ASCĐ EXECUTIVE COUNCIL MINUTES

JUNE, 1987

ASCĐ Headquarters
Alexandria, Virginia
THE ASSOCIATION FOR SUPERVISION AND CURRICULUM DEVELOPMENT

EXECUTIVE COUNCIL MEETING
JUNE 18-20, 1987
Washington Room, ASCD Headquarters
Alexandria, Virginia

MINUTES

1. PRESIDENT'S REMARKS. President Marcia Knoll called the meeting to order in Executive Session at 9:00 a.m. on Friday, June 18, with the following present:

   Executive Council: Roger Bennett, OH; Donna Jean Carter, MN; Cile Chavez, CO; Denice Clyne, AK; Art Costa, President-Elect, CA; Gerald Firth, Immediate Past President, GA; Corrine Hill, UT; Marcia Knoll, President, NY; Jean Marani, FL; Stephanie Marshall, IL; Loren Sanchez, CA; Ann Shelly, WV; and Bob Valiant, WA.

   ASCD Staff: Gordon Cawelti, Executive Director
   RECORDER: Kathron Compton

2. MINUTES APPROVED

   It was moved by Mr. Bennett and seconded by Ms. Shelly to approve the minutes of the March meeting as previously distributed. MOTION CARRIED.

3. EXECUTIVE SESSION.

   Mr. Firth reported for the Evaluation Committee which consists of the President, President-Elect, and Immediate Past President. Members of the Council were surveyed previously on the performance of the Executive Director. Mr. Firth reported that Mr. Cawelti was judged as functioning very effectively in his leadership role. On behalf of the officers, Mr. Firth expressed appreciation for the high quality of Mr. Cawelti's work. A copy of the full report will be placed in his personnel file at ASCD.

   Mr. Cawelti reviewed the report of the consulting firm that had been requested to evaluate the current Salary Administration Plan. He pointed out that it was increasingly difficult to recruit people at or above grade 9 and the report verified this lack of competitiveness in the ASCD scale.

   It was moved by Mr. Sanchez and seconded by Ms. Clyne to "adopt the recommended salary plan for FY 88." MOTION CARRIED.
Mr. Cavelti said that recruitment activities for the Conference Manager position were on schedule and that the selection would be made in early July. The new employee will work with Sarah Arlington up through the Boston conference and then assume responsibility for the Orlando conference in 1989. (Note: the position has been filled by Michelle Terry who began employment on July 20.)

Mr. Cavelti reported the Lew Rhodes had resigned to accept a position with another education association effective September 1, 1987. Recruitment will begin in July to fill this position.

The Executive Council reconvened in open session at 10:45 a.m., and was joined by Ms. Berreth, Mr. Bralove, Mr. Brandt, and Ms. Compton.

4. BUDGETARY MATTERS.

Mr. Bralove and Mr. Cavelti gave the Executive Council an overview of the status of FY 87 budget execution. Ms. Chavez requested that future budget documents show percentages or summaries of actuals in comparison to budgeted amounts for FY 87. Mr. Costa and other members of the Council discussed the cost of the upcoming annual conference and the speakers for the event.

It was moved by Mr. Sanchez and seconded by Mr. Bennett to authorize the exceeded budget amounts for FY 87. MOTION CARRIED.

Mr. Bralove distributed an addendum to the preliminary review of the FY 88 budget regarding the future purchase of a new computer for ASCD. (Attachment A includes minor revisions between June and August and is the budget being sent to the Board of Directors for approval.) ASCD plans on the implementation of the new computer during 1988 as the current computer is outdated and unable to effectively and efficiently handle the volume of data ASCD produces.

5. REPORT ON PLANS TO ESTABLISH CURRICULUM/TECHNOLOGY REVIEW CENTER

Mr. Cavelti discussed ASCD's current plans for establishing the CTRC. The Council felt that a feasibility study would be helpful in the next year in order to assess the needs of ASCD concerning the CTRC. It was decided that Mr. Cavelti should proceed in providing the Council with more information regarding the framework of the CTRC and any information produced as a result of the study.

6. DISCUSS PLANS FOR BUILDING ADDITION

Ms. Marshall moved that ASCD retain Rust, Orling, and Neal as architects for the new addition. Ms. Hill seconded the motion. MOTION CARRIED.
Mr. Cawelti reviewed recent setbacks in the development of the new addition which have temporarily offset current timelines, bidding, and construction plans. Mr. Bralove and Mr. Cawelti discussed future options for the addition and will report to the Council again in October on further developments.

Ms. Chavez moved and Ms. Marani seconded the motion to authorize the Executive Director to secure optional financing for the new addition. MOTION CARRIED.

