

BOARD OF DIRECTORS MEETING
Wednesday, October 6, 2010
Isla El Descanso, Argentina

MINUTES

Attending

Sara Magaña Shubel, President (MI); Paul Healey, President-Elect (PA), Linda Mariotti, Immediate Past President (Utah); Robert Bruckner (NE); Colin Cameron (OR); Kathy Clayton (WA); Sandra Clifton (CA); Jane Cobia (AL); Nancy Gibson (IL); Tyrone Harris (AR); Katherine Howard (SC); Marsha Jones (AR); Roland Kay (Ontario, Canada); Deana Lopez (TX); Laurie McCullough (VA); Gabriel Rshaid (Argentina); Jeff Stephens (Utah); Mark Sutter (OH); and Donald Viegut (WI).

Absent

Harriett Arnold (CA).

ASCD Staff

Gene R. Carter, Executive Director; Eric Bellamy, Deputy Executive Director, Business Services and Support; Deborah Hall-Pope, Chief Organizational Services Officer, Organizational Services; Judy Seltz, Deputy Executive Director, Constituent Services; and Judy Zimny, Chief Program Development Officer.

President Sara Magaña Shubel opened the meeting at 9:35 a.m. and determined that a quorum was present.

1. Receive President's welcoming remarks.
President Shubel welcomed Board members to the meeting and expressed confidence that the day would be productive.
2. President appoints process observer.
President Shubel announced that Kathy Howard would serve as process observer. Roland Kay asked that Howard report on time spent receiving information and time spent in discussion.
3. Establish the agenda.
No items were added to the agenda and no items were moved to the consent agenda. Sandy Clifton moved, and Tyrone Harris seconded, to adopt the agenda, and the motion carried.
4. Adopt the July 20–21, 2010, Board of Directors meeting minutes.
Don Viegut moved, and Howard seconded, to adopt the July 20–21, 2010, Board of Directors meeting minutes, and the motion carried.

5. Review summary of assessments of the Board of Directors July 20–21, 2010, meeting.
Deana Lopez said that it would be helpful to trend data from past meetings to see where the Board’s assessment of itself had changed. In response to President Shubel’s question about what people thought noteworthy, the acceptance of new Board members, increased civility, and desire for additional training were mentioned.

Jane Cobia moved, and Paul Healey seconded, to move to Executive Session, and the motion carried. Agenda item 6 (Receive oral report on personnel and legal matters as needed) was discussed in Executive Session.

Mark Sutter moved, and Kay seconded, to return to Open Session. The motion carried.

7. Discuss new strategic plan.
Executive Director Gene Carter introduced the strategic planning process and encouraged Board members to think about the future needs of ASCD and to consider this as a first step in the development of a new plan to guide the association’s work over the next three years. President Shubel outlined the Board’s leadership role, stating that the planning process required Board members to employ their financial, strategic, and generative responsibilities simultaneously to chart the future. She asked them what was required for successful strategic planning in addition to her suggestions of discovering a shared vision, looking for evidence to support decisions, challenging assumptions, and being a strategic thinker. Board members offered additional requirements—thinking globally, tolerating ambiguity, not worrying about implementation, imagining partnerships that do not currently exist, and being comfortable knowing that other people will carry out this plan.

Board members then developed strategic questions (one each for medium- and long-term consideration) for each of the current five core business areas. Those questions are:

Advocacy

Medium: How do we establish our moral purposes for which we would be advocates as an association in the United States and worldwide?

Long: How do we establish international and U.S.-appropriate systems of advocacy?

Leadership

Medium: What are the qualities and core competencies we hope to develop at all levels?

Long: How can ASCD partner with other organizations to develop high quality leadership resources?

Professional Development

Medium: How do we create and market professional growth programs, products, and services?

Long: How does ASCD provide professional growth opportunities?

Learning Resources

Medium: Once the imperatives for creating learning resources are identified and prioritized, how do we strengthen and expand our partnerships to generate resources that address them?

Long: What should be the criteria for generating learning resources?

