ASSOCIATION FOR SUPERVISION AND CURRICULUM DEVELOPMENT
HEADQUARTERS BUILDING, ALEXANDRIA, VIRGINIA

Executive Council Minutes

Friday, June 16, 1989
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President Pat Conran called the meeting to order at 9:05 a.m. on Friday, June 16, 1989 with the following process:

Executive Council: Pat Conran, President (OH); Donna Jean Carter, President-Elect (CA); Art Costa, Immediate Past President (CA); Cile Chavez (CO); Francine Delaney (NC); Delores Greene (VA); Barbara Jackson (DC); Lu Kiser (IA); Charles Patterson (TX); Art Roberts (CT); Ann Converse Shelly (WV); Everette Sams (TN); and Bob Valiant (WA).

ASCD Staff: Gordon Cawelti, Executive Director; Diane Berreth, Director of Field Services; John Bralove, Director of Administrative Services; Ron Brandt, Executive Editor; Marcia D'Arcangelo; Paula Delo; Helene' Hodges, Director of Research and Information; Anne Meek; Mikki Terry; Cynthia Warger, Director of Professional Development.

Recorder: Kathy Browne

1. MINUTES APPROVED President Conran noted two agenda items needed subcommittees and she asked the Executive Council to add review of the ASCD constitution to the agenda.

It was moved by Bob Valiant and seconded by Lu Kiser to approve the minutes of the March meeting as previously distributed. MOTION CARRIED.

The council immediately adjourned to Executive Session.

2. EXECUTIVE SESSION President Conran thanked Art Costa for his evaluation report input and expressed appreciation to Dr. Cawelti for his leadership.

Dr. Cawelti summarized his candidate search for the Curriculum/Technology Resource Center (CIRC) director. Most of the candidates were more qualified in the technology area. Dr. Cawelti gave highlights of the three selected finalists. He pointed out that the CIRC is a center not a department within ASCD. The executive session was then concluded.

3. BUDGETARY MATTERS Discussion and comments were made on the status of each budget item. ASCD staff provided explanations when questions from the council were directed to them.

Bob Valiant moved to approve the expenditures exceeding budgeted amounts by 10% and Charles Patterson seconded. MOTION CARRIED.
Dr. Cavelti informed the council on the prospects for selling the 125 North West Street property.

It was moved by Charles Patterson and seconded by Cile Chavez to look at insurance alternatives and the feasibility of self-insurance for ASCD.

Charles Patterson moved to transmit the FY 1990 budget to the Board of Directors by August 1 and Art Costa seconded the motion. MOTION CARRIED.

4. ANNUAL CONFERENCE BUSINESS  Mikki Terry asked for questions regarding the Annual Conference report in the agenda. She said some of the general session speakers for 1990 will be Nancy Austin as opening presenter, Henry Cisneros, the ex-mayor of San Antonio as the closing speaker, and Elliot Eisner.

Donna Jean Carter presented the credentials of Gil Valdez. Lu Kiser moved to approve Gil Valdez as the 1991 Conference Planning Committee chair. It was seconded by Everette Sams. MOTION CARRIED.

The staff was asked to make a recommendation on either Chicago or Nashville as the 1998 conference site.

5. COMMITTEE APPOINTMENTS  President Conran asked for council members to serve on the following committees:

CIRC – Art Costa, Chair
  Pat Conran
  Barbara Jackson
  Charles Patterson
  Bob Vaillant

Constitution – Donna Jean Carter, Chair
  Pat Conran
  Ann Shelly
  Everette Sams
  Delores Green

Long-Range Plan – Cile Chavez, Chair
  Lu Kiser
  Art Roberts
  Donna Delph
  Donna Jean Carter (as liaison officer)

6. PUBLICATION PROGRAM REPORTS  Ron Brandt stated the 1989 Annual Yearbook is in the mail and discussed other recent books. He pointed out the highlights of various publications in preparation, Educational Leadership themes, and topics for future videos.

