immediate past president is also automatically a member of the Board of Trustees and this year Barbara Day fills that role. The Executive Director is an ex officio member of the Board of Trustees. The trustees met in Chicago on June 3 and 4 to proceed with foundation planning. The purpose of the ASCD Leadership Foundation Fund is to stimulate professional activity for the improvement of curriculum/instruction and supervision beyond that which ASCD is able to fund. The foundation's efforts will be sustained over a period of years on a limited number of substantive issues periodically agreed upon through a deliberative process involving the Board of Trustees and ASCD governance groups.
There was discussion regarding the Board of Trustees structure and it was determined that in the future the chair should serve a minimum of one year as a member of the Board of Trustees before serving as chair of that group. It was agreed that terms should be staggered in order to provide continuity and a good flow of information from year to year. It was also suggested that a 3-year term be implemented rather than the original 5-year term suggested, and

Mr. Rankin MOVED to establish a term of 3 years for members of the ASCD Leadership Foundation Fund Board of Trustees and that this term is eligible for renewal. Mr. Hendee SECONDED. MOTION CARRIED.

In addition, after discussion,

Ms. Hughes MOVED that the chair of the Board of Trustees serve for a 2-year term which would be eligible for renewal, and that any future chair be elected by the Board of Trustees from the Board of Trustees who had served at least one year. Ms. Solem SECONDED. MOTION CARRIED.

The president of ASCD, with the approval of the Board of Directors, shall appoint a board nominating committee at the start of the annual conference to place in nomination the names of persons to be elected by secret ballot to fill the Board of Trustees. It was suggested that additional nominations could be made to take care of any vacancies or if a person elects not to serve.

The names of the Board of Trustees were drawn to fill one-, two-, or three-year terms in order to provide for the staggered terms agreed to by the Executive Council, with the following results:

One year: Elaine Kohn Huff and Jim MacDonald
Two years: Donald Frost and Larry Finkel
Three years: Dorothy Bryant and Richard Foster

Discussion continued on the purposes and suggested activities of the foundation, and Ms. Day said the trustees felt this first year should be a fund-raising year. The Board of Trustees recommended that the initial solicitation focus on request for contributions from all members and fall into three categories:

Charter member - $100 minimum
Honorary member - $500 minimum
Life member - $1,000

A recommendation was made to hold a dinner in Anaheim to honor these early contributors and solicit their advice on foundation endeavors.
Subsequent to this initial solicitation, all members would be requested to contribute whatever amount they wish, and there would be an annual drive for funds.

Discussion continued with regard to specific purposes of the foundation and how it would respond to issues and member needs in the areas of professional development, social issues impacting on education, and improving curriculum/instruction. The group felt these areas and related proposed activities needed further refinement before proceeding.

Mr. Cawelti asked that council members stay in touch with him about their ideas so he could have a document ready for their review in October and ASCD could move ahead on this important project.

Appointments to Selection Committee to Select the Nominating Committee for the 1983 National Election Slate

President Jordan appointed Alice Houston, Bob Taylor and Gwyn Brownlee to meet with Board of Directors members Robert Hohman, Geri Strader and Judy Minnehan in Anaheim to make up a Selection Committee to Select the Nominating Committee to prepare the 1983 National Election Slate.

Approval of Use of President's Fund

Mr. Davis requested that funds from the President's Fund be approved for his use for institutional support, travel to professional meetings, and family travel. Ms. Brownlee SECONDED. MOTION CARRIED.

FY '82 Preliminary Budget to be Transmitted to Board of Directors

Mr. Rankin MOVED that the FY '82 preliminary budget be transmitted to the Board of Directors in August for their approval. Mr. Taylor SECONDED. MOTION CARRIED.

Review Council Report

The Review Council report was mailed to the Executive Council and Board of Directors prior to the St. Louis meetings in March. The report was discussed in both of those meetings, and

Ms. Day MOVED acceptance of the recommendations contained in the Review Council report. Ms. Brownlee SECONDED. MOTION CARRIED.

One of the recommendations was to hold two meetings annually and it was suggested that the Review Council meet an additional day
either before or following the annual conference with ASCD picking up the housing expense for this additional day.

Research Information Service

Ms. Schaub reported that there were no additional RIS topics and that the next synthesis will be on problem solving. She said that Curriculum Update will continue to contain special reports, such as the one recently published on writing skills by Nancy Olson of the ASCD staff.

Ms. Schaub said 140 inquiries (approximately 2 per day) have been received and that now the staff will be responding only to members. Because of the positive response to RIS, the scope will be limited to address curriculum, instruction and supervision topics.

