



ASSOCIATION  
FOR SUPERVISION  
AND CURRICULUM  
DEVELOPMENT

LEROY E. HAY, PRESIDENT

KAY AWALT MUSGROVE, PRESIDENT-ELECT

JOANNA CHOI KALBUS, IMMEDIATE PAST PRESIDENT

GENE R. CARTER, EXECUTIVE DIRECTOR

## EXECUTIVE COUNCIL MEETING MINUTES

OCTOBER 5-6, 2000

## EXECUTIVE COUNCIL MEETING

October 5-6, 2000

Caribe Hilton

San Juan, Puerto Rico

### MINUTES

#### ATTENDING

LeRoy E. Hay, President (CT); Kay A. Musgrove, President-Elect (TN); Martha Bruckner (NE); Richard Hanzelka (IA); Douglas Harris (VT); Mildred Huey (SC); Sharon Lease (OK); 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; Eric Bellamy, Deputy Executive Director, Finance and Operations; Diane Berreth, Deputy Executive Director, Policy and Planning; Melody Ridgeway, Associate Executive Director, Finance and Operations and Information Systems and Services; Douglas Soffer, Assistant Executive Director, Constituent Relations; Mikki Terry, Deputy Executive Director, Program Development; and Becky DeRigge, Executive Manager for the Executive Director.

Thursday, October 5, 2000

#### President's remarks.

President LeRoy E. Hay noted that David Chen (Israel) and Immediate Past President Joanna Kalbus (CA) were unable to attend the meeting due to illness. He reminded Executive Council members to e-mail him "snapshots" of their individual visits to school sites by October 17.

Hay then introduced a request from the Learning First Alliance for ASCD support of a draft document entitled "Standards and Accountability: A Call by the Learning First Alliance for Mid-Course Correction," which emphasizes support for standards-based education and offers a set of "mid-course corrections." Gene Carter distributed copies of the draft statement, and a discussion of this statement will be added to the agenda as item 3A. Copies of an update on *Smartbrief* (a daily electronic news service) were also distributed.

Hay called the business meeting to order at 2:25 p.m.

#### 1. Appoint a process observer.

President Hay appointed Donald Young to serve as the process observer for the business meeting. No action required.

2. Establish the Consent Agenda.  
President-Elect Kay Musgrove moved, and Jill Wilson seconded, that the following agenda items be placed on the Consent Agenda: 3, 8, 9, and 10. Leon Levesque asked that agenda item 9 be removed from the Consent Agenda, and Martha Bruckner asked that agenda item 10 be removed from the Consent Agenda. President Hay called for a vote on the motion as amended, and Council members voted to place items 3 and 8 on the Consent Agenda. MOTION CARRIED.
3. Adopt the June 16-17, 2000, Executive Council Meeting minutes.  
The adoption of the June 16-17, 2000, Executive Council Meeting minutes was placed on the Consent Agenda. MOTION CARRIED.
- 3A. Review Learning First Alliance draft document on "Standards and Accountability" and request for ASCD support.  
Executive Council members reviewed the draft statement and suggested some changes. Levesque moved, and Peyton Williams seconded, that ASCD not support the statement. Several Executive Council members spoke in support of the statement. President Hay called for a vote on the motion, and the MOTION FAILED. Copies of the final version of the statement will be forwarded to members of the Executive Council.

Mildred Huey moved, and Andrew Tolbert seconded, to move into Executive Session. MOTION CARRIED. (Items 4-6 were discussed in Executive Session.)

Levesque moved, and Sharon Lease seconded, to move back into Open Session. MOTION CARRIED.

7. Review FY00 unaudited financial report.  
Melody Ridgeway distributed copies of the August 31, 2000, Preliminary Statement of Activities and copies of a document related to a review of ASCD's investment portfolio. She reminded Council members that the information on the statement of activities was unaudited. No action required.
8. Authorize FY01 budget adjustments.  
The authorization of the FY01 budget adjustments was placed on the Consent Agenda. (No FY01 budget adjustments were required.) MOTION CARRIED.
9. Review ASCD investment portfolio.  
Eric Bellamy briefly reviewed information on the distributed document. Williams suggested that the Budget Committee review the management of the investment portfolio. Gene Carter said that the establishment of an Investment Committee, separate from the Budget Committee, would be appropriate. President Hay asked Carter to develop a proposal related to the development of such a committee. No action required.

