

EXECUTIVE COUNCIL MEETING

March 23, 2000

New Orleans Marriott Hotel

New Orleans, Louisiana

MINUTES

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); Leon Levesque (ME); Francine Mayfield (NV); Andrew Tolbert (AR); Robert Watson (SD); Sandra Wegner (MO); 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; Mikki Terry, Deputy Executive Director, Program Development; Melody Ridgeway, Assistant Executive Director, Information Systems and Services; Douglas Soffer, Assistant Executive Director for Constituent Relations; Jay DeFranco, Controller; and Becky DeRigge, Executive Manager for the Executive Director.

Thursday, March 23, 2000

Call to Order

President Joanna Choi Kalbus called the meeting to order at 8:30 a.m. on Thursday, March 23.

1. President's remarks.

President Kalbus welcomed Executive Council members to the meeting. She reminded them of Art Costa's presentation on norms of collaboration at last year's meeting and of this year's Annual Conference theme, "Celebrating Education: Leading the Way in the New Millennium."

Executive Director Gene Carter told Council members that a new video about ASCD will be displayed at various times during Annual Conference. He mentioned that ASCD received an award from the San Francisco Visitors Bureau for breaking an attendance record at last year's Annual Conference, and he expected attendance at this year's Conference to equal or surpass that record number.

2. Appoint a process observer.

President Kalbus appointed Peyton Williams as the process observer. No action required.

3. Establish the Consent Agenda.

President-Elect LeRoy Hay moved, and Immediate Past President Thomas Budnik seconded, that the following agenda items be placed on consent: 4, 9.2, 12, 13, 14, 15, 21.1, 21.2, 21.3, 21.4, 21.5, and 25. MOTION CARRIED. There were no comments.

Hay moved, and Donald Young seconded, to table Agenda Item 7 until the completion of Agenda Item 18. MOTION CARRIED.

Immediate Past President Budnik moved, and Robert Watson seconded, to move into Executive Session. MOTION CARRIED. (Items 5, 6, and 8 were discussed in Executive Session.)

Watson moved, and John Cooper seconded, to move out of Executive Session. MOTION CARRIED.

4. Adopt the October 25-26, 1999, Executive Council Meeting minutes.

The adoption of the October 25-26, 1999, Executive Council Meeting minutes was placed on the Consent Agenda. MOTION CARRIED.

9. Reports

9.1 Approve draft implementation plan for the Governance Evaluation Commission (GEC) report.

Deputy Executive Director Diane Berreth reviewed staff's need for direction on a draft implementation plan pending the Board of Directors' decision. If the Board votes to adopt the GEC's report, the Executive Council will receive a detailed plan at its June 2000 meeting. Berreth briefly reviewed the differences between the two preferred options, which were developed at the request of the GEC and the officers.

Immediate Past President Budnik moved, and Watson seconded, that the Executive Council adopt option B.2 (the new structure will be in place in March 2003). MOTION CARRIED. President Kalbus noted that the vote was unanimous.

Peyton Williams commended the members of the GEC and staff members for their hard work.

9.2 Report on Constitutional Review Committee recommendations.

The report on the Constitutional Review Committee recommendations was placed on the Consent Agenda. MOTION CARRIED.

10. Approve and transmit Review Council report to Board of Directors for action.

President Kalbus welcomed and introduced the members of the Review Council and its

chair, Arthur Stellar. Stellar provided an overview of the Review Council's two-year study and the rationale for that study. Review Council members Corinne Hill, Nancy Oelklaus, Quincy Harrigan, Marge Chow, and former member Sandra Wegner shared information on the recommendations in the report. Stellar then reviewed the methodology used in the development of the report. He said that the recommendations will be presented to the Board of Directors at its March 24 meeting, and he outlined an activity the Board will use.

President-Elect Hay moved, and Immediate Past President Budnik seconded, to approve and transmit the Review Council's report to the Board of Directors for action. MOTION CARRIED.

