ASSOCIATION FOR SUPERVISION AND CURRICULUM DEVELOPMENT

ANNUAL CONFERENCE, SAN ANTONIO, TEXAS

Executive Council Minutes

Thursday, March 1, 1990
Tuesday, March 6, 1990
President Elect Donna Jean Carter called the meeting to order at 8:30 a.m. on Thursday, March 1, 1990. Donna Jean was sitting in for President Pat Conran who was delayed in her arrival due to a meeting of the school board in her district. The meeting was called to order with the following present:

**Executive Council:** Donna Jean Carter, President-Elect (CA); Arthur Costa, Immediate Past President (CA); Cile Chavez (CO); Francine Delaney (NC); Delores Greene (VA); Barbara Jackson (DC); Luther Kiser (IA); Charles Patterson (TX); Arthur Roberts (CT); Everett Sams (TN); Ann Converse Shelly (WV); 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; Helene Hodges, Director of Research and Information; Mikki Terry, Director of Professional Development.  
Recorder: Kathy Browne

1. **MINUTES APPROVED**

It was moved and seconded to approve the minutes of the October meeting. MOTION CARRIED.

The council immediately adjourned to Executive Session.

2. **EXECUTIVE SESSION**

Dr. Cawelti discussed information that had been accumulated in order to prepare a recommendation for staff salaries for FY 91. He indicated that ASCD policy is to maintain salaries at the 50th percentile level when compared with other non-profit associations in the Washington area. Analysis of two surveys of comparable organizations indicates that the current policy is being maintained. Dr. Cawelti also reported the average cost of living increase for the past year was 4.2%. Based on this information, Dr. Cawelti made the recommendation that an overall salary increase of approximately 5% would be provided for each employee which will afford a split between cost of living and the step
increases that the salary program provides. Dr. Cawelti also recommended that for the limited number of individuals who are at the top of the scale, provisions would be made to provide a comparable increase.

It was moved and seconded to adopt the recommended FY 91 salary proposal included in the agenda materials. MOTION CARRIED.

The ASCD staff were invited into the meeting and the Executive Session ended.

3. BUDGETARY MATTERS

It was moved and seconded to approve the FY 90 auditors' report and transmit it to the Board of Directors for action. MOTION CARRIED.

Dr. Cawelti recommended ASCD continue using Ribis and Associates as auditors. It was moved and seconded to approve this recommendation. MOTION CARRIED.

Dr. Cawelti discussed ASCD's financial conditions during the first quarter that led him to reduce a number of authorized expenditures in order to make up for the $350,000 shortfall recorded in the first quarter. These restraints on the approved budget will be reviewed as the financial situation improves and there are some indications of revenues and expenditures moving into a more balanced position.

The council reviewed the preliminary estimate of the FY 91 budget contained in their materials which calls for a budget of $15,322,000, including an anticipated $200,000 reserve. It was moved and seconded to transmit this recommended budget to the Board of Directors for approval. MOTION CARRIED.

Dr. Cawelti reported on the status of the West Street property which is listed for sale at $3,000,000. A contract has been signed for the sale of the building but carries a contingency that may not develop. The real estate market in Alexandria is currently tight because of a substantial number of new properties that have been constructed during recent years.

4. RESOLUTIONS

Diane Berreth discussed the follow-up activities that have taken place regarding the 1989 resolutions. She asked the council to look over the preliminary report of the Resolutions Committee. A discussion was held concerning the improvement of the resolutions process and Ruben Ingram was praised for his work in accomplishing these improvements.
5. REVIEW COUNCIL REPORT

Donna Jean Carter introduced Ben Ebersole, chair of the Review Council. He summarized the work of the Review Council which is attempting to consolidate various intent statements into a single document to be used in planning programs.

It was moved and seconded to receive the Review Council report and transmit it to the Board of Directors. MOTION CARRIED.

6. AFFILIATE MATTERS

The application from Singapore was reviewed and observed to be the first affiliate to apply from the Far East. It was moved and seconded to transmit the application to the Board of Directors for action. MOTION CARRIED.

Ms. Berreh reviewed guidelines which are under development to assist affiliates dealing with the issue of commercialism in all phases of their activities. Comments and suggestions were made and it was agreed the final guidelines would be submitted to the council for action in June.

A brief report was given regarding the Joint Dues Solicitation Study Report by committee chair, Donald Kachur. The committee was commended for its careful attention to detail in this pilot phase and it was moved and seconded to transmit their recommendations to the board for action. MOTION CARRIED.

7. EXECUTIVE COUNCIL SUB-COMMITTEE

President-elect Carter appointed a sub-committee of: Everett Sams, Ann Converse Shelly, and Bob Valiart, chair, to meet with President Conran and Art Costa to make Nominations Committee selections.

8. APPOINTMENTS

It was moved and seconded to accept the following nominations for ASCD committee appointments:

Resolutions Committee: Ed Pajak (GA), chair
Denise Clyne (AK)
Maurice Howard (MD)

Networks Advisory Committee: Sam Abram (IN), chair
Rosita Apadaca, (TX)
Josianne Fleming-Artsen (SM)

Affiliate Advisory Committee: Charles Schwahn (SD), chair
Erma Coit (MI)
Corrine Hill (UT) liaison

MOTION CARRIED.
(President Pat Conran joined the group and assumed the chair for the remainder of the meeting.)

