EXECUTIVE COUNCIL MEETING MINUTES

MARCH 15 AND 20, 2001
ASCD EXECUTIVE COUNCIL MEETING
Sheraton Boston
Boston, Massachusetts
Thursday, March 15, 2001

MINUTES

ATTENDING
LeRoy E. Hay, President (CT); Kay A. Musgrove, President-Elect (TN); Joanna Choi Kalbus, Immediate Past President (CA); Martha Bruckner (NE); David Chen (Israel); Richard Hanzelka (IA); Douglas Harris (VT); Mildred Huey (SC); Sharon Lease (OK); Leon Levesque (ME); Andrew Tolbert (AR); Sandra Wegner (MO); Peyton Williams Jr. (GA); 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; Agnes Crawford, Assistant Executive Director, Program Development; Melody Ridgeway, Associate Executive Director, Information Systems and Services; Douglas Soffer, Assistant Executive Director, Constituent Relations; Mikki Terry, Deputy Executive Director, Program Development, and Becky DeRigge, Executive Manager.

CALL TO ORDER
President LeRoy Hay called the meeting to order at 10:50 a.m.

President’s remarks.
President Hay reviewed the business meeting agenda, including plans for a working lunch. He also commented on the Council’s participation at a press conference earlier in the morning to announce the First Amendment Schools Project, which is a collaboration between ASCD and the Freedom Forum. He noted that this collaboration was a significant step forward, and he thanked Deputy Executive Director Diane Berreth for her work.

Hay then introduced the newly elected members of the Executive Council who were in attendance as observers: Pat Ashcraft (TN), Mary Ellen Freeley (NY), Susan Kerns (Germany), and Robert Nicely Jr. (PA). Jim Tayler (Ontario) was expected to arrive later in the day.

1. **Appoint a process observer.**
   President Hay appointed Andrew Tolbert to serve as the process observer. No action required.
2. Establish the Consent Agenda.
President-Elect Kay Awalt Musgrove moved, and Immediate Past President Joanna Choi Kalbus seconded, to place agenda items 3, 10, 11, 12, 19, 21.3, 21.4, and 21.5 on the Consent Agenda. Items 10 and 11 were removed from the motion at the request of Executive Council members. President Hay called for a vote to place items 3, 12, 19, 21.3, 21.4, and 21.5 on the Consent Agenda, and the MOTION CARRIED.

3. Adopt the October 5-6, 2000, Executive Council meeting minutes (as amended). The adoption of the October 5-6, 2000, Executive Council meeting minutes as amended was placed on the Consent Agenda. MOTION CARRIED.

Don Young moved, and Richard Hanzelka seconded, to move into Executive Session. MOTION CARRIED. Agenda items 4-8 were discussed in Executive Session.

Martha Bruckner moved, and Sharon Lease seconded, to return to Open Session. MOTION CARRIED.

9. Review auditors' report for FY00 and authorize transmittal to the Board of Directors for approval (includes oral report from Joan Schweizer, Deloitte & Touche LLP).
Deloitte & Touche representative Joan Schweizer joined the Executive Council for this discussion. Schweizer reminded Council members of the audit process and declared that the FY00 auditors’ report was a “clean and unqualified” audit. She briefly reviewed some of the information found in the financial statements ending August 31, 2000, and August 31, 1999.

Andrew Tolbert moved, and Don Young seconded, to authorize transmittal of the auditors' report for FY00 to the Board of Directors for approval. MOTION CARRIED.

10. Review auditors' management letter for FY00.
(Note: Executive Council members agreed to consider items 10 and 11 together.) Deputy Executive Director for Finance and Operations Eric Bellamy and Associate Executive Director Melody Ridgeway responded to questions about the data center environmental controls and segregation of duties.

No action required.

11. Receive staff's response to auditors' management letter.
(Discussed under item 10.)

12. Review schedule of financial reports.
The review of the schedule of financial reports was placed on the Consent Agenda. MOTION CARRIED.
13. **Review first quarter financial report.**
Eric Bellamy said that ASCD had just completed the process of refining the monthly reporting of financial activity, and he referenced the first quarter financial report, which was distributed to Council members earlier.

