ASCD EXECUTIVE COUNCIL MEETING
Duxton Hotel
Wellington, New Zealand
October 13, 2002

MINUTES

SUNDAY, OCTOBER 13

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

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

CALL TO ORDER
President Peyton Williams Jr. opened the business meeting at 1:20 p.m.

President's remarks.
President Williams noted that this meeting represented an historic gathering of the Executive Council. He introduced Dr. David Stewart, a former professor at Massey University (Albany, New Zealand) and director of the Principals Leadership Center, who shared some of his perspectives on education and the ways that ASCD has influenced his writing and thinking during the last 10 years.

1. **Appoint a process observer.**
President Williams appointed Jim Tayler to serve as the process observer for the meeting. No action required.

2. **Establish the Consent Agenda.**
President Williams called for any additional agenda items. Sandra Wegner moved, and Susan Kerns seconded, to adopt all the agenda items with an additional item suggested by Sandra Wegner that will be considered in Executive Session. MOTION CARRIED.

3. **Approve the June 14 - 15, 2002, Executive Council meeting minutes.**
Andrew Tolbert moved, and Richard Hanzelka seconded, to approve the June 14 - 15, 2002, Executive Council meeting minutes. MOTION CARRIED.
Mary Ellen Freeley moved, and Jill Wilson seconded, to move into Executive Session. MOTION CARRIED. Agenda items 4 (report on current financial status), 5 (report on personnel matters), and 6 (report on ASCD's Diversity Plan) were discussed in Executive Session.

Mildred Huey moved, and Sue Kerns seconded, to return to Open Session. MOTION CARRIED.

7. **Review FY02 unaudited financial report.**
   Eric Bellamy distributed copies of a preliminary summarized statement of activities for FY02. He noted that the past year was the second most successful year in the organization's history. Bellamy identified several key performance indicators found in the statement, including revenue growth and expenditures associated with new initiatives. He concluded that FY02 was an outstanding year for the Association given the economic climate and the aftermath of September 11. No action required.

8. **Authorize FY03 budget adjustments.**
   No budget adjustments were proposed; no action required.

8.1 **Receive report from the Executive Council liaisons on the work of the Budget Committee in preparing the FY04 budget and reach consensus on questions to be answered during the budget process.**
   Richard Hanzelka reviewed the process that the Executive Council liaisons to the Budget Committee used to identify questions to be answered during the budget process. He asked for any questions or comments relating to the budget questions raised by Doug Harris. Eric Bellamy reminded Executive Council members of the overarching questions that should be routinely asked as part of the budget development process. Jill Wilson commended Gene Carter and Bellamy for their work on the background material. No action required.

9. **Receive report on the investment portfolio.**
   Doug Harris noted that the Association was on the right track, and Mildred Huey commented that the information was outstanding. No action required.

10. **Approve recommended auditing firm for transmittal to the Board of Directors for appointment.**
    Bellamy reviewed the process related to the appointment of an independent auditing firm. He then provided some background on the staff's decision to recommend appointment of a new auditing firm, McGladrey & Pullen. Bellamy then distributed copies of a Request for Proposal timeline. He noted that a review is conducted periodically. Gene Carter also provided information on the decision. Richard Hanzelka moved, and Mildred Huey seconded, to recommend the firm of McGladrey & Pullen to the Board of Directors in March 2003 for appointment. MOTION CARRIED. Mildred Huey thanked Bellamy and Melody Ridgeway for their comparative analysis.

11. **Adopt proposed constituent group policy changes.**
    Douglas Soffer provided background on the development of the proposed changes. Jim Tayler reported on the work of the Ad Hoc Constituent Group Futures Advisory Team,
which met on September 9 and 10, 2002. The team was charged to use the draft policy framework to rethink the ways the Association conducts its business and to design a more purposeful system that supports the expected outcomes and the attainment of the ASCD community’s strategic goals. Mary Ellen Freeley noted that the participants at the Northeast Regional Meeting felt strongly that the term “ASCD Teaching and Learning Communities” (defined as groups of individuals concerned with improving teaching and learning that wish to align with ASCD) should be changed and that affiliates should be mentioned first in the policies. Soffer distributed copies of a revised draft of the policies that incorporated both of these suggestions with the new constituent group termed “Connected Communities.” He commented that the team members saw the power of the policies to influence thinking about different ways of repurposing ASCD’s many activities. Soffer said that the next meeting of the Constituent Relations Committee will focus on measures, evaluations, indicators, and rubrics that reflect the new policies.

Mildred Huey moved, and Martha Bruckner seconded, to adopt the Constituent Relations policy changes as presented in the document distributed at this meeting. Several Council members asked for further clarification on some of the proposed policies. President Williams called for a vote, and the MOTION CARRIED with one abstention.

12. **Adopt 2004 Annual Conference theme and strands.**
President-Elect Raymond McNulty distributed copies of the final theme and strands for the Annual Conference in New Orleans in 2004. He noted that the Conference Planning Committee did a great job developing the theme and strands. The 2004 Annual Conference theme is “Faces of Education: Courageous Actions, Powerful Stories.”

Andrew Tolbert moved, and Sandra Wegner seconded, to adopt the 2004 Annual Conference theme and strands. MOTION CARRIED.