7. ANNUAL CONFERENCE REPORT

Ms. Arlington reviewed the evaluation ratings for the 1987 New Orleans Annual Conference. She discussed the role of the Curriculum Exhibits Coordinator. The Executive Council agreed to discontinue the role of ongoing coordinators for curriculum exhibits. However, the Council did feel that Marilyn Winters' offer to create a handbook of procedures for the local curriculum materials committee chairperson should be accepted. Ms. Arlington was authorized to convey this agreement to Dr. Winters and to offer her a small budget with which to prepare the manuscript.

The 1988 Conference Planning Committee report was then presented to the Council. The theme is Shaping the Revolution: Challenge and Opportunity. Ms. Arlington also discussed probable keynote speakers.

Ms. Shelly moved and Mr. Sanchez seconded a motion to approve consideration for Orlando, Atlanta, and New York as east coast sites for the 1997 Annual Conference. The decision will come at the October meeting of the Executive Council. MOTION CARRIED.

8. ACTION ON LONG-RANGE PLAN ELEMENTS

Mr. Cawelti and the executive staff discussed the five focus areas with the Executive Council.

Ms. Marshall moved to approve a recommendation that staff be strongly encouraged to include a technology based person in each focus area with input from Ms. Knoll and Mr. Cawelti. Mr. Vaillant seconded the motion. MOTION CARRIED.

President Knoll asked the Council to approve all of the elements of the long-range plan and to postpone the exploration of the "at-risk" element until the October Council meeting. Ms. Marani moved and Mr. Sanchez seconded the recommendation. MOTION CARRIED.

President Knoll introduced CONFER as a new item to the agenda. She expressed concern that the Council is not actively involved in the
development stages of many of the activities that ASCD conducts and that ASCD has not begun to tap the resources available to the Association by the Council. She suggested that the Council determine a focus area in which to use CONFER regularly and keep the lines of communication open between members of the Council and ASCD staff. The "Cutting Edge" was decided upon as the desired focus area and Mr. Valiant was chosen as Council representative for the CONFER system in this focus area.

9. PUBLICATION PROGRAM REPORTS

Mr. Brandt presented a brief oral report on the publications program. He described some of the publications currently in production and in various stages of planning.

Ms. Chavez moved and Ms. Marani seconded a motion to publish four books, *A Resource Guide to Public Schools Early Childhood Programs, Alternative Approaches to Teacher Evaluation, Curriculum Leadership: Case Studies for Practitioners,* and *Taking Charge in the Classroom*. MOTION CARRIED.

Mr. Rhodes reported on the two videotapes currently being created and showed a brief videotape to the Council. Ms. Knoll extended the "congratulations, compliments, and gratitude" of the Council to Mr. Rhodes on his new position with another association.

Mr. Sanchez moved that the Council approve the distribution of six videotapes on teacher evaluation produced by Richard Maratt of Iowa State University. Mr. Valiant seconded the motion. MOTION CARRIED.

Discussion turned to whether Publications should consider an alternative to the Update format. The Council, as a whole, stated that Update is successful as is and there is no need for an alternative format.

10. RESOLUTIONS PROCESS ISSUES

The Executive Council thoroughly reviewed the Review Council recommendations and Resolutions Committee recommendations regarding the current resolutions process. The Council members were asked to discuss the possible defects of the resolutions process and also consider the desired procedures. The defects were listed as: lack of alignment with the long-range plan and budget; unequal weight or pockets of interest by individuals; individual v. group origin; complete randomness; social issues v. pedagogical issues.

The Executive Council decided on the following modifications to the Resolutions procedures:

To the extent possible, resolutions should be based on scanning of important issues. ASCD will conduct such a scan for the Resolutions Committee each fall under the direction of the Resolutions Committee chair.
The Resolutions Committee should identify three to five critical education issues based on this scan and invite resolutions on them. The Committee should also be prepared to write resolutions that take positions on these issues. These resolutions may be long and contain more information than is now typical.

This approach may result in an earlier meeting of the Resolutions Committee in 1988 and beyond so that the issues or proposed resolutions on them can be publicized to the members. These issues or proposed resolutions will be identified in a pre-conference Update to encourage attendance at the business meeting. The Board of Directors should receive these proposed resolutions in advance of the conference and affiliates should be encouraged to debate them prior to the conference.

All other proposed resolutions should be handled in the current manner.

This new process will be reviewed by the Executive Council in June, 1988 with Resolutions Committee input.

The motion was moved by Ms. Shelly and seconded by Ms. Marani. MOTION CARRIED.

Mr. Valiant moved to appoint Ruben Ingram (CA) and Anthony Labriola (PA) as new members of the committee and Arthur Steller (OK) as chair of the 1988 Resolutions Committee. Ms. Shelly seconded the motion. MOTION CARRIED.

