EXECUTIVE COUNCIL MEETING MINUTES
March 4 and 9, 1999
EXECUTIVE COUNCIL MEETING
March 4, 1999
San Francisco Hilton and Towers
San Francisco, California

MINUTES

ATTENDING
Thomas J. Budnik, President (IA); Joanna Choi Kalbus, President-Elect (CA); Edward L. Hall, Immediate Past President (AL); Bonnie Benesh (IA); Bettye Bobroff (NM); John Cooper (NY); Michael Drzwinel (Alberta); LeRoy Hay (CT); Sharon Lease (OK); Leon Levesque (ME); Francine Mayfield (NV); Raymond McNulty (VT); Robert Watson (SD); Peyton Williams Jr. (GA); and Donald B. Young (HI).

ASCD STAFF
Gene R. Carter, Executive Director; Diane Berreth, Deputy Executive Director; Frank Betts, Deputy Executive Director, Operations; Jay DeFranco, Controller; Mikki Terry, Associate Executive Director for Program Development; Melody Ridgeway, Assistant Executive Director for Information Systems and Services; Douglas Soffer, Assistant Executive Director for Constituent Relations; and Becky DeRigge, Executive Coordinator.

CALL TO ORDER
President Tom Budnik called the meeting to order at 8:30 a.m. on Thursday, March 4, 1999.

1. **President’s remarks.**
   President Budnik welcomed the Executive Council members to the meeting. He noted that Council members would discuss a revised format for the March 5 Board of Directors meeting. Budnik thanked Council members and ASCD staff for their get-well wishes for his wife Terri during her recent illness.

2. **Appoint a process observer.**
   President Budnik appointed Leon Levesque as the process observer.

   No action required.

3. **Establish the Consent Agenda.**
   President-Elect Joanna Choi Kalbus moved, and Robert Watson seconded, to place the following items on the Consent Agenda: 4, 11, 12, 14, 17, 19.2, 19.5, 19.6, 19.8, 19.9, 19.12, and 21. Several Council members said they would share comments on some of the items as the agenda progressed. MOTION CARRIED.
4. **Adopt October 1998 Executive Council meeting minutes.**
   A copy of the October 1998 Executive Council meeting minutes was distributed in November 1998. Adoption of these minutes was placed on the Consent Agenda. MOTION CARRIED.

LeRoy Hay moved, and Bonnie Benesh seconded, to move into Executive Session. MOTION CARRIED.

Agenda items 5-8 were discussed in Executive Session.

John Cooper moved, and Robert Watson seconded, to move into Open Session. MOTION CARRIED.

9. **Approve and transmit Review Council report to the Board of Directors for action.**
   President Budnik welcomed Review Council chair Corrine Hill and Review Council members Nancy Oelklaus and Sandra Wegner. Hill announced that members Arthur Stellar and Quincy Harrigan were unable to attend. Hill reviewed the Review Council's charge and the means it used to solicit input for its interim progress report on the relationship among ASCD programs, products, services, and marketing. She thanked the Executive Director and staff members Diane Berreth and Diane Kelly for their assistance.

Wegner and Oelklaus reviewed the Review Council's findings in response to four questions listed in the report. She noted that some of the language in ASCD policies and procedures should be realigned for consistency. Oelklaus suggested that the Executive Council may want to take some preliminary steps on some of the fundamental issues that will carry this work forward. Levesque noted that ASCD's governance language should also be reviewed for consistency.

Peyton Williams Jr. moved, and Francine Mayfield seconded, to approve and transmit with commendations the Review Council report to the Board of Directors. MOTION CARRIED.

*Michael Dzwiniel asked what ASCD does to build loyalty to the 77% of ASCD members who are not affiliate members, and he asked what ASCD can do to specifically address teachers' needs.*

10. **Review auditors' report for FY 98 and authorize transmittal to the Board of Directors for approval.**
    Controller Jay DeFranco introduced Deloitte & Touche LLP audit partner Joan Schweizer. She announced a "clean bill of health" for the Association, and she said there were no changes to ASCD's accounting policies or any audit adjustments. She reviewed data included in the financial statements. President Budnik thanked Schweizer for her detailed report.
Raymond McNulty moved, and Donald Young seconded, to transmit the auditors' FY 98 report to the Board of Directors for approval. MOTION CARRIED.