Stellar announced the topic of the next study, "How well do ASCD and affiliates strengthen public support by influencing policy?" President Kalbus recognized retiring Review Council member Quincy Harrigan and presented him with a gift in appreciation of his service.

President-Elect Hay moved, and Cooper seconded, that the Executive Council authorize the staff to develop an action plan to address the recommendations of the Review Council's report. MOTION CARRIED.

11. Review auditors' report for FY99 and authorize transmittal to Board of Directors for approval.

President Kalbus introduced Joan Schweizer of Deloitte & Touche LLP, who reviewed information from the various financial statements included in the Executive Council's notebook material. She noted the auditor's "clean opinion" of those statements. Kalbus thanked Schweizer for her report.

Andrew Tolbert moved, and Williams seconded, to authorize transmittal of the auditors' report for FY99 to the Board of Directors for approval. MOTION CARRIED.

12. Review auditors' management letter for FY99.

The review of the auditors' management letter for FY99 was placed on the Consent Agenda. MOTION CARRIED.

13. Staff's response to auditors' management letter.

The staff's response to the auditors' management letter was placed on the Consent Agenda. MOTION CARRIED.

14. Report on budget variances for FY99.

The report on budget variances for FY99 was placed on the Consent Agenda. MOTION CARRIED.

15. Report on the investment portfolio.

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

16. Review projected financial data for FY00 compared to budget.

Controller Jay DeFranco said that the projection of financial performance in FY00 is based on the budget for FY00; the lack of additional financial data at this time is a result of the implementation of a new management system. Cooper thanked DeFranco for his report. No action required.

17. Report from the Executive Council liaisons on the work of the Budget Committee in preparing the FY01 budget.

The Executive Council liaisons to the Budget Committee, Young and Sharon Lease, shared information on their experience working with staff to prepare the FY01 budget. Young asked for feedback from Executive Council members on whether the information they provided was sufficient. Carter noted that the recommendations in the Budget Committee report should be acted upon by the Executive Council and would provide guidance in the new fiscal year. He said that if those recommendations were approved, they would be framed in the new budget that will be presented to the Executive Council at its June 2000 meeting. Young asked for clarification on the Council members' expectations and the liaisons' role. Carter recommended that the Executive Council Budget Committee liaisons make substantive recommendations in the future. Young said that at this time he was not prepared to make these recommendations because the liaisons had not been directed to do so. Several Executive Council members expressed reluctance to vote on the recommendations because they felt they did not have enough information on the items. They discussed an appropriate process for handling recommendations from the Budget Committee. Carter said that the two representatives from the Council should have the Council's blessing to represent the Executive Council in the crafting of the budget.

President-Elect Hay recommended adding a discussion of expectations of the Executive Council Budget Committee liaisons to the Council's June agenda. Williams moved that the last recommendation in the Budget Committee report be deleted; President-Elect Hay suggested that the motion was out of order because the recommendations were part of a report. Young suggested that the word "recommendation" might not be appropriate. Carter said that the Budget Committee will take the first three recommendations into account in the second draft of the budget and would present them to the Executive Council at its June meeting as part of the budget.

President Kalbus thanked Lease and Young for their work with the Budget Committee. No action required.

18. Review the preliminary estimate of FY01 budget and authorize transmittal to the Board of Directors.

Jay DeFranco used a PowerPoint demonstration to illustrate highlights of the preliminary estimate of the FY01 budget. He thanked Frank Betts for his assistance and Lease and Young for their contributions. Leon Levesque asked for a further breakdown of Agenda Item 14 (report on budget variances) in the future.

Lease moved, and Young seconded, to authorize transmittal of the preliminary estimate of the FY01 budget to the Board of Directors. MOTION CARRIED.

19. Executive Director's Annual Report.

Executive Council members commended Carter for his hard work and dedicated service to ASCD over the past year.

Carter acknowledged Public Information Director Barbara Gleason's contribution to the Executive Director's 1999 Annual Report. He shared highlights from the report. Williams and Michael Dzwiniel complimented staff on the publication and the tone that it sets for the organization. No action required.