No action required.

14. **Receive report on investment portfolio.**
Eric Bellamy commented that ASCD has a balanced portfolio. He explained that the portfolio overall had outperformed the Dow Jones and S&P 500 through the first quarter of the fiscal year. He stated that the portfolio should be less affected by the current downturn in the equity markets because of the allocation of investments between fixed and equity securities.

No action required.

15. **Receive report from the Executive Council liaisons on the work of the Budget Committee in preparing the FY02 budget.**
Executive Council Budget Committee liaison Don Young provided a historical perspective on the establishment of the liaison position. He noted that the liaisons' report was shared on the Executive Council Web board. He said the liaisons recommend that in the future, any questions that are collected from individual Council members be referred to the full Council for review, and that a vote be taken on their relative importance to the full Council before the questions are sent to staff for answers. President Hay accepted this recommendation, and he thanked Council liaisons Young and Martha Bruckner for their service.

No action required.

16. **Review the proposed FY02 budget and authorize transmittal to the Board of Directors.**
Eric Bellamy noted that the process used to develop the proposed FY02 budget was more efficient than processes used previously. He noted that the budget exceeded the mandated net budget of $400,000, and that the overall budget was aligned with the organization's goals and strategies.

Leon Levesque moved, and Joanna Choi Kalbus seconded, to authorize transmittal of the proposed FY02 budget to the Board of Directors. MOTION CARRIED.

17. **Approve proposed guidelines and responsibilities for the Executive Council Investment Committee.**
Leon Levesque moved, and Sharon Lease seconded, to approve the proposed guidelines and responsibilities for the Executive Council Investment Committee. MOTION CARRIED.
The guidelines and responsibilities read as follows:

Under the auspices of Goal 4 of the ASCD Strategic Plan, which states in part that "ASCD will exercise wise stewardship of its resources...," the Executive Council approves investment managers, ASCD’s investment philosophy, and any changes in investment managers and philosophy. ASCD staff is authorized to move cash surpluses to maximize interest earned and is required to report the status of ASCD’s investments at each Executive Council meeting.

The two positions on the Investment Committee are intended to facilitate periodic review and modifications in investment philosophy and investment managers for approval by the Executive Council. The committee members’ primary responsibility is to work with staff in assessing and evaluating possible changes to investment philosophies and investment managers.

Position Title: Investment Committee Member

Number of positions: Two

CHARGE:
The Investment Committee members represent the Executive Council during discussions regarding evaluation and modifications to ASCD investment philosophies and investment managers. Members will be asked to consult with staff and investment managers by e-mail, through conference calls, and at meetings.

QUALIFICATIONS:
1. Executive Council member.
2. Interest in investment management.
3. Ability to serve, as member, for a period of two years on the Investment Committee.
4. Access to e-mail for periodic communication.

RESPONSIBILITIES:
• Read and provide timely feedback to staff and existing and potential investment managers.
• Represent the Executive Council’s perspective and expectations during the investment evaluation and review process.
• Provide and report investment recommendations to the Executive Council for approval.
TERM
Liaisons serve a two-year term, with staggered annual terms between the two liaisons. In the committee’s first two years, each member will serve for a period of two years. In year three (2003), one member will be appointed for a two-year term, and the other appointed to serve for just one year, allowing for staggered terms in succeeding years. Appointment is to be made by the President-Elect at the Executive Council meeting preceding the Annual Conference.

18. Receive progress report of the Governance Transition Advisory Committee (GTAC). Kay Awalt Musgrove commended the Committee members for their hard work. She noted that the GTAC would meet during Annual Conference and again on April 6-7 at ASCD headquarters. She reminded Executive Council members to submit additional questions to the Committee right away. President Hay thanked Deputy Executive Director for Policy and Planning Diane Berreth and the staff committee members for their work as well.

No action required.

