

ASCD ANNUAL MEETING

Sunday, March 15, 2009

Rosen Centre Hotel

Orlando, Florida

Meeting Summary

President Valerie Truesdale opened the Annual Meeting at 3:00 p.m. and welcomed all of the attendees. She referenced ASCD's new culture of inquiry and said that ASCD was always striving to get better and better.

Truesdale then introduced Executive Director Gene Carter. Carter said that the information he was about to share at the Annual Meeting had been shared with the ASCD former presidents yesterday in an abbreviated form. He thanked the Conference Planning Committee for a wonderful conference in Orlando and ASCD members for their investment in the association and for making ASCD the true "go-to source" for all of us in the profession. Carter referenced today's global environment, saying that we live in a world driven by change and technological innovations. He said that future ASCD annual conferences will continue to provide us with rich content and engage us in a new conversation centered around the Whole Child initiative.

Carter then reviewed ASCD's 2008 Annual Report, which is Web-based and which demonstrates ASCD's strong commitment to going green and innovative technology. He used video and slides to illustrate his comments on the state of the association, which included information on:

Total Net Assets, Investments, and Membership

Total net assets increased \$6.8 million year over year. Investments increased \$785K, and cash and investments increased \$7 million.

2008–2011 Strategic Plan, Mission, and Vision

ASCD's current strategic plan provides a proactive roadmap for where we want to take the association in the future, as opposed to being reactive. The plan transcends traditional approaches and taps into our collective expertise and creativity to think and act nontraditionally.

Branding Initiative

Over the past year, ASCD conducted an intensive examination of the name of the association, particularly in terms of whether it still clearly identified who we are as an association. The full title created a misunderstanding of our mission and purpose, which led to our decision to now be known as "ASCD" and the development of a new logo and tagline.

Organizational Priorities and Initiatives

- Live streaming of the general sessions to educators worldwide via the ASCD Web site.
- Development of a new product, "PD in Focus," which is an interactive, Web-based professional learning platform that allows educators to meet on-demand professional development needs in their own time.
- Identification of high school design as a legislative priority.

- Development of the 2009 U.S. Legislative Agenda that focuses on four priority areas: (1) equitable education opportunities; (2) multiple indicators of school success; (3) highly effective educators; and (4) innovative educational redesign.
- Growth of ASCD Middle East—in November 2008, ASCD Middle East conducted its first International Conference in Istanbul, Turkey, titled “Valuing the Whole Child: Embracing a Global Vision.”
- Ongoing commitment to 21st century technologies and going green—the 2008 Annual Report is entirely Web-based, and an interactive timeline of “key moments” accompanied the Annual Report. The timeline includes six thematic books, each describing significant topics in ASCD’s history.

Carter then shared some highlights of ASCD’s expected work for the remainder of 2009, including

- (1) a policy agenda for the Whole Child Initiative,
- (2) an aggressive plan for moving civic education to a position of greater prominence at ASCD,
- (3) growing our strategic partnerships to create more value added for ASCD,
- (4) growing our capacity-building professional development model; and
- (5) development of an online social network of educators via ASCD’s Web site.

Carter thanked current and former members of the Board of Directors for their visionary thinking in building a reserve fund over the years. He said that ASCD is healthy overall and will be even better in the years to come. He then opened the floor for members’ comments and questions.

Thelma Spencer complimented ASCD staff and elected leadership on the job they do keeping the association going every year. She said she didn’t hear anything in the executive director’s report about affiliates and she was disappointed that ASCD didn’t provide an opportunity to support General Session speaker Greg Mortenson’s Pennies for Peace program. Carter responded that staff were working to provide an opportunity for support of that program shortly and that affiliate data were listed in the required paper version of the Annual Report.

Allan Dornseif asked if ASCD had any plans to work with or share our expertise with Mexico. Carter responded that ASCD had chosen not to focus on Mexico at this time but rather to focus instead on Argentina and Chile, and he reported on his recent visit to schools in Buenos Aires, Argentina.

Mary Ellen Freeley said that she thought that we should all contribute to Mortenson’s work and that a contribution might take the form of a gift to his organization. Carter said that ASCD would provide an opportunity at conference for attendees to drop a penny in the bucket and that Greg Mortenson is interested in exploring ways to partner with ASCD.

Truesdale said that we are continuing to respond to change. She thanked ASCD staff for the various reports and demonstration of the Adobe Connect Pro software at the Leadership Council meeting on Friday, March 13. She said she felt incredibly proud of where we are as an association and of the talents of the staff.

The Annual Meeting was adjourned at 4:00 p.m.

GRC/bdr