ASSOCIATION FOR SUPERVISION AND CURRICULUM DEVELOPMENT

EXECUTIVE COUNCIL MINUTES

June 14 - 16, 1990
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Gordon Cawelti presented details of the 1990-1995 ASCD Strategic Plan which had been developed by the Executive Team and other staff members. He reviewed several activities which have been undertaken during the past year to involve the membership, the Board of Directors, and other groups in order to develop this plan for the future. Some of the focus areas will require ongoing work in the year ahead in order to refine their provisions, but the majority of the plan represented concrete steps to be taken by the Association. Implementation of the plan will enable ASCD to:

- become far more influential in shaping the issues in curriculum, instruction and supervision, and in responding to an accelerated rate of change in education.
- provide more leadership to the members in the curriculum and technology areas than has been possible in recent years.
- begin to diversify products and services that respond to an increasingly disparate array of member interests and needs.
- provide focused leadership on a limited number of topics expressed by members as of special concern such as assessment, early childhood education, restructuring schools, at risk youth, student achievement, and global education.

The Council members spent the day reviewing details of the plan, raising questions, and making suggestions. At the conclusion of the day it was moved by Charles Patterson, and seconded by Art Roberts, to approve this strategic plan. MOTION CARRIED.

The staff was commended for the hard work they had put towards preparing this document which will result in improved services to the members and leadership in the field of curriculum, instruction, and supervision.
ASSOCIATION FOR SUPERVISION AND CURRICULUM DEVELOPMENT

EXECUTIVE COUNCIL MINUTES

June 14-16, 1990
Alexandria, VA

Due to President Donna Jean Carter's absence, President-Elect Corrine Hill called the meeting to order at 9:00 a.m. with the following present:

Executive Council: Pat Conran, Immediate Past President (CO); Corrine Hill, President-Elect (UT); Francine Delaney (NC); Delores Greene (VA); Barbara Jackson (DC); Edith Jensen (SC); Lu Kiser (IA); Charles Patterson (TX); Art Roberts (CT); David Robinson (AR); Everette Sams (TN); Arthur Steller (OK).

ASCD Staff: Gordon Cawelti, Executive Director; Diane Berreth, Director of Field Services; John Bralove, Director of Administrative Services; Ron Brandt, Executive Editor; Helene Hodges, Director of Research and Information; Mikki Terry, Director of Professional Development.
Recorder: Kathy Browne

1. MINUTES APPROVED  It was moved by Art Roberts and seconded by Lu Kiser to approve the March meeting minutes as written. MOTION CARRIED.

The council adjourned to Executive Session.

2. EXECUTIVE SESSION  Gordon Cawelti's expense accounts were reviewed by Pat Conran and found to be in order.

It was moved by Barbara Jackson and seconded by Art Roberts to accept the evaluation report of the Executive Director as presented by Pat Conran and modified by the council. MOTION CARRIED.

It was moved by Delores Greene and seconded by Francine Delaney that the salary of the Executive Director for FY 1991 be $150,000.00 in order to make it competitive. MOTION CARRIED.

Gordon Cawelti gave the EOE statistics for the ASCD staff and explained the racial balance of positions within ASCD. He was asked to prepare a policy statement on the minority balance for the October meeting of the council in order to maintain the balance that has been accomplished.
Dr. Cawelti passed out handouts of the staff chart, salary chart, and salary structure and noted grade 12 now reflects the Deputy Director position since the Executive Director has been removed from the schedule. The executive session was then concluded.

2. BUDGETARY MATTERS  John Bralove explained the budget overages for FY 90. He highlighted some concerns such as membership overages, answered questions from council members, summarized four basic reasons for the expenditures that exceeded their budgeted amounts, and insurance plan changes.

Council members engaged in a discussion on budget matters. Corrine Hill noted the council's approval of the $5 membership dues increase and Delores Greene moved to accept the increase. Edith Jensen seconded the motion. MOTION CARRIED.

Charles Patterson moved to accept and authorize overages in the FY 90 budget and Art Roberts seconded. MOTION CARRIED.

It was moved by Art Roberts to transmit the FY 91 budget to the Board of Directors and seconded by Lu Kiser. MOTION CARRIED.

Pat Conran called the attention of the council to the adequacy of the line item for institutional support.

Corrine Hill added an agenda item regarding president's expenses and institutional support. She stated $11,000 was for secretarial help and $22,000 over a three year period was to directly pay a retired principal to cover her building during her absences. Barbara Jackson moved and Pat Conran seconded to accept these arrangements. MOTION CARRIED.

3. ANNUAL CONFERENCE

Mikki Terry gave the evaluation report about the annual conference in San Antonio. She discussed the bus shuttle service, people leaving the general sessions early, and presenters running out of handouts.

The Executive Council commended Mikki and her conference committee for a successful conference in San Antonio.

Jayne Osgood, Manager, Annual Conference, recommended the following persons for the 1992 Annual Conference Planning Committee: Betts Manera, Marie Meyers, Jim Sears, Christine Roberts, Judy Olsen, John Young
It was moved by David Robinson and seconded by Francine Delaney to accept the recommended committee members. MOTION CARRIED.