11. **Review auditors’ management letter for FY 98.**
The auditors' management letter for FY 98 was placed on the Consent Agenda. MOTION CARRIED.

12. **Staff’s response to auditors’ management letter.**
The staff's response to the auditors' management letter was placed on the Consent Agenda. MOTION CARRIED. Frank Betts distributed a copy of the auditors’ comments on the Association’s Year 2000 (Y2K) readiness. He noted that a copy of these comments would be distributed to Board members at their meeting on March 5.

No action required.

13. **Report on budget variances for FY 98.**
John Cooper moved, and Raymond McNulty seconded, to approve the budget variances. Cooper suggested a future discussion for Executive Council members on ideas to promote and support future teachers. President-Elect Joanna Choi Kalbus called for the question, and Robert Watson seconded the call for the question. MOTION CARRIED. President Budnik called for the vote; the MOTION CARRIED.

Frank Betts distributed updated information on a report on investments.

14. **Report on investment portfolio.**
The report on the investment portfolio was placed on the Consent Agenda. MOTION CARRIED.

15. **Review projected financial data for FY 99 compared to the budget.**
Frank Betts distributed copies of updated financial data. Raymond McNulty suggested adding additional Executive Council members to the Budget Committee to facilitate better understanding of the budget development process. President Budnik said he would take this suggestion under advisement.

No action required.

16. **Review preliminary estimate of FY 2000 budget and authorize transmittal to the Board of Directors.**
LeRoy Hay moved, and Bonnie Benesh seconded, to authorize transmittal of the preliminary estimate of the FY 2000 budget to the Board of Directors for approval. MOTION CARRIED.
17. Executive Director’s Annual Report.
The Executive Director’s Annual Report was placed on the Consent Agenda. MOTION CARRIED. LeRoy Hay again suggested adding a list of non-U.S. affiliates to next year’s report. Diane Berreth said that Hay’s earlier suggestion was considered by the Annual Report team, and she will determine the basis for the team’s decision not to include that list in this year’s report. Gene Carter shared information on the reduced cost of the 1998 report from last year’s, and John Cooper asked Carter to share that information with the Board of Directors at its meeting on March 5.

No action required.

18. Appointments.

18.1 Review nominees for candidates for the Nominations Committee and recommend slate of candidates to the Board of Directors.
Robert Watson moved, and Sharon Lease seconded, to recommend the slate of candidates to the Board of Directors. MOTION CARRIED.

18.2 Appoint an Executive Council member liaison and four members (no chair) to the Affiliate Excellence Award Selection Committee.
Douglas Soffer amended the list of appointees to reflect a recent change. President Thomas Budnik appointed Michael Dzwinski as the Executive Council liaison.

Bonnie Benesh moved, and Sharon Lease seconded, to appoint President-Elect-Elect LeRoy Hay, Linda Torp (IL), Yolanda Rey (TX), and Doug Soffer (VA) to the Affiliate Excellence Award Selection Committee. MOTION CARRIED.

18.3 Appoint eight members to the Annual Conference Advisory Committee.
Robert Watson suggested adding language to the nomination forms used to solicit names to allow a first, second, and third choice selection.

Donald Young moved, and Ray McNulty seconded, to appoint Cameron Harrison (Hungary), Mary Thibodeaux (IL), Irv Richardson (NH), Realista Rodriguez (VA), Keith Rowher (NE), Anita Suazo (CA), Marian Leibowitz (NJ), and Dave Nuss (OR) to the Annual Conference Advisory Committee. MOTION CARRIED.