20. Appointments

20.1 Review nominees for candidates for the Nominations Committee and recommend slate of candidates to the Board of Directors.

President Kalbus appointed a subcommittee to propose additional names to the slate of candidates. Andrew Tolbert submitted several names on behalf of the subcommittee. The following names appear on the slate: Doris Bonneau (ME), Bill Beierschmitt (OK), W. Edward Bureau (PA), Leo Corriveau (NH), D. William Dodds (IL), Sandra Gaspar (SD), Marian Holokai (HI), Lou Howell (IA), Mary Laffey (MO), Jim Latimer (Alberta), Katie Mathews (NE), Ruth McMillan (CA), William Owings (VA), Mary Ravita (PA), Debbie Rike (TN), Realista Rodriguez (VA), Mary Thibodeaux (IL), Jay Walter (WA), and Maxine Wortham (IL).

Watson moved, and Levesque seconded, to recommend the slate of candidates for the Nominations Committee to the Board of Directors. MOTION CARRIED.

20.2 Appoint an Executive Council liaison and 4 members (no chair) to the Affiliate Excellence Award Selection Committee.

President Kalbus appointed Francine Mayfield as the Executive Council liaison to the Affiliate Excellence Award Selection Committee. President-Elect Hay moved, and Watson seconded, to appoint Kay A. Musgrove (TN) as President-Elect-Elect and Ken Di Pietro (RI), John Jackson (GA), and Douglas Soffer (VA) to the Committee. MOTION CARRIED.

20.3 Appoint 8 members to the Annual Conference Planning Committee.

Mikki Terry announced a change in the list of nominees in the notebook material.

Williams moved, and Tolbert seconded, to appoint the following persons to the Annual Conference Planning Committee: Debbie Estes (TX), Mary Ellen Freeley (NY), Tyrone Harris (AR), Cameron Harrison (Scotland), Marian Leibowitz (NJ), Irv Richardson (NH), Keith Rohwer (NE), and Julia Wan (CA). MOTION CARRIED.

20.4 Appoint 10 members to the Constituent Relations Committee.

Cooper moved, and Lease seconded, to appoint the following persons to the Constituent Relations Committee: Henry Cade (MI), Marsha Denton (TN), Ken Di Pietro (RI), Cheryl Gray (IL), John Jackson (GA), Richard Lange (IL), Judy Lehr (SC), Larry Palko (PA), Yolanda Rey (TX), and Charles Webber (Alberta). President-Elect-Elect Kay A. Musgrove will serve as an ex-officio member. MOTION CARRIED.

20.5 Appoint 13 members, including 3 associate editors, to the *Journal of Curriculum and Supervision* Editorial Board.

Cooper moved, and Levesque seconded, to appoint the following members of the *Journal of Curriculum and Supervision* Editorial Board: O.L. Davis Jr. (TX), Peter Grimmett (British Columbia), Tyrone Howard (OH), Marcella Kysilka (FL), Frances Monteverde (IN), Daniel Perlestein (CA), Gerald Ponder (NC), Nancy Romerdahl (WA), Cinthia Salinas (CO), Frances Schoonmaker (NY), Bill Watkins (IL), William Wraga (GA), and Sally Zepeda (OK). MOTION CARRIED.

20.6 Appoint 9 members to the Program Development Advisory Committee.

Levesque moved, and Cooper seconded, to appoint the following members of the Program Development Advisory Committee: Barbara Eason-Watkins (IL), Bruce Gale (Alberta), Libby Hall (DC), Larry Lewin (OR), Rita Martinez (NM), Kathy McCool (NJ), David McDonald (New Zealand), Minnie Phillips (MI), and Carmen Simich-Dudgeon (IN). MOTION CARRIED.

20.7 Announce President-Elect's appointment to the ASCD Budget Committee.

President-Elect Hay appointed Martha Bruckner to serve as an Executive Council liaison to the Budget Committee. (Young was appointed last year to serve a two-year term.) No action required.