10. Report on refinement of financial services processes.  
Bellamy reviewed recent progress in refinement of some of the Financial Services operating processes, including end-to-end documentation and changes in structure. He also reviewed the revised structure of the Budget Committee. No action required.
11. Report on FY02 budget process and obtain Council input.  
Bellamy noted that the first budget draft is not yet complete. He said that because of the recent change in reporting from a cash to an accrual basis, past trend data is not available but would be for future periods. The Council expressed no further budgetary concerns than what was previously submitted to the budget liaisons. No action required.
12. Report on new Strategic Plan.  
Carter said that the new Strategic Plan would include a new emphasis on outcomes and a continuing focus on team building. Diane Berreth reviewed upcoming "plan-to-plan" activities and opportunities for input, and she reminded Executive Council members of their January 19-20 meeting to discuss the new plan. She noted that ASCD's current mission and belief statements would remain in place. No action required.

President Hay adjourned the meeting at 5:00 p.m.

Friday, October 6, 2000

President Hay called the meeting to order at 8:30 a.m.

13. Review recommendations on how to encourage participation in committees, elections, and voting.  
Diane Berreth distributed copies of references for the notebook material related to this agenda item. She then reviewed the lack of member participation in voting, the elections process, and other activities as well as staff's implementation of various recommendations to improve participation. Berreth noted that the level of participation has not increased. President Hay suggested improved communication to the members on each committee's charge, the various opportunities available, and the commitment that is required. Richard Hanzelka noted that a fact sheet is a critical component of that communication. Carter said that these suggestions could be integrated into the orientation session for new Board of Directors members at Annual Conference. No action required.
14. Adopt one of two recommended sites for future international visit.  
Gene Carter distributed copies of a summary of recent activities that he and Director of Sales and Marketing Ron Miletta participated in that were related to the recommended site. He reviewed the rationale for the staff's recommendation that the Executive Council's October 2001 visit take place in New Zealand, including ASCD's ongoing partnerships with Learning Media and the New Zealand Principals Federation.

Hanzelka moved, and Sandra Wegner seconded, to adopt the recommendation of New Zealand as the site of the Executive Council's next international visit. MOTION CARRIED.

Young said he would submit names of his contacts in New Zealand to ASCD staff. He also asked staff to incorporate appropriate time for recuperation from travel and to allow for some "down time" in future meeting agendas.

15. Adopt new qualifications for office.

President-Elect Musgrove said that if the member vote on the proposed changes to ASCD's Constitution passes, new qualifications for office (developed by the Governance Transition Advisory Committee) must be very clear. Diane Berreth noted that new job descriptions have also been developed contingent on results of the constitutional change ballot results, and she reviewed the staff recommendation that the proposed new qualifications be adopted as policy.

Young moved, and Hanzelka seconded, to adopt the new qualifications for ASCD elected office as policy (contingent on results of the constitutional change ballot results). MOTION CARRIED. The new qualifications are as follows:

- "302.7 Additional qualifications for office include the following:
- 302.71 Board of Directors: Membership in ASCD for at least the four years prior to nomination. Must have demonstrated leadership in education and in the Association. Need demonstrated collaborative and communicative skills. Commitment to policies, programs, and services of the Board and ASCD. Commitment to participate by active involvement at scheduled meetings and Annual Conference. Must have evidence of active involvement in the Association (e.g., committees, Annual Conference, Leadership Council). Participation in affiliates is desirable.
  - 302.72 Members-at-Large of the Leadership Council: Membership in ASCD for at least the two years prior to submission of nomination. Demonstrated interest in education issues and planning. Demonstrated leadership--e.g., technical specialist; department head/team leader; teacher mentor; administrator; commitment to participate and be actively involved in leadership meetings and activities, including the Annual Conference.
  - 302.73 Members of the Review Council: Membership in ASCD for at least the four years prior to nomination. Demonstrated skills in research, analysis, synthesis, communications, and collaboration.