19. Adopt modified policies on counting of ballots.
The adoption of the modified policies on counting of ballots was placed on the Consent Agenda. MOTION CARRIED. The modified policies read as follows:

305. Counting of ballots

305.1 Ballots are returned to the independent public accounting firm no later than November 15 for certification.

305.2 All election ballot tallies are tabulated by an independent public accounting firm. The independent public accounting firm transmits the election results to the Executive Director or designee, who notifies the President.

20. Approve Review Council report for transmittal to the Board of Directors.
President Hay introduced Review Council Chair Arthur Stellar, who introduced the other members of the Review Council: Corrine Hill, Marge Chow, Ray McNulty, and Robert Watson. Stellar reviewed plans for giving his report ASCD and Influence: A Desirable Change in Action to the Board of Directors on Friday, March 16. He referenced earlier Review Council reports on the same topic.

Stellar briefly reviewed the questions selected for the study, the methodology used, and the overall findings and recommendations for action. The Board of Directors will be asked to vote to adopt the overall recommendations.
Joanna Choi Kalbus thanked the Review Council members for the report, and she noted the link between the report and the work of the Governance Transition Advisory Committee.

Richard Hanzelka moved, and Andrew Tolbert seconded, to approve the Review Council report for transmittal to the Board of Directors. MOTION CARRIED.

President Hay also thanked the Review Council members for their work. Retiring Review Council member Corrine Hill was presented with a crystal gift in appreciation of her five years of service on the Review Council.

21. Appointments

21.1 Appoint an Executive Council liaison and four members (no chair) to the Affiliate Excellence Award Selection Committee.
President Hay announced his appointment of Sandra Wegner as the Executive Council liaison to the Affiliate Excellence Award Selection Committee.

Leon Levesque moved, and Martha Bruckner seconded, to appoint the following four members to the committee: President-Elect Peyton Williams Jr. (GA), Richard Lange (IL), Judy Lehr (SC), and Doug Soffer (Assistant Executive Director, Constituent Relations). MOTION CARRIED.

21.2 Appoint nine members to the Annual Conference Planning Committee.
Leon Levesque moved, and Sandra Wegner seconded, to appoint the following nine members to the Annual Conference Planning Committee: Marian Leibowitz (NJ), Julia Wan (CA), Tyrone Harris (AR), Debbie Estes (TX), James Brown (CA), Lou Howell (IA), Ingemar Svantesson (Sweden), Peter Durso (NH), and John Jackson (GA). MOTION CARRIED.

21.3 Appoint 10 members to the Constituent Relations Committee.
The appointment of 10 members to the Constituent Relations Committee was placed on the Consent Agenda. MOTION CARRIED. The members of the Committee are: Cheryl Gray (IL), Charles Webber (Alberta), Judy Lehr (SC), Marsha Denton (TN), Henry Cade (MI), Richard Lange (IL), Tony Spears (CA), Mary McNeil (NH), Gregg Dowty (ME), and Thomas Randle (TX). President-Elect Peyton Williams Jr. (GA) serves as an ex officio member.

21.4 Appoint 13 members to the Journal of Curriculum and Supervision Editorial Board.
The appointment of 13 members to the Journal of Curriculum and Supervision Editorial Board was placed on the Consent Agenda. MOTION CARRIED. The members of the Editorial Board are O.L. Davis Jr. (TX), Peter Grimmet (British
Columbia), Tyrone Howard (CA), Marcella Kysilka (FL), Daniel Perlstein (CA),
Gerald Ponder (NC), Cinthia Salinas (CO), Frances Schoonmaker (NY), Bill
Watkins (IL), Sally Zepeda (OK), Matthew Davis (NJ), Patricia Holland (TX),
and William Reid (United Kingdom).

21.5 **Appoint nine members to the Program Development Advisory Committee.**
The appointment of nine members to the Program Development Advisory
Committee was placed on the Consent Agenda. MOTION CARRIED. The
members of the committee are Barbara Eason-Watkins (IL), Bruce Gale (Alberta),
Libby Hall (DC), Larry Lewin (OR), Kathy McCool (NJ), David McDonald (New
Zealand), Rita Martinez (NM), John Lee (MD), and Jean Steverson (NC).