Recommendations were then made for the Advisory Committee:
Leroy Hay
Jack Bobroff
Kay Awalt
Bridgette Lambert Cullerton
Jeanne Marani

It was moved by David Robinson that the council accept the suggested advisory committee members and the motion was seconded by Barbara Jackson. MOTION CARRIED.

Suggestions from the council on points to remember were given to Jayne regarding the committees meeting more often, asking affiliates to nominate qualified people to look at proposals in various disciplines, and writing guidelines for the Conference Planning Committee.

Charles Patterson moved to consider San Diego, San Francisco, and Salt Lake City for the 1999 Annual Conference site on the west coast. Art Roberts seconded the motion. MOTION CARRIED.

5. PROFESSIONAL DEVELOPMENT

Pat Conran suggested ASCD use lesser known consultants with a better "draw" name for NCSIs and NTCs. Art Roberts suggested professional development offerings be classified by content area. Francine Delaney said conference participants could be asked to pinpoint their training needs. Dr. Cawelti asked the Executive Council to look at their districts and assess their needs and relay the information to the professional development staff for better planning of institutes.

Dr. Cawelti explained the background of the Identification of Supervisory Proficiencies Report and recommended dissemination to key agencies for sale. Lu Kiser moved the report be available for sale and distribution. It was seconded by Everette Sams. MOTION CARRIED.

Dr. Cawelti explained the total program development budget requests and the line items in the budget. It was moved by Art Roberts to approve the recommended FY 91 Program Development budget and seconded by Delores Greene. MOTION CARRIED. (See Page 63 of agenda.)
6. FIELD SERVICES

Diane Berreth handed out an affiliate overview, a listing of the affiliate regions, and an updated network facilitators roster.

Dr. Cawelti commended Diane on her excellent work with the Affiliate Leadership Conference. Lu Kiser commended Lois Smith for her work too. Dr. Cawelti noted that policies relating to commercialism in ASCD will be brought to the council in October.

7. RESOLUTIONS

Charles Patterson moved to adopt the proposed implementation plan for resolutions. It was seconded by Lu Kiser. MOTION CARRIED.

Agenda Item 7.2 is not an item at this time until the Resolutions Committee meets this year.

8. REPORT ON ISSUES ANALYSIS PLANNED PROJECTS

Diane Berreth explained the three items of the issues analysis projects and asked for feedback on the issues: international comparisons of student test scores, student assessment, and national curriculum. She said to consider one more item - commercialism in schools. It is a concern of Alex Molnar's. Discussion and review of the issues by the council members followed.

It was moved by Art Roberts to ask Dr. Cawelti to take our statement on business involvement in the schools to NSBA and request that they give attention to it in their policy work. The motion was seconded by Everette Sams. MOTION CARRIED.

9. MEMBERSHIP

Dr. Cawelti recommended waiving the conference fees for retired former ASCD presidents. Barbara Jackson seconded the motion. Arthur Steller amended the wording of the motion to include, "who report they are retired," and limited to conference registration fees. Pat Conran seconded the amended motion. The amended motion reads: to waive conference registration fees for retired former ASCD presidents who report they are retired. MOTION CARRIED.

Everette Sams moved to provide a spouse annual fee of half the published rate of the regular annual fee. The motion died for lack of a second.

Meeting was adjourned at 4:40 p.m.

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June 16, 1990

President-Elect Hill called the meeting to order at 9 a.m.

4. PUBLICATIONS

Ron Brandt reviewed the publications procedures and videotape topics. Lu Kiser suggested that Ron announce upcoming video productions. Ron stated he will be doing that with videos as well as comprehensive books.

Dr. Cawelti explained the history, financing and his viewpoint of the *Journal of Supervision and Curriculum Development*. Council members discussed the lack of the types of research meant and gave Ron suggestions for re-shaping content and needed improvements.

Edith Jensen moved to accept the following recommendations and Art Roberts seconded:

The subscription to the *Journal of Supervision and Curriculum Development* be raised as follows: member - $20 to $25; non-member - $30 to $40.

The association convene a group of scholars and practitioners during the coming year to examine why the quality and quantity of curriculum research and theoretical work is low, and to make long term recommendations for improvement. MOTION CARRIED.

10. LIAISON REPORTS

Everette Sams moved to continue to budget ASCD affiliations with the fifteen organizations listed in the agenda materials. The motion was seconded by David Robinson. MOTION CARRIED.

Francine Delaney suggested the council prioritize the list of organizations according to budget and importance.

A sub-committee of Donna Jean Carter, Corrine Hill, Art Roberts, and Edith Jensen will meet on the afternoon before the council meeting to draft a charge and recommend people for the Subcommittee on Governance.

The council brainstormed on possible representatives and requirements of panel members. Panel members will be asked to serve after the task is defined and the council acts on the charge in October.

Dr. Cawelti discussed the Constitutional Review Committee and
said they would not meet this year because of the pending Governance Committee's work.

11. The council discussed the Education Daily article and NAEP chart/report on directions and implications for a national curriculum and testing.

The meeting was adjourned at 11:50 a.m.

Next meeting: October 11 - 13, 1990
Alexandria