21. Reports (continued)

21.1 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.

21.2 Report on relationships with affiliates.

The report on relationships with affiliates was placed on the Consent Agenda. MOTION CARRIED.

21.3 Report on the Strategic Plan.

The report on the Strategic Plan was placed on the Consent Agenda. MOTION CARRIED.

21.4 Report on Learning First Alliance (LFA).

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

21.5 Report on positions adopted in 1999.

The report on the positions adopted in 1999 was placed on the Consent Agenda. MOTION CARRIED.

21.6 Report on internationalization.

Carter distributed copies of an article entitled "Globalization in the New Millennium" from *Executive Update* (December 1999). He said that the internationalization plan, which the Executive Council approved at its October 1999 meeting, was revised to reflect a focus on a new geographical perspective and how it might impact teaching and learning. Carter reported on Bonnie Benesh's recent work in the Caribbean, and Soffer shared information from his recent trip to Israel. No action required.

22. Approve and transmit Issues Committee report to Board of Directors for action.

President Kalbus welcomed the chair of the Issues Committee, Mary Ann Riggie, and Don Ernst, Director of Governmental Affairs. Riggie reviewed the three proposed positions that will be presented to the Board of Directors, "Professionalism in an Era of Accountability," "Standards and Accountability II," and "Diversity and Community." She reviewed the issues adoption process as well as the panel presentation scheduled for the Board meeting on March 24.

Levesque moved, and Young seconded, to approve and transmit the Issues Committee report to the Board of Directors for action. MOTION CARRIED. President Kalbus commended Riggie on the Issues Committee's selection of topics, noting that they were very appropriate at this time.

Dzwiniel asked that the Issues Committee reconsider the process--issues should be debated and the positions should evolve. Ernst said that he and Riggie will ensure that the Issues Committee members hear his concern.

23. Adopt policy related to election result ties.
Diane Berreth reviewed the proposed policy:

“306.2 In case of a tie, the Association conducts a run-off election. The nominee receiving the highest number of votes in the run-off election is declared elected.”

President-Elect Hay moved to amend the proposed policy by adding the sentence “In the case of a tie for a member-at-large position, the Board of Directors conducts a run-off election.” Watson seconded the motion to amend; the MOTION TO AMEND CARRIED.

Immediate Past President Budnik moved, and Watson seconded, to approve the policy as amended. MOTION CARRIED. Berreth noted that the policy language would be edited slightly.

24. Review the use of e-mail for the Consent Agenda.
Executive Council members agreed that the use of e-mail in the consent agenda process was positive. No action required.
25. Annual Report on Membership, Programs, Products, Services, and Marketing.
The Annual Report on Membership, Programs, Products, Services, and Marketing was placed on the Consent Agenda. MOTION CARRIED.
26. Report on sponsorship plan for Annual Conference.
Carter said that the Executive Council would receive a full report at its June meeting. Staff has invited a consultant to assist in crafting a more detailed plan; ASCD needs to think about financial sustainability. The June report may include a variety of options for Annual Conference. No action required.
27. Review Board of Directors Meeting Agenda.
President Kalbus briefly reviewed the Board of Directors Meeting Agenda items and related activities. President-Elect Hay distributed copies of the agenda for the New Board Member Orientation Session scheduled for 7:00 p.m. on March 23. No action required.
28. Approve October 2000 Executive Council Meeting date and location.
This agenda item was tabled until the Executive Council’s meeting on Tuesday, March 28.
29. Recognize retiring Executive Council members.
President Kalbus recognized retiring Executive Council members Bettye Bobroff, Thomas Budnik, John Cooper, Michael Dzwiniel, and Robert Watson, and presented each of them with a gift of appreciation. No action required.