The RIS library has been expanded and the archives set up with one part-time librarian. Ms. Schaub said RIS has been received enthusiastically by the ASCD membership and is working efficiently and effectively.

1981 Resolutions

President Jordan reported on letters she had received from members representing Catholic schools unhappy about the ASCD resolution opposing tuition tax credits. She responded to these letters by discussing the resolutions process, which encourages all persons to be present for deliberations. The opportunity to speak for or against resolutions and a review of the democratic process utilized for the passage of resolutions was discussed. In addition, she indicated to each of the correspondents the annual opportunity to bring motions to the floor of the Board of Directors for a review of former decisions or resolutions by that body.

Further discussion was also held on the resolution concerning the legal ramifications of moral education and other educations which seemed to not be well understood by anyone. Mr. Cawelti suggested that the problem of censorship needs further Executive Council consideration and alternative courses of action will be presented in October.

Mr. Davis requested that an article written by Jack Frymeier concerning the abolition of public schools should also be further considered and he distributed a copy of that article to the Executive Council.

Mr. Stodghill MOVED that the ASCD Executive Council express its general opposition to the rise of censorship in its varied forms being directed at the curriculum of the schools. Ms. Brownlee SECONDED. MOTION CARRIED.
Adjournment

President Jordan thanked the Executive Council for its deliberations and the staff for their attention to the needs of the council. The meeting was adjourned at 3:23 p.m. on Monday, June 15, 1981.
<table>
<thead>
<tr>
<th></th>
<th>Atlanta</th>
<th>St. Louis</th>
<th>Anaheim - Est.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Registration</strong></td>
<td>4506</td>
<td>3294</td>
<td>3100</td>
</tr>
<tr>
<td><strong>Exhibit Booths</strong></td>
<td>222</td>
<td>178</td>
<td>160</td>
</tr>
<tr>
<td><strong>Receipts</strong></td>
<td>$311,450</td>
<td>$252,000</td>
<td>$226,000</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td>$133,200</td>
<td>$128,800</td>
<td>$130,000</td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td>$178,250</td>
<td>$123,200</td>
<td>$96,000</td>
</tr>
</tbody>
</table>

*Conference Planning Committee, staff and overhead not included.*
STATUS OF ASCD PUBLICATIONS  
June 1981

YEARBOOKS

**Published**
- **Staff Development/Organization Development,** edited by Elizabeth Dillon-Peterson  
  Date of Publication: January 1981

**In Preparation**
- "Supervision," edited by Thomas Sergiovanni  
  Date of Publication: 1982

**Planned**
  Date of Publication: 1983
- "Reconciling Science and Art in Education," edited by Philip Hosford  
  Date of Publication: 1984

BOOKLETS

**Published**
- **Measuring and Attaining the Goals of Education,** edited by Wilbur Brookover  
  Date of Publication: December 1980
- **Effective Instruction,** by Tamar Levin with Ruth Long  
  Date of Publication: April 1981
- **Developmental Supervision,** by Carl Glickman  
  Date of Publication: June 1981

**In Preparation**
- **Mathematics Education Research:** Implications for the Eighties, edited by Elizabeth Fennema  
  Date of Publication: (August 1981)
STATUS OF ASCD PUBLICATIONS
(continued)

**Planned**

- "Approaches to Program Evaluation"  
  Date of Publication (October 1981)
- "Classroom Management," by Daniel Duke  
  (December 1981)
- "Social Studies Priorities and Needs," in cooperation with Social Science Consortium  
  (March 1982)
- "Teacher Evaluation," by Thomas McGreal  
  (June 1982)
- "Using Effectiveness Research," by David Squires and Bill Huit  
  (September 1982)
- "Computer-Assisted Learning"  
  (November 1982)

**VIDEOTAPES AND OTHER MEDIA**

**Published**

- Teacher and School Effectiveness  
  Published March 1981
- Curriculum Mapping, with Fenwick English  
  Published May 1981
- Evaluating Teacher Performance, with Richard Manatt  
  Published June 1981

**In Preparation**

- Models of Teaching, with Bruce Joyce  
  (August 1981)

**Planned**

- School Improvement Strategies
- Effective Staff Development
- Teacher Motivation
- General Education in the High Schools (Filmstrip Kit)
- Improving Student Writing
STATUS OF ASCD PUBLICATIONS
(continued)

EDUCATIONAL LEADERSHIP

Recent Theme Issues

An Assessment of Equity  January
The U.S.-Soviet Math Gap  February
Language Learning  March
Sharpening Supervision Skills  April
Curriculum Planning  May

Themes Planned for 1981-82

Learning and Thinking  October
Practical Curriculum Development  November
Talent Development; Taking Stock of Your School  December
The Budget Crunch  January
Leadership Development  February
Education in Other Nations  March
(Non-theme)  April
General Education in the High School  May

OTHER

Published

- Update  February, March, May, June

- Curriculum Update -- "Writing"  June

Planned

EDPRESS AWARDS

In May 1981 ASCD publications received five major awards for materials published in 1980.