13. **Reports.**

13.1 **Report from Executive Council liaisons on attendance at Regional Meetings.**
Jill Wilson reported on her attendance at the Southeast Regional Meeting, noting that Regional Directors Kathy Welling and Gail Dickson did a great job. Wilson said that enthusiasm was very high. She noted concerns about the Association’s new governance structure and constituent groups and how the new Connected Communities can become more involved in governance and affiliate meetings.

Mildred Huey shared information on the Northwest and Southwest Regional Meeting and distributed copies of a draft report on the meeting. She also commended the work of the Regional Directors. Huey noted that attendees were very concerned about issues related to professional development in the Canadian provinces. Soffer noted that the Canadian affiliates met as a group after this year’s meeting to promote pan-Canadian collaboration.

Pat Ashcraft said she plans to attend the Central Regional Meeting in Des Moines, Iowa, next week.
Mary Ellen Freeley commented on her participation at the Northeast Regional meeting, where 10 affiliates were represented. Attendees commended Doug Soffer for his leadership in strengthening the partnership between ASCD and affiliates and for providing quality training opportunities at the Affiliate Leadership Conference. Freeley noted the effective use of Open Space Technology at the Regional Meeting and said that the meeting participants discussed the question, "How can my affiliate survive and thrive?" Freeley said that participants wanted to convey that getting together is important to strengthen the sense of community; they look forward to the new governance structure and new policies related to constituents; keep striving for representation and reciprocity with affiliates; regional meetings solidify the partnership between ASCD and affiliates; and ASCD is a dynamic organization that responds to its constituents.

No action required.

13.2 Adopt report of the Governance Transition Advisory Committee (GTAC). Immediate Past President Kay Awalt Musgrove referenced the background information in the notebook material. She noted that the committee benefited from its diverse makeup. Musgrove said that the committee’s final report is in progress and will contain process, policy, and action recommendations for the consideration of the new Board of Directors and Leadership Council. Diane Berreth said that the final report will be presented to the Executive Council at its March meeting for formal transmittal to the new Board of Directors and Leadership Council. President Williams thanked Musgrove for her leadership in chairing the committee and said that the report is very strategically focused. He noted that the committee members have good knowledge of the internal workings of the Association and very good perspectives.

Because the final report is not yet ready, no action was required.

13.3 Adopt report from committee on social functions planned for future Annual Conferences beginning in 2004. Mikki Terry distributed copies of an interim report from this committee. Kay Musgrove said that President Williams appointed this committee to look at ASCD’s social functions. She shared some background information, including data on costs, prepared by Agnes Crawford, and she briefly reviewed the organization’s top six functions at Annual Conference. She noted that most of the functions are attended by the same people and that we need to look at ways to involve others and minimize expense.

President Williams thanked Kay Awalt Musgrove for her work on this committee. He noted that Council members could send additional observations directly to her so that she could share them with the other committee members. Williams said
that because the final report was not yet ready, no formal action will be taken at this time.


President Williams cautioned Council members that suggested topics would have to be brief. He opened the floor to proposed topics as a preliminary step to building the agenda for the Council’s last meeting. Executive Council members offered the following possible agenda items:

- work session on performance measures and particularly on metrics.
- review of the Affiliate Leadership Conference.
- Executive Director’s job description.

Gene Carter noted that the time for work sessions at this meeting will be very limited. President Williams said that the ASCD Family of Measures will guide the new Board of Directors in its work.

President Williams thanked Andrew Tolbert for acting as ASCD’s composer in residence during the Council’s visit in New Zealand. Carter and Diane Berreth shared information on the response to ASCD’s Outstanding Young Educator Award, one of many new initiatives and activities that will spin out of the action planning from the Diversity Report, which responds to the question of how to grow the membership. Kay Awalt Musgrove reported on her service as a member of the Disney Teacher of the Year Award selection committee and the other opportunities she has had, and she thanked members of the Executive Council for always giving their best.

Ray McNulty shared information on a recent request from the Review Council to meet with the new Board of Directors at its first meeting in July 2003. He said that after consulting with members of the GTAC, he suggested to the Review Council that the new Board needs time to come together as a group first.

Gene Carter said that the current Executive Council was one of the best he had ever worked with and that it models the kind of behaviors that will serve the new Board in good stead.

15. Process observations.

Jim Tayler noted that it was a quiet meeting with a lot of focused listening and probing questions. He noted the sense of humor throughout the meeting and said that participants shared supportive comments reaffirming the work that people have contributed on various committees. He said he saw few sidebar conversations and that the meeting was well-preserved by President Williams.

President Williams thanked Sue Kerns and Martha Bruckner for their leadership in developing a debriefing activity that will bring closure to what Council members will have learned during their visit. He reviewed comments and phrases that he had heard throughout the meeting: the trust level at this meeting was very high; financial growth and expansion is good; how can my affiliate survive and thrive?; responding to constituents; strengthening our purpose; improving teaching and learning, which is at the core of our Strategic Plan; and the ASCD Connected Community.

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Sue Kerns moved, and Ray McNulty seconded, to adjourn the business meeting. MOTION CARRIED. President Williams declared the meeting adjourned at 4:45 p.m.

GRC/bdr