Marcia D'Arcangelo showed the newest videotape preview, "Opening Doors – An Introduction to Peer Coaching."
It was moved by Ann Shelly and seconded by Bob Valiant to approve the appointment of Carl Glickman as editor of the 1992 ASCD Yearbook. MOTION CARRIED.

Lu Kiser moved to approve ASCD publishing 11 issues of Update starting in January, 1990 and "commended the proposed actions appropriate to the needs of our membership and the responsiveness to expressed wishes of the polled membership." Bob Valiant seconded the motion. MOTION CARRIED.

It was moved by Ann Shelly and seconded by Art Roberts to appoint members of the Publications Committee. Leon King will be the chair, Donald Harkness, Lynn Murray, and Marian Leibowitz are replacement appointees. MOTION CARRIED.

7. COMMITTEE REPORTS Art Costa and his committee suggested the following criteria for selecting/appointing CTRC advisory committee:

-9 members balanced geographically, according to gender, ethnicity, and position
-Strong curriculum background in curriculum decision making
-Public school
-University
-Skilled in dissemination of programs
-Skilled in review of materials (tests, texts, software, programs, etc.)
-Skilled in developing applying criteria for excellence of program/materials
-Assessment of tests and other techniques, curriculum evaluation
-Experience in decentralized curriculum decision making
-Technology - applications across curriculum

President Conran moved the above criteria be a direction for the CTRC director job description as a recommendation from the Executive Council. Barbara Jackson seconded the motion. MOTION CARRIED.

Long Range Plan - criteria for selecting task force

-Experience in assisting an organization in developing a long range plan
-They would carry forward in their work the ASCD values
-Demonstrated commitment to the process of planning
-Strong futures orientation (idea person)
-Reach out to non-ASCD persons as well as members
-Note: explore benefits of data bank on interests/skills of members

-Number of committee members would be 6.

8. PROFESSIONAL DEVELOPMENT Cynthia Warger asked for suggestions on the 1989-90 NCSI schedule.

Meeting was adjourned at 4:40 p.m.
June 17, 1989

President Conran called the meeting to order at 9:05 a.m.

9. GLOBAL EDUCATION Dr. Cawelti summarized the Global Education Steering Committee statement on page 51 of the agenda. The council debated their position regarding the multi-faceted direction of the steering committee and the various viewpoints of the global education perspective.

Discussion followed regarding the globalization of ASCD and the promotion of curriculum which helps students understand our society, changing the name of Global/International Education Commission, use of marketing strategies, and the order of ASCD's goals and benefits.

Art Costa moved to transmit the report of the Global/International Education Commission to the Board of Directors. It was seconded by Francine Delaney. Bob Valiant requested that an amendment to the motion be made stating the Global/International Education become an ASCD focus area. Cile Chavez seconded the amendment. It was decided to table the motion and discuss the matter again in October.

10. CURRICULUM CONFERENCE Plans were discussed for the November curriculum conference later this year. It was noted that the correct date is November 9-11.

11. PROFICIENCY RECOGNITION PROJECT Dr. Cawelti informed the council members on the progress of the project by Ed Pajak. The preliminary report was enclosed in the agenda for information purposes.

12. SCHOOL/BUSINESS COMMITTEE A committee to develop guidelines assisting in a productive relationship between schools and industry will meet in July. The following were recommended to serve on the committee: Alex Molnar, William Kolburg, Alice Houston, Darby Anderson, and Dan Merenda. It was moved by Donna Jean Carter to approve the five committee members and seconded by Charles Patterson. MOTION CARRIED.

13. PROGRAM DEVELOPMENT BUDGET Dr. Cawelti reported the budget as stated in the agenda on Page 84 did not require any action unless changes needed to be made.

14. ASCD LONG RANGE PLAN The council discussed the strategic plan and the changes that have come about in the past 20 years. Art Costa expressed concern of placing time constraints on strategic planning and discussion followed about needing some restrictions and not leaving open-ended time limits.

The council compared the 1978 and 1988 Review Council Reports and decided to establish a task force to advise the staff in updating the long range plan. Bob Valiant moved "to establish a five member task force to review, monitor, and guide the update effort of the ASCD Long Range Plan with recommendation
that particular attention be given to increasing member participation and that Donna Delph be one of the members in order to assure continuity with the Review Council findings." Motion was seconded by Ann Shelly. MOTION CARRIED.