National EDPRESS

- Theme Issue--Educational Leadership, "Who Rules the Schools," November 1980
- Newsletter--ASCD Update, December 1980

Washington EDPRESS

- Newsletter--ASCD Update, November 1980

Ron Brandt
Executive Editor
June 1981
SALE OF PRINTED MATERIALS

A. **Current Best Sellers (May 1, 1980 - April 30, 1981)**

<table>
<thead>
<tr>
<th>Title</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developmental Characteristics of Children and Youth</td>
<td>2767</td>
</tr>
<tr>
<td>(1975)</td>
<td></td>
</tr>
<tr>
<td>Considered Action for Curriculum Improvement</td>
<td>2069</td>
</tr>
<tr>
<td>(1980)</td>
<td></td>
</tr>
<tr>
<td>Selecting Learning Experiences</td>
<td>1318</td>
</tr>
<tr>
<td>(1978)</td>
<td></td>
</tr>
<tr>
<td>Professional Supervision</td>
<td>1145</td>
</tr>
<tr>
<td>(1975)</td>
<td></td>
</tr>
<tr>
<td>Preparing Your Curriculum Guide</td>
<td>1112</td>
</tr>
<tr>
<td>(1980)</td>
<td></td>
</tr>
<tr>
<td>Perceiving, Behaving, Becoming</td>
<td>1108</td>
</tr>
<tr>
<td>(1962)</td>
<td></td>
</tr>
<tr>
<td>Clinical Supervision</td>
<td>1013</td>
</tr>
<tr>
<td>(1980)</td>
<td></td>
</tr>
<tr>
<td>Multicultural Education</td>
<td>895</td>
</tr>
<tr>
<td>(1977)</td>
<td></td>
</tr>
<tr>
<td>Middle School We Need</td>
<td>800</td>
</tr>
<tr>
<td>(1975)</td>
<td></td>
</tr>
<tr>
<td>Staff Development/Organization Development</td>
<td>677</td>
</tr>
<tr>
<td>(1981)</td>
<td></td>
</tr>
</tbody>
</table>

B. **Total Sales of Recent Publications (through April 30, 1981)**

1. **Booklets**

   1980 - Measuring and Attaining the Goals of Education  
   Educating English-Speaking Hispanics                  | 419   |
   Urban Education                                        | 331   |
   Approaches to Individualized Education                 | 261   |
   Preparing Your Curriculum Guide                        | 661   |
   Readings on Curriculum Implementation                 | 1112  |
   Handbook on Basic Citizenship Competencies             | 413   |
   Clinical Supervision                                   | 502   |
   (1980)                                                  |       |
   1979 - Partners: Parents and Schools                   | 1110  |
   Moving Toward Self-Directed Learning                   | 1159  |
   Bilingual Education for Latinos                       | 1442  |
   (1979)                                                  |       |
   1978 - Classroom-Relevant Research in the Language Arts | 1866  |
   Selecting Learning Experiences                          | 4337  |
   Humanistic Education: Objectives and Assessment        | 2164  |
   About Learning Materials                                | 1890  |
   (1978)                                                  |       |
   1977 - The School's Role as Moral Authority            | 1038  |
   Curriculum Theory                                       | 4287  |
   Multicultural Education                                | 4341  |
   Staff Development: Staff Liberation                    | 1203  |
   (1977)                                                  |       |
   1976 - Curriculum Leaders: Improving Their Influence   | 991   |
   Degrading the Grading Myths                            | 5167  |
   Adventuring, Mastering, Associating                    | 2731  |
   (1976)                                                  |       |
   1975 - Middle School We Need                           | 11,830|
   Developmental Chart of Children and Youth (revised)     | 11,078|
   Professional Supervision                               | 8134  |
   Needs Assessment                                        | 7034  |
   Elementary School Mathematics (revised)                | 4398  |
2. Yearbooks

1981 - Staff Development/Organization Development 677
1980 - Considered Action for Curriculum Improvement 2069
1979 - Lifelong Learning: A Human Agenda 1363
1978 - Improving the Human Condition 2438
1977 - Feeling, Valuing, and the Art of Growing 2530
1976 - Perspectives on Curriculum Development 3422
1975 - Schools in Search of Meaning 1522
1962 - Perceiving, Behaving, Becoming 18,804