21.6 **Announce President-Elect’s appointments to the ASCD Investment Committee.**
President-Elect Musgrove announced that she had appointed Mildred Huey and
Doug Harris to serve as Executive Council liaisons to the Investment Committee.

No action required.

21.7 **Announce President-Elect’s appointments to the ASCD Budget Committee.**
President-Elect Musgrove announced that she had appointed Richard Hanzelka to
serve as an Executive Council liaison to the Budget Committee, and that Martha
Bruckner would continue to serve in that capacity.

No action required.

22. **Approve Issues Committee report for transmittal to the Board of Directors.**
President Hay introduced the chair of the Issues Committee, Ron Costello. Costello
distributed copies of a memorandum that summarized the work of the Issues Committee
and contained recommendations to improve the issues process. Costello also reviewed the
Open Space Technology activity planned for the Board of Directors meeting on March
16.

Leon Levesque expressed appreciation to Costello for the Committee’s work to open up
the process. Costello said that the Issues Committee would revisit the positions listed in
*What We Believe*, which was revised in 2001.

Doug Harris moved, and Sandra Wegner seconded, to approve the Issues Committee
report for transmittal to the Board of Directors. MOTION CARRIED.

Hay thanked Costello for the report. Hay asked Gene Carter to convey his appreciation to
ASCD staff for the *2000 Executive Director’s Annual Report*, which he said was very
readable and creative. Carter noted the contributions to the report from Public
Information Director Barbara Gleason and Design and Production Services Director Gary Bloom.

23. **Review Board of Directors Meeting Agenda.**
Diane Berreth shared additional information on the Board's Open Space Technology activity.

No action required.

24. **Recognize retiring Executive Council members (David Chen, Joanna Choi Kalbus, Sharon Lease, Leon Levesque, Francine Mayfield, Peyton Williams Jr., and Don Young).**
President Hay recognized the retiring members of the Executive Council and thanked them for their hard work. David Chen, Joanna Choi Kalbus, Sharon Lease, Leon Levesque, Peyton Williams Jr., and Don Young received crystal gifts for their service to ASCD. (Francine Mayfield was unable to attend the meeting.) The retiring members presented Council members and staff with tokens of appreciation.

25. **Process observations.**
Andrew Tolbert referenced the "norms of collaboration" in the notebook material. He commended President Hay for keeping the Executive Council members on task during the meeting. He said there was good participation throughout the day, good eye contact, and appropriate body language, including nods of agreement. He noticed some tension during some of the discussion, but heard good conversations and explanations and saw a lot of smiles and laughter. There was a balance between advocacy and influence. Tolbert did caution Council members to (1) wait for the speaker to finish before responding to questions, and (2) limit sidebar conversations. He said that the exchange of gifts lifted everyone's spirits.

President Hay invited Executive Council members to attend the new Board member orientation session scheduled for 7:00 p.m. Hay declared the meeting adjourned at 3:05 p.m.
ASCD EXECUTIVE COUNCIL MEETING
Sheraton Boston
Boston, Massachusetts
Tuesday, March 20, 2001

MINUTES

ATTENDING
Kay Awalt Musgrove, President (TN); Peyton Williams Jr., President-Elect (GA); LeRoy E. Hay, Immediate Past President (CT); Pat Ashcraft (TN); Martha Bruckner (NE); Mary Ellen Freeley (NY); Richard Hanzelka (IA); Douglas Harris (VT); Mildred Huey (SC); Susan Kerns (Germany); Robert Nicely Jr. (PA); Jim Tayler (Ontario, Canada); Andrew Tolbert (AR); Sandra Wegner (MO); and Jill Dorler Wilson (FL).

ASCD STAFF
Gene R. Carter, Executive Director; Eric Bellamy, Deputy Executive Director, Finance and Operations; Diane Berreth, Deputy Executive Director, Policy and Planning; Agnes Crawford, Assistant Executive Director of Program Development; Melody Ridgway, Associate Executive Director, Information Systems and Services; Douglas Soffer, Assistant Executive Director, Constituent Relations; Mikki Terry, Deputy Executive Director, Program Development, and Becky DeRigge, Executive Manager.