...membership needs...perceived trends for the future of education ...association's own agenda (i.e., whole child)

Membership

Medium: How do we differentiate member benefits for increasingly diverse potential members (e.g., politicians, dentists, social workers, parents)?

Long: How do we redefine membership to include noneducators and create advocacy groups? (link to whole child)

Deborah Hall-Pope reviewed the timeline for next steps:

February 2011 Board of Directors determines mission, vision, and goals.

March 2011 LC members provide feedback on draft strategic plan.

March–June 2011 ASCD staff modify the strategic plan to reflect feedback.

July 2011 Board of Directors approves strategic plan.

8. Receive and discuss update on Emerging Markets.

Carter provided an update on emerging markets and distributed a summary to Board members. Jeff Stephens asked if Argentina presented any opportunities as a result of the visit and other conversations. Gabriel Rshaid responded that a partnership with ESSARP might be a possibility and that universities were not able to provide all the professional development needed.

Carter announced that the probable location for the Board's October 2011 meeting would be Thailand and Vietnam. Additional information regarding dates will be provided at the March 2011 meeting in San Francisco.

9. Approve three online membership categories with voting rights: Basic Online, Select Online, and Premium Online.

Eric Bellamy explained the purpose for online memberships. Linda Mariotti moved, and Colin Cameron seconded, to approve three online membership categories with voting rights: Basic Online, Select Online, and Premium Online. The motion carried.

9.A. Approve elimination of Constituent Membership as an ASCD membership category.

Healey moved, and Cobia seconded, to eliminate the membership category of Constituent Membership. This membership category has fewer than 50 members. The motion carried.

10. Review plans for targeted professional learning and
15. Review plans for Board retreat.

Board members were surveyed in September 2010 for ideas on proposed themes for future professional development, and Carter distributed a summary of the responses. He reviewed the plans for professional learning and the Board retreat and outlined a tentative agenda for the retreat, scheduled for February 11-13, 2011, in Miami, Florida. The meeting will begin with dinner and a speaker on Friday, with strategic planning on Saturday, followed by professional development focused on the Board's leadership role on Sunday.
11. Discuss Board composition regarding diversity and announce President's appointment of Board diversity committee if necessary.

The Board assesses its diversity each year. If the Board determines that additional diversity is desirable and one or more of the three positions is available, the President appoints a Board diversity committee of three Board members to identify appropriate nominees. President Shubel announced the appointment of Colin Cameron, Deana Lopez, and Nancy Gibson to the Board diversity committee.
12. Announce appointment of Board nominations committee.

President Shubel announced that Kathy Howard, Sandy Clifton, and Don Viegut would serve as members of the 2011 Board nominations committee. The committee will submit a recommended list of 2011-12 Nominations Committee members to the Board for approval at its March 2011 meeting.
13. Adopt 2012 Annual Conference theme and strands.

Cobia moved, and Tyrone Harris seconded, to adopt the 2012 Annual Conference theme and strands. The motion carried. The theme for the 2012 Annual Conference is "A Collective Call to Action," and the strands are Personalize Learning and Teaching, Engage, and Advocate.
14. Review work of the Affiliate Task Force Study Group.

Judy Seltz provided an update on the work of the Affiliate Task Force Study Group. She said that webinars on knowledge ecologies were scheduled, along with transition meetings for affiliate leaders in three regions of the United States in early 2011.
16. Financial Reports.
 - 16.A Receive Investment Portfolio Performance Report.

Bellamy provided an overview of investment performance for FY10.
 - 16.B Review FY10 unaudited financial report.

Bellamy presented FY10 summarized financial statements, subject to change as a result of the annual audit currently underway.

17. Receive process observations and President's closing remarks.
Howard reported that 100 percent of Board members participated at some point during the day. She said that she had observed strategic thinking throughout the meeting and, particularly during the strategic planning portion of the meeting, people were listening with intent, and a culture of inquiry was evident throughout. She said that the background information provided prior to the meeting was strong and noted that the proportion of time spent discussing versus receiving information was 2:1.

The meeting adjourned at 4:05 p.m.