Cile Chavez presented a slate for Long Range Plan task members as: Donna Delph, Chair; Marian Leibowitz; Stephanie Marshall; Ken Hill; Frank Duffy; Mary Barksdale. Alternates are: Lee Hay; George Wilkinson; Irvin Quillette; and Dale Scannell. Ann Shelly moved to receive the list and give it to Dr. Cawelti for action. It was seconded by Donna Jean Carter. MOTION CARRIED.

15. CONSTITUTION REVIEW Donna Jean Carter presented the following names for the Constitution Committee to be submitted to the Board of Directors by March: Ann Shelly (WV); Barbara Jackson (DC); Bob Haines (NC); George Woons (MD); Carolyn Hughes (OK); and Fred Young (NJ) as the alternate. Lu Kiser moved to check the names and appoint the committee. Everett Sams seconded the motion. Dr. Cawelti said a $6,000.00 adjustment in the budget would be provided MOTION CARRIED.

16. ASCD VALUES STATEMENT It was moved by Ann Shelly and seconded by Art Roberts to adopt the ASCD values statement as listed on Page 97 of the agenda. Art Costa proposed an amendment to the motion to use number 1 listed on Page 96 as the balanced curriculum statement. Bob Valiant seconded the amendment. MOTION CARRIED.

After several changes, it was moved by Ann Shelly to accept the values statement as amended. Cile Chavez seconded the motion. MOTION CARRIED.

(The amended Statement of Values is attached to the minutes.)

17. FIELD SERVICES Diane Berreth recommended a two-year cycle for affiliate regional meetings instead of the present three-year cycle at an added cost of $9,000 to the budget for the two additional meetings. It was moved by Art Roberts to change from a three-year cycle to a two-year cycle. Cile Chavez seconded the motion. MOTION CARRIED.

18. RESOLUTIONS It was moved by Cile Chavez and seconded by Art Roberts to adopt the proposed Resolutions Implementation Plan as presented. MOTION CARRIED. Ann Shelly moved to adopt three modifications of the resolution policy as stated (1305, 1306 1309). It was seconded by Lu Kiser. MOTION CARRIED.

President Conran moved to accept the modification of the resolutions procedures and Francine Delaney seconded the motion.

After several changes, Lu Kiser moved to accept the amended procedures and Bob Valiant seconded the motion. MOTION CARRIED. (See attachment.)
19. ASCD AWARDS FOR EDUCATION WRITERS Paula Delo explained the basis for the writers' awards. She feels they should tie in to values, focus areas, positions, and resolutions of ASCD. Art Costa moved that the council authorize the continued study of the proposal and do a long range plan by starting small and branching out. It was seconded by Ann Shelly. When the purpose of doing the awards was questioned and justification was given by council members, Art Costa made a friendly amendment regarding the timeline of the motion. Acceptance of the friendly amendment was seconded by Ann Shelly. President Conran asked for the motion to be accepted as amended. MOTION CARRIED.

Meeting was adjourned at 4:35 p.m.

June 18, 1989

President Conran called the meeting to order at 8:40 a.m.

20. CIBC DIRECTOR POSITION Dr. Cawelti reported the status of the director position and said a strong candidate was available for the assistant's position. Because the right person for director had not been identified in the search, Dr. Cawelti said he would reopen the process of finding good candidates.

21. EDUCATIONAL LEADERS CONSORTIUM Dr. Cawelti said he was chairing a group from ELC to examine the policy implications of the low standing of U.S. students in comparisons of international achievement studies. Discussion followed on possible reasons for this.

Cile Chavez made a motion on how the Executive Council moves values to guide us, suggestions, guiding principles and bring potential organizational indicators for collective statements to reflect the practices and behaviors/programs to the October meeting so the council can respond and give to the Board of Directors. It was seconded by Ann Shelly. MOTION CARRIED.