9. PROCESS OF UPDATING ASCD STRATEGIC PLAN

Dr. Cawelti engaged the council in a discussion of the work that has been currently done by the staff on updating the ASCD Strategic Plan for the years 1990-1995. Data gathered from a membership survey, from a poll conducted by the research department, and other information was reviewed. Several major issues that have been articulated by the staff were discussed. The recommendations of the Strategic Planning Advisory Group were reviewed. The Board of Directors will be engaged in the process of establishing a priority for the issues to be included in the updated plan, a discussion of the Proficiency Recognition Project, and other areas where their input is necessary before the final stages of putting together a recommended plan for consideration by the council in June.

10. PROFESSIONAL DEVELOPMENT MATTERS

Mikki Terry reviewed the criteria for establishing an agenda of National Curriculum Study Institutes and National Training Center activities. The proposed list of topics and sights was reviewed and discussed. The staff will proceed with contracting hotels and consultants.

Council members then reviewed information on the Proficiency Recognition Project, the first phase of a long term effort by the association, which was completed by Ed Pajak of the University of Georgia. The Board of Directors will be asked to consider this report in a round-table discussion on the appropriateness of this phase, the probable extent to which members will participate, and whether or not to proceed with the next stages that were planned.

Dr. Cawelti reported on a discussion with the MacArthur Foundation concerning the establishment of a center on thinking skills. The proposal is currently in the third draft stage and Dr. Cawelti said negotiations are continuing on this approximately one and a half million dollar project to assist the association in continuing its leadership in this area.

11. ACTION ON LIAISON ORGANIZATION

It was moved and seconded to establish a "working relationship" with the National Network for Curriculum Continuation in Vocational and Technical Education. MOTION CARRIED.

Dr. Cawelti then recommended that ASCD seek membership in the National Coalition for Education In The Arts at an annual fee of $750. It was moved and seconded to approve this recommendation. MOTION CARRIED.
12. RELATIONSHIP WITH WHITTLE COMMUNICATIONS.

Dr. Cavelti discussed an approach he had received from Whittle Communications concerning involvement in contributing to their staff development channel. He said it was important to assure ASCD was in fact in opposition to any collaboration with this organization because of the problem of compelling students to watch advertising in order to receive the program. While there was some difference of opinion on the council, the majority view was that it was correct to not enter into any kind of collaboration with this organization. It was pointed out that Ben Ebersole was invited to be, and is a member on one of the advisory groups of this organization, but this was on his own and not under the ASCD name.

13. RECOGNITION OF RETIRING COUNCIL MEMBERS.

President Conran thanked outgoing Executive Council members Art Costa, Cile Chavez, Ann Converse Shelly, and Bob Valiant for their dedication to the association. A plaque was awarded to each of them in recognition of their service.

Meeting adjourned at 4:30 p.m.
March 6, 1990

President Donna Jean Carter called the open meeting to order at 1:05 p.m. and introduced the new council members: Corrine Hill, Edith Jensen, David Robinson, and Arthur Steller.

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

ASCD Staff: Gordon Cavelti, Executive Director; Diane Berreth, Director of Field Services; John Bralove, Director of Administrative Services; Ron Brandt, Executive Editor; Paula Deo, Manager, Public Information; Mikki Terry, Director of Professional Development.
Recorder: Kathy Browne

Guest: Gil Valdez, 1991 Annual Conference Chair

President Carter thanked Immediate Past President Conran for her dedication to the association and all of her work in the past year.

PRELIMINARY EVALUATION OF SAN ANTONIO CONFERENCE

David Robinson brought up a concern regarding the general session. He stated the audience started leaving before the final thank yous. This will be addressed next year at the general session.

Edith Jensen mentioned problems of overcrowded sessions and presenters not showing up.

1998 CONFERENCE SITE

Francine Delaney moved to have San Antonio as the annual conference site for 1998 and it was seconded by Charles Patterson. MOTION CARRIED.

1991 CONFERENCE THEME

1991 conference chair, Gil Valdez, presented the proposed conference theme: "Breaking the Mold: Opportunities for Reshaping Schooling." Pat Conran moved to accept the theme and Art Roberts seconded the motion. MOTION CARRIED.

President-Elect Corrine Hill moved to appoint Bob Valiant as chair for the 1992 conference. It was seconded by Lu Kiser. MOTION CARRIED.
WAIVED REGISTRATION FEES FOR RETIRED MEMBERS

The council agreed to have a report of the facts on the suggestion of waiving registration fees for retired members and bring this topic back to the council in the future.

JUNE EXECUTIVE COUNCIL MEETING

Dr. Cawelti explained the reasons for moving the meeting up so there would be no Sunday morning meeting. Executive Council members should come to Alexandria on Wednesday evening. New council members should arrive for a 2 p.m. orientation meeting on Wednesday, June 13.

FUTURE AGENDA ITEMS

Edith Jensen suggested an item for the June agenda: the role of the Board of Directors and service to the board.

Meeting adjourned at 2 p.m.