18.4 Appoint ten members to the Constituent Relations Advisory Committee.
Raymond McNulty moved, and Robert Watson seconded, to appoint Linda Torp (IL) as chair, and Paul deRooy (Curacao), Ken DiPietro (RI), Larry Palko (PA), Yolanda Rey (TX), Carolyn Schubach (UT), Cheryl Grey (IL), Charles Webber (Alberta, Canada), John Jackson (GA), and Judy Lehr (SC) to the Constituent Relations Advisory Committee. President-Elect-Elect LeRoy Hay serves as an ex-officio member. MOTION CARRIED.
18.5 Appoint thirteen members, including two associate editors, to the *Journal of Curriculum and Supervision* Editorial Board. Mikki Terry made a minor correction to the notebook material.

LeRoy Hay moved, and Sharon Lease seconded, to appoint O.L. Davis Jr. (TX) as chair, Peter Grimmett (British Columbia), Lillie Jones (NC), Marcella Kysilka (FL), Frances Monteverde (IN), Gerald Ponder (NC), Nancy Romerdahl (WA), Frances Schoonmaker (NY), Deanna Winn (UT), William Wraga (GA), Tyrone Howard (OH), Daniel Perlstein (CA), and Sally Zepeda (OK) to the *Journal of Curriculum and Supervision* Editorial Board. MOTION CARRIED.

18.6 Appoint nine members to the Program Development Advisory Committee. Peyton Williams Jr. suggested that the Executive Council discuss the committee appointment nomination process at its June meeting because he has concerns about names that are submitted but not put forth as recommended appointments, and he would like to get clarification on Executive Council expectations.

Francine Mayfield moved, and Michael Dzwinski seconded, to appoint Claudia Geocaris (IL), John Grymes (VA), Michael Hibbard (CT), Minnie Phillips (MI), Carmen Simich-Dudgeon (IN), Hayes Dabney (MI), Libby Hall (District of Columbia), Kathy McCool (NJ), and David McDonald (New Zealand) to the Program Development Advisory Committee. MOTION CARRIED, with one abstention.

18.7 Announce President's appointment to the Budget Committee. President Thomas Budnik announced that Executive Council member Sharon Lease has accepted appointment to the Budget Committee.

President-Elect Joanna Choi Kalbus moved, and Peyton Williams Jr. seconded, to appoint Donald Young as the second liaison to the Budget Committee. John Cooper challenged the motion, pointing out that the motion should address whether a second liaison is necessary. President Budnik declared that the motion to appoint Donald Young as the second liaison to the Budget Committee was out of order.

John Cooper moved, and Robert Watson seconded, to appoint a second person from the Executive Council to serve on the Budget Committee.

Peyton Williams Jr. offered an amendment to the motion "that the President-Elect would appoint a second person to the Budget Committee," and Leon Levesque seconded the amendment. Williams added that "the President-Elect should make this appointment when President." Francine Mayfield called for a point of order, because that is not how the motion was presented.
Bonnie Benesh called for a vote on the amendment. There were three votes in favor of the amendment, seven opposed, and four abstentions. The motion for the amendment failed. Benesh asked that the Executive Council liaisons provide regular reports on the work of the Budget Committee. Gene Carter said the Budget Committee should prepare a set of written materials for distribution to the Board of Directors and the Executive Council.

President Budnik called for the question and the MOTION CARRIED. He then called for a vote on the motion on the floor "to appoint a second Executive Council liaison to the Budget Committee." MOTION CARRIED. President Budnik appointed Donald Young as the second representative from the Executive Council to the Budget Committee.

19. **Reports**

19.1 **Report on the Governance Evaluation Commission (GEC).**
Several Council members expressed concern about the compressed timetable, the sequence of events, and the Board’s traditionally poor response to mail ballots. President Budnik said that a date should be inserted between April 22-25 and June 21 to solicit more feedback. Executive Council members who also serve on the GEC agreed that amendments to the timetable and list of activities would be acceptable.

Leon Levesque moved, and Peyton Williams Jr. seconded, to permit open discussion of the recommended governance model at the March 5 Board of Directors meeting. President Budnik called for the vote, and the MOTION CARRIED.

John Cooper said the timeline should indicate certain decision points: if *yes* then this happens; if *no* then this happens. President Budnik said he would share the Executive Council’s suggestions with the Board of Directors.