The committee asked Ms. Berreth to delete Mr. Steller's name from the Call for Resolutions which appears in the September Update so as to avoid any improprieties regarding Mr. Steller's candidacy for Executive Council in the 1987 election.

11. ACTION ON PLAN TO MOVE AHEAD WITH LEADERSHIP FOUNDATION FUNDS

The Executive Council reviewed the plan for disbursement of Leadership Foundation funds. Ms. Marani, Ms. Clyne, and Ms. Chavez were appointed as subcommittee members to recommend recipients of the award(s).

Mr. Valiant moved to approve the plan. Ms. Marani seconded the motion. MOTION CARRIED.

12. AFFILIATE UNIT AND GOVERNANCE MATTERS

Ms. Berreth shared reports with the Council on networks, the recent Presidents' Leadership Conference, and the affiliates.

Mr. Bralove and Ms. Berreth presented plans for the Joint Dues Solicitation Study prepared by a team including Mr. Bralove and Ms. Berreth as well as Dale Linebarger (WA) and Don Kachur (IL).
The Council decided to begin the study by implementing the renewal portion of the study at this time. (Attachment B)

Ms. Hill moved and Ms. Chavez seconded the motion. MOTION CARRIED.

13. POLICY ANALYSIS REPORTS

Ms. Berreth reported to the Council that the Religion in the Curriculum Policy Analysis would be ready by July 1. Printed text is expected by mid-August. Topics for FY 88 include moral education, curricular issues in early childhood education, and "At Risk" students.

Ideas for follow-up activities for policy analyses were shared. It was suggested that ASCD: include analyses results in the Annual Conference program; feature analyses in Update; include analyses in the products catalog; list as an additional member benefit; display at Presidents' Leadership Conference; and include in membership promotion.

14. PROGRAM DEVELOPMENT MATTERS

Ms. Warger reviewed the 1987-88 NCSI schedule and the status of FY 87 projects. She also reported on the FY 88 program development recommendations. (Attachment C) These recommendations did not include Long Range Plan projects.

Ms. Carter moved to approve the FY 88 program development recommendations. Mr. Valiant seconded the motion. MOTION CARRIED.

15. DISCUSS PROFICIENCY RECOGNITION PROJECT

The Council and Mr. Cavelti discussed the various way to developing a plan for proficiency recognition in supervision. The Council decided to charge a task force with developing a plan for moving ASCD into a leadership position in recognizing persons with exemplary skills in supervision. A progress report will be presented in March.

Ms. Marani moved to approve the charge. Ms. Chavez seconded the motion. MOTION CARRIED.

Ms. Carter moved and Ms. Chavez moved to accept the recommended task force list with adaptations in regards to sex, geographic location, profession etc. MOTION CARRIED.

16. INTERNATIONAL EDUCATION MATTERS

Mr. Cavelti reviewed the March report, "ASCD's Role in International Education." The Council discussed the recommended advisory group and the
education task force.

Ms. Clyne moved and Ms. Marshall seconded the appointments of the International Education Advisory Group as well as the Global Education Task Force according to the recommendations from Mr. Cavelti and Mr. Firth. MOTION CARRIED. (Attachment D)

Mr. Cavelti and the Council discussed the future ASCD tours to the U.S.S.R. and China. Mr. Cavelti asked for guidance regarding the feasibility of the tours. It was the consensus of the Council to continue with the tours.

17. BUDGETARY MATTERS

Ms. Carter moved and Mr. Valiant seconded the motion to approve the use of the Presidents' Fund for this year's officers. MOTION CARRIED.

Ms. Carter moved to authorize the transmittal of the FY 88 budget to the Board of Directors in August. Mr. Valiant seconded the motion. MOTION CARRIED.

18. LIAISON REPORTS AND ACTIONS

Mr. Cavelti reported on the Association for Study of Curriculum and Ms. Knoll reported on the United Kingdom. Ms. Knoll also reported on the upcoming meeting of Australia Curriculum Studies Association meeting in July.

Ms. Marshall made a motion to authorize payment of $6150 dues for ASCD participation in National Council for Accreditation of Teacher Education. Ms. Clyne seconded the motion. MOTION CARRIED.

Mr. Sanchez moved and Ms. Marani seconded a motion to appoint Mr. Firth as ASCD representative to the NCATE Constituent Member Board. MOTION CARRIED.

The meeting was adjourned at 5:00 p.m. The next meeting of the Executive Council will be October 9-11, 1987 in Alexandria, Virginia. The Council should be prepared to meet until noon on Sunday, October 11.