30. Process observations.

Williams said that the Executive Council ranked highly on the norms of collaboration. Only three questions were raised about the budget. Members offered commendations that were unsolicited and freely given to the members of the Governance Evaluation Commission, staff, Issues Committee, and Review Council, and to the Executive Director for his Annual Report and leadership. During the Executive Session, all members of the Council participated. There was an even distribution of participation in the discussions; a respect for others; and a high level of diplomacy, even during discussion of sensitive issues. Commendations to the officers for their collective leadership and to the esteemed president for her leadership in moving the agenda. She was an exceptional role model with style who welcomed all new Executive Council members. They felt much at home because of her esprit de corps. Williams thanked Immediate Past President Budnik for his thoughtful leadership and guidance.

President Kalbus adjourned the meeting at 4:55 p.m.

EXECUTIVE COUNCIL MEETING

March 28, 2000

New Orleans Marriott Hotel

New Orleans, Louisiana

MINUTES

ATTENDING

LeRoy E. Hay, President (CT); Kay A. Musgrove, President-Elect (TN); Joanna Choi Kalbus, Immediate Past President (CA); Martha Bruckner (NE); Richard Hanzelka (IA); Douglas Harris (VT); Leon Levesque (ME); Francine Mayfield (NV); Andrew Tolbert (AR); Sandra Wegner (MO); Peyton Williams Jr. (GA); Jill Wilson (FL); and Donald B. Young (HI).

ASCD STAFF

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

Tuesday, March 28, 2000

President LeRoy E. Hay called the meeting to order at 8:00 a.m.

1. President's remarks.
President Hay distributed a gift of a compass pin to staff and Executive Council members to remind them that ASCD's direction should be its focus on students.
2. Introduce new Executive Council members.
President Hay introduced the newest members of the Executive Council who were present: Richard Hanzelka, Douglas Harris, President-Elect Kay Musgrove, and Jill Dorler Wilson. He noted that Sharon Lease and Mildred Huey were unable to attend.
3. Preliminary comments and evaluation of Annual Conference.
President Hay asked that staff share with Annual Conference Program Director Robin McDougal how pleased the Executive Council was with the conference. Mikki Terry acknowledged Professional Development Director Agnes Crawford's work as well. Terry asked Executive Council members to submit feedback on the forms provided in the notebook material. She noted that the Executive Council will receive a full report on the Annual Conference at its June meeting.

Executive Council members offered the following comments and suggestions for next year:

- A. Thanks to staff for monitoring attendance at the ticketed sessions and the opportunity to check e-mail.
- B. Kudos for the high caliber Conference newsletter, the "flavor" of the Conference, the use of technology, and the "international" feel and presence of members from other countries.
- C. Suggestions/concerns:

The Harry Wong session could have been held in a larger room. Some presenters did not have enough handouts, and canceled sessions were disappointing to some. (Mikki noted possible addition of a banner around that information published in next year's conference newsletter).

Could the prize drawings be handled electronically?

Some complaints were heard about the shuttle service from the Radisson at the beginning of Conference. (Mikki noted that a fire in a nearby hotel was a factor.)

Executive Council members should be automatically assigned to the Conference hotel.

Look for ways to bring excitement to the last General Session.

Overflow rooms are sometimes in areas where noise is disruptive.

Think about holding an "official closing" of the Conference separately after the last General Session instead of as a part of it.

Concerns were expressed about the issues process. (President Hay reminded Council members that a discussion of the issues process will be on the June Executive Council Meeting Agenda.)

Thanks to Executive Council members for their assistance and courtesy to members, especially to Bob Watson for his help with crowd control.

There was concern about the tone of a particular session--it seemed to be "anti-ASCD" in sentiment.

Comments were heard from Board members that the Friday meeting is too long; some of the Friday agenda items could be handled at the Monday meeting.

Professional development opportunities for Board members could be provided as online opportunities.

Publication awards should be higher quality. We might want to review not only the awards program but also the networks and facilitators' programs.

We may want to review the process for how we seek people to participate in our committee structure; might want to look at increasing the honorariums we offer.