19.2 **Report on relationships with Consortium of Institutions for Development and Research in Education in Europe (CIDREE) and other organizations.**
The report on relationships with CIDREE and other organizations was placed on the Consent Agenda. MOTION CARRIED.

19.3 **Report on relationships with affiliates.**
Bonnie Benesh moved, and Peyton Williams Jr. seconded, to direct staff to incorporate the recommendations of the Ad Hoc Committee and the Review Council on relationship-building into the work of the Constituent Relations workgroup. After discussion, President Budnik called for the vote, and the MOTION CARRIED.
19.4 **Report on the Strategic Plan.**  
No action required. Bonnie Benesh suggested that each agenda item include a reference to the related goal or strategy of the Strategic Plan.

19.5 **Report on Urban Professional Development Initiative.**  
The report on the Urban Professional Development Initiative was placed on the Consent Agenda. MOTION CARRIED.

19.6 **Report on Learning First Alliance.**  
The report on Learning First Alliance was placed on the Consent Agenda. MOTION CARRIED.

19.7 **Report on Name Study.**  
Diane Berreth distributed a copy of the results of a "tag line" survey.

Raymond McNulty moved, and LeRoy Hay seconded, that the Executive Council recommend to the Board of Directors that based on the data collected, we cease to move ahead with the name change study. After discussion, President Budnik called for the vote, which resulted in eight votes in favor of the motion and six votes opposed. MOTION CARRIED.

McNulty and Hay developed the following statement, which President Budnik will share with the Board of Directors at its meeting tomorrow: "Based on the data collected concerning a name change, the Executive Council voted eight to six to recommend to the Board of Directors that there be no further action on a name change. This recommendation does not prohibit the Board of Directors from advancing the discussion of a name change if it so desires."

19.8 **Report on Educational Benchmarking Network.**  
The report on the Educational Benchmarking Network was placed on the Consent Agenda. MOTION CARRIED. Don Young suggested adding a glossary of technology terminology to the *Executive Council and Officers' Handbook*.

19.9 **Report on status of advertising in *Educational Leadership* and mention of affiliates in promotional materials.**  
The report on the status of advertising in *Educational Leadership* and mention of affiliates in promotional materials was placed on the Consent Agenda. MOTION CARRIED.

19.10 **Report on role of Regional Directors.**  
No action required.
19.11 Report on review of policy in relation to regional concerns. Michael Dzwiniel noted the difficulty non-U.S. members have using postage-paid return envelopes. No action required.


20. Approve and transmit the Issues Committee report to the Board of Directors for action. President Budnik introduced Helen Randolph Stiff, chair of the Issues Committee, and Don Ernst, Director of Government Relations. Stiff provided an overview of the process that resulted in the five proposed positions. She announced that a panel of experts will make a presentation to the Board of Directors on those five proposed positions, and she then reviewed further efforts to engage constituents.

Michael Dzwiniel asked the Issues Committee members to think about the names of the positions because, as they are written, they are topics and not specific issues.

Joanna Choi Kalbus moved, and John Cooper seconded, to approve and transmit the Issues Committee report to the Board of Directors for action.

Peyton Williams Jr. amended the motion by adding the words "with commendations" after "approve and transmit," and Kalbus seconded. MOTION CARRIED.

21. Report on membership, programs, products, services, and marketing. The report on membership, programs, products, services, and marketing was placed on the Consent Agenda. MOTION CARRIED. Michael Dzwiniel asked for a report on the Project Design Center at the Executive Council’s June 1999 meeting.

22. Review the Board of Directors meeting agenda. Diane Berreth distributed (1) copies of a memo to the Board of Directors about a "Q&A" session planned for the meeting, and (2) copies of a Board of Directors consent agenda form. Leon Levesque said that in the future, staff should indicate those agenda items that could be placed on the Consent Agenda.

No action required.

23. Approve October 2000 Executive Council meeting date and location. President Budnik moved the discussion of this agenda item to Tuesday’s Executive Council meeting.

No action required.
24. **Recognize retiring Executive Council members.**
President Budnik recognized retiring Executive Council members Bonnie Benesh, Edward Hall, LeRoy Hay, and Raymond McNulty with a gift in appreciation of their service to ASCD.