22. LIAISON REPORTS Dr. Cawelti gave an overview of ASCD affiliations. Pat Conran recommended the appointment of Delmo Della-Dora as the ASCD representative to the NCATE Board of Examiners. It was seconded by Donna Jean Carter. MOTION CARRIED.

Meeting adjourned at 11:20 a.m.

Next meeting: October 12-15, 1989
STATEMENT OF ASCD VALUES

ASCD's mission is developing leadership for quality education for all students. ASCD believes that students are more likely to receive a high quality education when the learning environment reflects these values and beliefs:

- **Balanced Curriculum.** We believe all students should have a well-planned educational program with opportunities to study the full range of school subjects. We believe a balanced program reflects the nature of knowledge, the needs and interests of individual learners, and the nature of society and the world.

- **Self Direction.** We believe that students should assume increasing responsibility for their own learning and that schools should emphasize self discipline and teach students how to learn and how to think for themselves.

- **Leadership.** We believe that many educational goals can best be achieved through collaboration. We believe that leaders make better decisions and achieve group and individual goals more fully by developing collective vision and practicing shared leadership.

- **Equity.** We believe that all individuals should be treated equitably and that schools should foster respect, dignity, and worth of all persons.

- **Cultural Pluralism.** We believe that valuing cultural diversity in schools and in the curriculum helps prepare students for life in our multicultural society and interdependent world.

- **Education for Democracy.** We believe that for democracy to survive, students must learn democratic values and practices. We believe that educators should model democratic values and practices in their interaction with students.

- **Responsible Citizenship.** We believe the future of our world depends on the initiative and commitment of citizens, therefore schools must foster a sense of social responsibility.
MEMORANDUM

TO: Resolutions Committee
FROM: Diane G. Berreth
DATE: June 23, 1989
RE: June Action of Executive Council on Resolutions

The Executive Council met June 16-18, 1989 and approved the policy modifications you requested (1305, 1306, 1309). They also passed the procedural changes you requested with the following exceptions:

* December 31 deadline (also referred to in General Procedures 1399.1, #8 Late Resolutions).

- The Council passed this new deadline, but there were several Council members who expressed concern about eliminating the opportunity for members to submit resolutions on important, late breaking issues.

- The Council asked that we make sure that the Update call for resolutions emphasizes the new timeline and strongly encourage submissions.

* September calendar item.

- Add call for resolutions to timeline.

* October calendar item.

- Number two should be eliminated in keeping with the Resolutions Committee's other recommendations.

* Resolutions Committee responsibilities (1399.1, Number 2)

- The Council was concerned that if responsibility number one (initiating resolutions) was totally eliminated, occasions might arise where an identified critical issue was not addressed because no resolution was submitted.
Therefore, the Council, while supporting the elimination of responsibility number one, has asked that a modified responsibility statement be added later in the sequence (a new number five). The new responsibility number five will read:

5) submitting, when appropriate, resolutions on critical issues.

- The Council also reminds the Committee that, as ASCD members, you are not disenfranchised from submitting resolutions during your term on the committee.

* Finally, the Executive Council complimented the Resolutions Committee on your thoughtful and thorough work. You are bringing a new order to the resolutions process that should increase member satisfaction.

Please note that the Council's action changes your meeting date from October, 1989 to January 16-17, 1990 in Alexandria, Virginia. I will send you replacement sheets based on these changes for your Resolutions Committee notebooks with the next few months.

Please call if you have any questions. Thank you.

DGB/jlm

cc: Executive Council
ASCD STRATEGIC PLANNING MODEL

Develop Mission Statement

Conduct Internal and External Environment Scan

Internal Scan
* Strengths & weaknesses
* Threats & opportunities
* Customers
* Budget
* Staff

External Scan
* Social trends
* Economic trends
* Political/regulatory trends
* Demographic trends
* Technological trends

Describe Organization in the Future

Create Action Plans
* Goals
* Objectives
* Activities
* Resource Requirements
* Schedule
Figure 1. Strategic planning process (Sources: Bryson, Freeman, and Roering 1986; Bryson, Van de Ven, and Roering 1987)