

ASCD ANNUAL MEETING
Sunday, April 3, 2005, 3:00-4:00 p.m.
Orange County Convention Center
Orlando, Florida

MINUTES

President Martha Bruckner welcomed attendees to ASCD's 2005 Annual Meeting. She introduced Parliamentarian Stuart Rankin and Executive Director Gene Carter.

Highlights of Board of Directors Actions

President Bruckner reviewed the Board of Directors meeting schedule and reminded attendees that in 2005-06, Mary Ellen Freeley will serve as President and Richard Hanzelka will serve as President-Elect.

She reviewed several highlights of recent action, including

- The adoption of constitutional changes. Bruckner outlined the process used to present the proposed changes for a vote by the general membership and referenced the major changes: (1) elimination of the Review Council; (2) a change in the role and function of the Leadership Council and the move to three-year terms; and (3) governmental issues related to the Association's conducting business in the state of Virginia. She said that a committee had met just before Annual Conference to discuss the transition to the new Constitution.
- A significant push for the Leadership Council to become a more influential aspect of ASCD. Bruckner said that a Leadership Council Management Team had been formed to help make the Leadership Council a viable and effective part of ASCD. This team consists of nine members of the Leadership Council elected to the Board of Directors; these nine members worked diligently to break down the large group into clusters. The cluster groups would meet at 7:30 a.m. on Monday, April 4. Bruckner also referenced the Leadership Council Position Action and Position Development Teams, which discuss what ASCD's positions should be and what actions should be taken because of those positions.
- An increase in Leadership Council meetings. The Leadership Council will now meet twice a year, once at Annual Conference and again at the September 2005 Leadership for Effective Advocacy and Practice Institute. Bruckner commented on the new emerging leaders initiative.
- The institution of a "Family of Measures." The Family of Measures is a tool that provides statistical data related to issues such as the overall success of the Association and how well we're doing on customer satisfaction.

- The Board of Directors October 2004 trip to South Africa. Bruckner reviewed the Board's meeting in South Africa 10 years after apartheid.

Key Association Opportunities, Challenges, and Issues

President Bruckner introduced Executive Director Gene Carter, who focused his remarks on the theme "success to significance" as it relates to ASCD's accomplishments, goals, and vision of the future. He noted that the key difference between being a successful person or organization and being a significant one rests in the last sentence of the following statement by Marilyn Gist, director of the Executive Leadership Program at Seattle University:

"Significance refers to the impact or the legacy...and it pertains more to quality than quantity. . . . Moving toward significance typically requires connecting to something beyond ourselves. *It requires that we behave in ways that have a positive impact on the common good.*"

Carter reviewed several of the Association's accomplishments, including growth in membership, expansion in ASCD's services to members and constituents, new roles in advocating for changes in the implementation of the U.S.-based No Child Left Behind Act, and a consistent record of financial success. He noted that ASCD has developed a new Strategic Plan, which is based on four goals: (1) a more engaged and diverse community; (2) increased advocacy to positively influence education policies and practices; (3) the creation of research-based programs, products, and services; and (4) continuous improvement in operational and fiduciary effectiveness.

Carter also presented a short video clip from ASCD's *What Works in Schools* program and one from Dewitt Jones's video, *Celebrate What's Right with the World*.

Member Comments and Questions

Ermile Hargrove (HI) asked "Will there be any mechanisms that will allow a kind of study that the Review Council has done in the past?" President Bruckner replied that both the Board of Directors and the Leadership Council are expected to do evaluations of the work that they do through both external and internal evaluations. The Review Council's report outlines the fact that they can't do the in-depth reports they wanted to do. But there is the expectation that those types of reviews will continue. Hargrove clarified that she meant a "review process." Bruckner invited attendees to let the Board know what kinds of information would be desirable.

President Bruckner declared the Annual Meeting adjourned at 4:00 p.m.

GRC/bdr