President Hay affirmed that a working session will be included at the Council's June meeting to allow for a discussion of the issues process and how to encourage more participation on committees. Leon Levesque said that the quality of the awards program should be reviewed. No action required.

4. Preview of 2001 Annual Conference plans.

President Hay provided information on the recent 2001 Planning Committee meeting and on the selection of Boston as the site for the 2001 Annual Conference. He also reviewed the process for selecting keynoters and other speakers. He noted that the proposed idea of holding a social activity after the Opening General Session could be explored. Harris suggested networking with other associations that have held similar conferences in Boston.

Terry noted that proposal forms for the 2001 Annual Conference are available on the ASCD Web site. President Hay briefly reviewed the proposal review process. No action required.

5. Announce appointment of 2000-2001 Nominations Committee chair, vice chair, and carryover member.

President Hay announced the following appointments to the 2000-2001 Nominations Committee: Tony Mello (NY) as chair, Debra Hill (IL) as vice chair, and Peter Prest (Alberta) as the carryover member. No action required.

6. Appoint 4 new members, 7 carryover members, and the chair to the Issues Committee.

Diane Berreth reviewed the process used to solicit nominations from the Board of Directors. She distributed copies of additional names and provided some background information on these individuals.

Levesque moved, and Sandra Wegner seconded, to appoint the following persons to the Issues Committee: Terry Burik (NJ), Ronald Costello (IN) as chair, Sandra Dyck-Stoddard (Alberta), Willie Easter (AR), Roberta Glaser (MI), Ermile Hargrove (HI), Patricia Marshall (KY), Michaelene Meyer (OH), William Owings (VA), Wayne Sweeney (WA), and Stan Thompson (RI). MOTION CARRIED.

7. Appoint a governance transition advisory committee.

President Hay distributed copies of the proposed charge and expectations for this committee. Diane Berreth said that this group would meet once before the vote to amend the Constitution is mailed to the membership. Peyton Williams suggested adding a section on descriptions, length of membership, and a process for handling replacements (and who would make those appointments) to the document. Andrew Tolbert suggested adding a section on qualifications. Berreth said she would add this information to the document.

Executive Council members discussed the need for more information on the nominees, including how they meet the desired characteristics for service on this committee and verification of those qualities.

President Hay said that nominees should (1) verify that they are still interested, and (2) provide information on how they meet the desired characteristics. That information should be shared with the Executive Council. The President can proceed with appointing representatives from the Governance Evaluation Committee (GEC), the Constitutional Review Committee (CRC), and the Executive Council. Harris said that those nominees not selected for service on this committee should be notified. President Hay said that criteria were used in addition to those listed by Immediate Past President Kalbus at the March 24 Board of Directors meeting in making selections.

President Hay appointed Linda Bigos as the representative from the CRC; Kolene Granger as the representative from the GEC; and President-Elect Musgrove and Tolbert as the Executive Council representatives. Levesque moved, and Donald Young seconded, to approve these appointments. MOTION CARRIED. President Hay asked President-Elect Musgrove to serve as chair.

8. Review recommended Executive Council calendar.

Executive Director Gene Carter reviewed the format for the Executive Council's June meeting, which will include a working session on expectations and protocols. He also shared information on the site proposed (Puerto Rico) for the Executive Council's fall meeting and the preliminary dates for that meeting (October 1-7). Carter reminded everyone to make sure they have valid passports. An orientation session will be included on the agenda for the June meeting. (Note: the agenda item "Approve October 2000 Executive Council Meeting date and location," which was tabled during the March 24 Board of Directors Meeting, was approved by informal consensus.)

9. Appointment of a non-U.S. member to the Executive Council (additional agenda item).

President Hay reviewed ASCD's policy related to appointment of someone from an underrepresented group to the Executive Council. The appointed person would serve for a one-year term in a nonvoting position. Hay presented four names to the Executive Council for its review.

Levesque moved, and Wilson seconded, to approve the prioritized list. MOTION CARRIED.

President Hay adjourned the meeting at 10:05 a.m.