No action required.

25. **Process observations.**
Leon Levesque said the group tackled some difficult issues and used its time efficiently, but got behind on the more difficult issues. Sufficient time was given to the agenda items and humor served as an ice-breaker. Levesque commended President Budnik for running an efficient meeting and the group for its ability to work through some difficult issues. He thanked LeRoy Hay for bringing the group back on target by citing *Robert's Rules of Order*. He noted that Council members sensed when it was appropriate to move on and call for the question and everyone participated, even though four or five had more to say than others.

Levesque said it is not clear that action will be taken on suggestions when consensus was reached that something should be done. If this is recorded, people will know when they leave that these items will be addressed. He referred to last October’s minutes as an example. He noted that, even if there is no motion, it is important to clarify what action will be taken on suggestions. Levesque also suggested development of a process of cataloging and indexing memos for historical review. He asked if Benesh’s suggestion on the Strategic Plan would be addressed.

Raymond McNulty moved, and Bonnie Benesh seconded, to adjourn the meeting. President Budnik declared the meeting adjourned at 5:35 p.m.
EXECUTIVE COUNCIL MEETING
March 9, 1999
San Francisco Hilton and Towers
San Francisco, California

ATTENDING
Joanna Choi Kalbus, President (CA); LeRoy E. Hay, President-Elect (CT); Thomas J. Budnik, Immediate Past President (IA); Bettye Bobroff (NM); Martha Bruckner (NE); John Cooper (NY); Michael Dzwiniel (Alberta); Sharon Lease (OK); Francine Mayfield (NV); Andrew Tolbert (AR); Robert Watson (SD); Sandra Wegner (MO); Peyton Williams Jr. (GA); and Donald B. Young (HI).

ABSENT
Leon Levesque (ME).

ASCD STAFF
Gene R. Carter, Executive Director; Diane Berreth, Deputy Executive Director; Frank Betts, Deputy Executive Director, Operations; Mikki Terry, Associate Executive Director for Program Development; Melody Ridgeway, Assistant Executive Director for Information Systems and Services; Douglas Soffer, Assistant Executive Director for Constituent Relations; and Becky DeRigge, Executive Coordinator.

CALL TO ORDER
President Joanna Choi Kalbus called the meeting to order at 8:00 a.m.

1. **Introduce new Executive Council members.**
   President Joanna Choi Kalbus welcomed Executive Council members to the meeting, and she introduced the three new Executive Council members: Martha Bruckner, Andrew Tolbert, and Sandra Wegner.

   **Team-building activity.**
   Dr. Art Costa led the Executive Council members in a team-building activity. Staff will prepare and distribute information shared during this activity. President-Elect LeRoy Hay suggested that the process observation form used by the Executive Council be revised to reflect new thinking from this activity. Immediate Past President Thomas Budnik agreed to assist him in this revision. John Cooper suggested that the revised form include a self-evaluation piece as well.

   No action required.

2. **Preliminary comments and evaluation of Annual Conference.**
   President-Elect LeRoy Hay shared comments that he heard from some conference attendees. Some were disappointed that Monday’s schedule of events did not begin with a
keynote. One person suggested that the third day begin with three or four dynamic speakers offered as a choice to attendees and that these featured speakers could be considered as potential keynoters. Hay commented that we may need to consider increasing the budget for speakers. He also suggested that the outside presenters at the discussion of the issues at the Board of Directors meeting should leave the stage when the discussion begins and the members of the Issues Committee should go on stage for the discussion.

Don Young commented on an observation he overheard about the length of this year’s annual conference, which was not a negative comment. He did hear negative comments about Saturday’s keynoter, and he said that the third general session should be scheduled earlier in the day. He said he would send his comments to Mikki Terry in writing.

Sharon Lease referenced problems that non-U.S. attendees experienced with preregistration.

Peyton Williams Jr. noted that the Executive Council members should have been introduced at the first general session. Keynote speakers should reference the annual conference theme. He suggested that the president and executive director have cars to transport them to and from the conference center and conference hotel. Williams also suggested that ASCD closely monitor unauthorized commercial solicitation at the annual conference and that the evaluation process for sessions be reviewed.