Demonstrated knowledge of ASCD's policies, practices, and procedures. Commitment to participate in several meetings throughout the year. Committed to identifying and prioritizing issues through the use of flexible and multiple methods with the membership and governing bodies.

- 302.74 President-Elect: Membership in ASCD for at least the five years prior to nomination. Commitment to participate in numerous meetings and activities throughout the year. Demonstrated leadership accomplishments--scholarship, significant professional contributions; knowledge of current educational issues; effective communication skills; willingness to attend numerous functions and meetings throughout the year; support of ASCD's values and concepts. Knowledge of purposes, goals, and plans of ASCD. Experience on the Board of Directors is highly recommended."

*President Hay thanked Musgrove for her ongoing work as chair of the GTAC.*

16. Adopt recommendation for 2009 Annual Conference and Exhibit Show site.  
Mikki Terry reminded Executive Council members that in June 2000 the Council authorized staff to receive proposals from three sites, and she briefly reviewed the site recommended for 2009, which is Orlando, Florida.

Levesque moved, and Andrew Tolbert seconded, to adopt the recommendation of Orlando, Florida, as the site for the 2009 Annual Conference and Exhibit Show.  
MOTION CARRIED.

Terry distributed copies of the 2001 Annual Conference housing form to Executive Council members.

17. Adopt 2002 Annual Conference theme and strands.  
President-Elect Musgrove provided background on the work of the Annual Conference Planning Committee and how the 2002 Annual Conference theme and strands were selected.

Huey moved, and Sharon Lease seconded, to adopt "Choosing to Dance: Taking BOLD Steps for the Sake of Our Children" as the 2002 Annual Conference theme and strands.  
MOTION CARRIED.

18. Determine next steps on possibility of unified dues.  
Doug Soffer distributed additional information related to the payment of joint dues. He then provided background on the work of the Constituent Relations Committee and other groups along with input from the 1999 Regional Meetings on this issue.

Leon Levesque moved, and Don Young seconded, that "the Executive Council reaffirm Policy 500--that dual membership in ASCD and an affiliate is not required of any individual--based on a study involving extensive affiliate consultation. The Council strongly supports ASCD collaborative initiatives to improve the recruitment and retention of both ASCD and affiliate members."

Council members agreed that communication of this decision and the rationale for it, which is based on feedback from affiliates, must be clear. Douglas Harris said that as ASCD moves toward a zero-based budget, we must look for resources given to local and regional development. President Hay called for a vote, and the MOTION CARRIED.

19. Identify agenda items for future meetings.

Executive Council members offered the following suggestions as topics for future discussions: implications for budgeting for affiliates; international markets report (membership, programs, products, and services); schedule of events for international visits and reporting of the evaluation process; evaluation of the Caribbean visit to help with planning for New Zealand; and a new draft of the Internationalization Plan (definitions, etc.). Council members agreed that the new agenda format should be continued.

20. Process observations.

Young congratulated Council members for the businesslike way the meeting was conducted. Everyone participated in varying degrees. He said this meeting was one of the first meetings in which he has seen active listening and less emphasis on a perceived need to speak, and he noted the appropriate body language that was conveyed. Young said that both President-Elect Musgrove and President Hay provided excellent paraphrasing--there was a lot of agreement without having to repeat. He noted a lot of smiling and laughing--a very collegial working environment--and instances when people deferred to others. Participants were genuinely paying attention to others, and Young noted a good balance between advocacy and inquiry. He offered two cautions: (1) there were a few sidebar conversations (none were distracting), and (2) he reminded Council members to follow appropriate procedures.

President Hay thanked Young for his observations. He then presented Council members with ASCD watches in appreciation of their work. Young commended staff for putting the complex program together.

President Hay adjourned the meeting at 9:20 a.m.

GRC/bdr