SALE OF AUDIO CASSETTES

Total Sales

September 1, 1978 - August 31, 1979 3225
September 1, 1979 - August 31, 1980 7605
September 1, 1980 - May 15, 1981 5232
# SALES AND RENTALS OF ASCD MEDIA

Through April 30, 1981

<table>
<thead>
<tr>
<th>Title</th>
<th>Date of Production</th>
<th>Videotape</th>
<th>Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designing a Middle School For Early Adolescents</td>
<td>March 77</td>
<td>219</td>
<td>122</td>
</tr>
<tr>
<td>(withdrawn Nov. 79)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Implementing Humanistic Education in the Schools</td>
<td>Aug. 77</td>
<td>213</td>
<td>215</td>
</tr>
<tr>
<td>Selecting Appropriate Leadership Styles for Instructional Improvement</td>
<td>Jan. 78</td>
<td>286</td>
<td>329</td>
</tr>
<tr>
<td>The Supervisory Process: Helping Teachers to Improve Instruction</td>
<td>Aug. 78</td>
<td>423</td>
<td>633</td>
</tr>
<tr>
<td>Transactional Analysis For Educators</td>
<td>Oct. 78</td>
<td>129</td>
<td>178</td>
</tr>
<tr>
<td>Multicultural Education</td>
<td>May 79</td>
<td>136</td>
<td>118</td>
</tr>
<tr>
<td>Learning: A Matter of Style</td>
<td>Sept. 79</td>
<td>288</td>
<td>308</td>
</tr>
<tr>
<td>Profile of a Middle School</td>
<td>Oct. 79</td>
<td>64</td>
<td>135</td>
</tr>
<tr>
<td>Restoring Confidence In Our Schools</td>
<td>Feb. 80</td>
<td>18</td>
<td>43</td>
</tr>
<tr>
<td>Effective Classroom Management</td>
<td>Aug. 80</td>
<td>112</td>
<td>126</td>
</tr>
<tr>
<td>Improving School Climate (Filmstrip Kit)</td>
<td>Oct. 80</td>
<td>572</td>
<td></td>
</tr>
<tr>
<td>Teacher and School Effectiveness</td>
<td>March 81</td>
<td>42</td>
<td>39</td>
</tr>
</tbody>
</table>

Ron Brandt  
Executive Editor  
June 1981

Prepared by Carolyn Shell, Publications Fulfillment Manager
Affiliated Units

Calendar of Important Events
(1981-82)

1981

JUNE
ASCD Executive Council meeting, Ramada Inn, Alexandria, Virginia (June 14-15)

JULY
Submit proposal for participation in the 37th Annual Conference to Sarah Arlington as early as possible

AUGUST
A followup copy of your unit's ASCD Board representation will be forwarded to you by Dolores Dickerson, Secretary to Roosevelt Ratliff

OCTOBER
Submit names of unit representatives for ASCD Board of Directors to Dolores Dickerson

ASCD National Election Ballots will be forwarded to you for completion and return

ASCD Executive Council meeting, Old Town Holiday Inn, Alexandria, Virginia (October 15, 16, 17)

NOVEMBER-DECEMBER
Annual Survey of Affiliated Units (appropriate forms will be forwarded to you for completion and return)

Proposed Resolutions for National Conference submitted to:

Dr. Francis Hunkins
Professor of Education
115 Miller Hall - DQ 12
University of Washington
Seattle, Washington 98195 (206) 543-1847

DECEMBER-JANUARY
*Submit the following to Associate Director for Affiliated Units:
1. Evidence of one state unit conference/workshop, etc.
2. Current Constitution
3. List of current active officers
4. Current state unit membership list

1982

JANUARY
Memorandum or letter from Associate Director requesting your input for tentative agenda for Presidents' Meeting, Executive Secretaries and/or Directors Meeting, and other state unit meetings at the annual conference.

*ASCD Constitution stipulates this requirement
1982

JANUARY
Submit to Ruth Long, ASCD

1. Suggestions for 1982-83 NCSIs
   (topics, dates, sites)

2. Dates of State and Regional
   meetings in 1982-83 which NCSI
   scheduling should avoid

MARCH
37TH Annual Conference, Anaheim, California
(March 20-24, 1982) For reservations and
information, contact Frances Mindel, ASCD

MAY
Presidents' Leadership Conference, Alexandria,
Virginia, May 2-4, 1982
PROPOSED POLICY ON STAFF AND OFFICER

TRAVEL TO AFFILIATED UNITS

The ASCD policy on staff and executive officers' travel to affiliated units is as follows:

ASCD and the affiliate share the costs of the service.