John Cooper said he would submit written comments. Bettye Bobroff said we should celebrate the success of this annual conference.

Gene Carter said we should think about an opportunity for the general membership to meet and greet the Association’s officers. Cooper commented that the upcoming Affiliate Leadership Conference should include a similar opportunity. Mikki Terry said she would share all feedback with members of the Conference Planning Committee.

No action required.

3. **Preview of 2000 Annual Conference plans.**
Mikki Terry distributed copies of a list of speakers scheduled for the 2000 Annual Conference. President Joanna Choi Kalbus said she plans to write to each speaker, asking them to reference the conference theme and ASCD’s Strategic Plan. She asked Executive Council members to transmit other names of potential speakers to Terry.

No action required.
4. **Announce appointment of 1999-2000 Nominations Committee chair, vice chair, and carryover member.**

   President Joanna Choi Kalbus said this process should be reviewed at the Executive Council's June 1999 meeting. She announced the appointment of Bill Jones (OR) as chair, Carol Cottrell (WA) as vice chair, and Harriet McFarlane (HI) as the carryover member.

   No action required.

5. **Appoint five new members, six carryover members, and chair to the Issues Committee.**

   Diane Berreth distributed copies of a list of nominees submitted by the Board of Directors.

   Immediate Past President Thomas Budnik moved, and Robert Watson seconded, to appoint to the Issues Committee Terry Burik (NJ), Willie Easter (AR), Ermile Hargrove (HI), Patricia Marshall (KY), and Michaelene Meyer (OH) as new members; and John Attinasi (CA), Judith Dorsch Backes (MI), Luis Burgos (PR), Ronald Costello (IN), Sandra Dyck (Alberta), and Mary Ann Riggie (VT) as the six carryover members. Mary Ann Riggie was named chair. MOTION CARRIED.

6. **Review recommended Executive Council calendar.**

   Executive Director Gene Carter noted a change in the dates for the Council’s fall visit to Israel. Douglas Soffer outlined the tentative program agenda for that visit.

   No action required.

7. **Approve October 2000 meeting date and location.**

   Executive Director Gene Carter recommended Buenos Aires, Argentina, as the site for the Executive Council’s Year 2000 fall meeting. He also provided a brief rationale for the recommendation.

   Douglas Soffer distributed copies of a list of past Executive Council fall meeting locations (traditionally held at non-U.S. sites) as well as suggested locations for future meetings.

   LeRoy Hay moved, and Donald Young seconded, to adopt Buenos Aires, Argentina, as the site for the Executive Council’s meeting in the fall of 2000. MOTION CARRIED. Soffer said he would have information on a proposed date for that meeting at the Executive Council’s June 1999 meeting.

8. **Approve the actions on positions recommended by the Board of Directors (additional agenda item).**

   Peyton Williams Jr. moved, and Sharon Lease seconded, that the Executive Council
approve the positions on "Educator Quality and Responsibility," "Equal Access to Excellence," and "Standards and Accountability" and that the Association diligently highlight them during this next year to the membership and to all who have an interest in children. MOTION CARRIED. (Note: The Board of Directors moved the Educator Quality and Responsibility and Standards and Accountability positions forward for development of action plans.)

Donald Young asked that the revised language for the position on Standards and Accountability be posted on the Council's listserv.

Michael Dzwiniel suggested the following agenda items for the Executive Council's June 1999 meeting: Discuss how to increase teacher membership and provide more services to teachers, receive a report on the Project Design Center, and receive a report on internationalization (Alexandre Bouché should participate in this discussion).

Executive Director Gene Carter said that a display of new products will be presented at the Council's June meeting.

Peyton Williams Jr. said the process for nominating candidates for the ASCD elections needs refinement. LeRoy Hay said that during the Board of Directors review of the issues at its Friday meeting, Board members should have addressed their questions from the floor to the members of the Issues Committee and not to the guest members of Issues Engagement Panel.

President Joanna ChoiKalbus adjourned the meeting at 10:30 a.m.

GRC/bdr