CALL TO ORDER
President Kay Awalt Musgrove convened the meeting at 8:30 a.m.

President’s remarks.
President Musgrove presented bookmarks to members of the Executive Council and ASCD staff. She noted that the next two years will be very important transition years to a new leadership structure.

Executive Director’s remarks.
Executive Director Gene Carter welcomed the new members of the Executive Council. He briefly reviewed plans for the new Council member orientation session, which will be held in June at ASCD headquarters. Carter said that background information will be distributed to the new members in advance of the meeting.

Introduction of new Executive Council members.
President Musgrove reviewed plans for the June Executive Council meeting. Members of the Executive Council and ASCD staff introduced themselves.
1. **Preliminary comments and evaluation of Annual Conference.**
Deputy Executive Director Mikki Terry reviewed the evaluation form in the notebook materials and asked Executive Council members to complete the form and return it to her. She announced the preliminary attendance number as 15,600. Executive Council members shared the following comments:

- Heard many good comments. Speakers were wonderful. Only problem I heard about was lack of housing at the Sheraton Boston.
- Commended ASCD staff for handling room overcrowding.
- Heard problems about the shuttle buses.

In response to a question, Terry noted that she will explore the idea of disseminating presenters' handouts in PDF format, but copyright questions are involved. She also said that some sessions will be "repeated" at next year's Annual Conference to avoid the problem of overcrowding.

No action required.

2. **Preview of 2002 Annual Conference plans.**
Mikki Terry distributed copies of a revised slate of speakers for the 2002 Annual Conference in San Antonio. She noted that the 2002 Annual Conference preview will be available in October, and that the deadline for submission of proposal forms is May 1.

No action required.

3. **Appoint 11 members to the Issues Committee.**
Deputy Executive Director Diane Berreth reminded the Executive Council that (1) committee members serve renewable one-year terms, and (2) the 2000-2001 Nominations Committee was reappointed for an additional year. She then distributed copies of a list of nominees for the Issues Committee.

Immediate Past President LeRoy Hay moved, and Richard Hanzelka seconded, to appoint James Amick (DC), Harriett Arnold (CA), Frank Duffy (MD), and Marceta Reilly (KS) to the Issues Committee. Continuing members are: Terry Burik (NJ), Roberta Glaser (MI), Ermile Hargrove (HI), Michaelene Meyer (OH), William Owings (VA), Wayne Sweeney (WA), and Stan Thompson (RI). **MOTION CARRIED.**

4. **Review recommended Executive Council calendar.**
Gene Carter reviewed plans for the Executive Council’s June and October meetings. He summarized the goals of the international meeting site: (1) to enhance the Council’s ability to envision the Association’s future; (2) to increase understanding of the role ASCD can play in international settings; (3) to raise ASCD’s visibility in the
global community, and (4) to support and foster personal growth, influence belief
development, and enhance personal knowledge.

Jill Pritchard, education consultant and director, EPI Centre, New Zealand, joined the
Executive Council for this discussion. Pritchard and Assistant Executive Director Doug
Soffer shared information on the plans for the Council’s October visit, including a draft
agenda. Soffer distributed packets of information on New Zealand and briefly reviewed
the material in the packet. Carter reminded Council members to check the status of their
passports.

No action required.

5. **Identify agenda items for future meetings.**

Executive Council members identified the following topics as agenda items for future
meetings:

1. How to encourage people to participate in ASCD’s leadership.
2. The role of the affiliates’ executive secretaries/directors in the Association.
3. The Issues Committee and Open Space Technology process.
4. How to use the Executive Council Web board more efficiently.
5. Internationalization.

Gene Carter suggested the topic of influence building at federal, state, and local levels as
a future agenda item. He distributed copies of a document entitled *ASCD and “No Child
Left Behind,”* which was developed in response to the administration’s proposed
education package, and which he said would be placed on ASCD’s Web site.

No action required.

LeRoy Hay moved, and Sandra Wegner seconded, to adjourn the meeting. MOTION CARRIED.
President Musgrove declared the meeting adjourned at 10:25 a.m.