- Transportation costs (such as air fare) are paid by ASCD.

- Meals and lodging as local expenses are paid by affiliate.

- Whenever possible, the affiliate unit should arrange to charge the staff or officers' local costs to a master account or pay it directly (except for personal costs accrued).

- The ASCD staff and officers do not accept honorarium or fee for service to the affiliate units.

PLEASE NOTE:

ASCD POLICY ALLOWS FOR EITHER A STAFF MEMBER OR AN EXECUTIVE COUNCIL MEMBER TO MAKE ONE VISIT PER YEAR TO AN AFFILIATE UNIT. When an affiliate invites both a staff member and an executive council officer, the affiliate unit should arrange with the Executive Director to determine which person's total expenses it will pick up based on the least cost to the affiliate unit. Affiliated unit representatives may request that both a staff member and an officer attend regional meetings when they feel such a need exists.
ASCD NETWORK FOR REDEFINING GENERAL EDUCATION IN THE AMERICAN HIGH SCHOOL

1. Ames Senior High School
20th and Ridgewood
Ames, Iowa 50010

2. Ann Arbor Pioneer High School
601 West Stadium Blvd.
Ann Arbor, Michigan 48103

and

Ann Arbor Huron High School
2727 Fuller Road
Ann Arbor, Michigan 48105

3. Buena High School
5670 Telegraph Road
Ventura, California 93003

and

Ventura High School
2155 East Main Street
Ventura, California 93003

4. Carlsbad High School
3000 West Church St.
Carlsbad, New Mexico 88220

5. Central High School
3616 N. Garrison Ave.
St. Louis, Missouri 63107

6. Colville High School
985 South Elm Street
Colville, Washington 99114

7. East High School
1545 Detroit Street
Denver, Colorado 80206

8. O. Perry Walker High School
2832 General Meyer Avenue
New Orleans, Louisiana 70114

9. Oak Park and River Forest
201 North Scoville Avenue
Oak Park, Illinois 60302

10. Page High School
P. O. Box 2925
Page, Arizona 86141

11. Pinellas Park High School
6305 118th Avenue, North Largo, Florida 33543

12. San Rafael High School
185 Mission Avenue
San Rafael, California 94901

13. Scarsdale High School
Post Road
Scarsdale, New York 10583

14. Will Rogers High School
3909 East Fifth Place
Tulsa, Oklahoma 74112

15. Woodlawn Senior High School
1801 Woodlawn Drive
Baltimore, Maryland 21207
CITIES TO BE CONSIDERED FOR 1986 CONFERENCE SITE

ANAHEIM - No dates available in 1986.

LOS ANGELES - April 12-15 - plenty of sleeping and meeting rooms in 3-5 hotels plus Convention Center

PORTLAND - not enough meeting rooms - spread out in too many directions (Using 6 hotels downtown & 6 near Coliseum there would be 2125 sleeping rooms & 64 meeting rooms)

SAN DIEGO - New convention center did not pass in recent vote and the existing center would not provide sufficient space. New hotels planned for downtown area are on hold.

SAN FRANCISCO - March 1-4 (must move in on Thurs. instead of Wed. due to other group using the exhibit hall. According to our decorator, United Central, this can be done.

SEATTLE - No definite date available at this time. March 8-11 there is a circus in town - this might be able to be changed to another date. March 22-25 is being held tentatively by another group - their decision is in August. Otherwise, there are enough sleeping rooms (in 10 hotels) and meeting rooms (3-4 hotels plus Seattle Center).
Recommendations

Because our efforts were hampered by lack of information and coordination with other committees, the following suggestions are submitted for consideration:

1. A file should be prepared for the use of the chairperson of the committee. It should contain the Constitution and Policies of ASCD along with a statement of the responsibilities of the committee. Dates for completing the task also should be given.

2. A file of the pertinent activities of the Executive Board Members should be available. The Headquarters Staff might request such information from all board members. Perhaps vitae could be secured at the Leadership Conference. This file, if available at the annual conference, would be useful for several nominating committees.

3. Chairpersons of nominating committees, i.e., for the ASCD officers and for the next nominating committee, should know the names of the other chairpersons. Then they can communicate to avoid contacting the same persons and to involve a greater number of members as nominees.

Board of Directors
Nominating Committee, 1981
Isobel L. Pfeiffer, Chairperson
Robert C. Haynes
Ardelle Llewelyn