



ASSOCIATION
FOR SUPERVISION
AND CURRICULUM
DEVELOPMENT

JOANNA CHOI KALBUS, PRESIDENT

LEROY E. HAY, PRESIDENT-ELECT

THOMAS J. BUDNIK, IMMEDIATE PAST PRESIDENT

GENE R. CARTER, EXECUTIVE DIRECTOR

EXECUTIVE COUNCIL MEETING MINUTES

October 25-26, 1999

EXECUTIVE COUNCIL MEETING

October 25-26, 1999

Laromme Hotel

Jerusalem, Israel

MINUTES

ATTENDING

Joanna Choi Kalbus, President (CA); LeRoy E. Hay, President-Elect (CT); Thomas J. Budnik, Immediate Past President (IA); Bettye Bobroff (NM); Martha Bruckner (NE); John Cooper (NY); Michael Dzwiniel (Alberta); Sharon Lease (OK); Leon Levesque (ME); Francine Mayfield (NV); Andrew Tolbert (AR); Robert Watson (SD); Sandra Wegner (MO); Peyton Williams Jr. (GA); and Donald B. Young (HI).

ASCD STAFF

Gene R. Carter, Executive Director; Diane Berreth, Deputy Executive Director; and Douglas Soffer, Assistant Executive Director for Constituent Relations.

Monday, October 25

Call to Order

President Joanna Choi Kalbus called the meeting to order at 1:45 p.m. on Monday, October 25.

1. President's remarks.

President Kalbus welcomed the group and stated that being in Israel would assist the Executive Council in its visioning.

2. Appoint a process observer.

President Kalbus appointed Robert Watson as process observer. She asked that he place a special focus on "presuming positive intentions." She also asked that Council members conduct an individual process observation.

3. Establish the Consent Agenda.

President-Elect LeRoy Hay moved, and Immediate Past President Thomas Budnik seconded, that the following agenda items be moved to consent: 4, 6, 9, 10, 11.1, 11.2, 11.4, 11.5.1, 11.5.2, 11.6, 11.7, 11.12, 14, and 16. Hay reviewed the difference between Consent Agenda questions and comments and the process for removing items from the Consent Agenda. Michael Dzwiniel indicated he had a question on items 4 and 11.6, and Peyton Williams Jr. indicated he had a comment on item 9. MOTION CARRIED.

4. Adopt the June 18-19, 1999, Executive Council Meeting minutes.

The adoption of the minutes of the June 18-19, 1999, Executive Council Meeting minutes was placed on the Consent Agenda. Martha Bruckner offered a minor correction to the

minutes (item 20 should indicate that John Cooper seconded the motion). MOTION CARRIED.

Watson moved, and Andrew Tolbert seconded, to move into Executive Session. MOTION CARRIED.

(Items 5-7 were discussed in Executive Session.)

Betty Bobroff moved, and Watson seconded, to return to Open Session. MOTION CARRIED.

8. Review FY 99 unaudited financial report.

Gene Carter reviewed information on the unaudited balance sheet. He also reviewed the status of the ongoing audit. President Kalbus thanked him for the succinct report. No action required.

9. Authorize FY 00 budget adjustments.

Authorization of the FY 00 budget adjustments was placed on the Consent Agenda (note: no budget adjustments were requested). MOTION CARRIED. Williams withdrew his comment.

Donald Young and Sharon Lease, Executive Council liaisons to the Budget Committee, stated that ASCD staff were very responsive in sharing information on how the budget was developed and had answered numerous questions.

Hay recommended that a report from the Executive Council liaisons to the Budget Committee become a standing agenda item for the Council meetings. Young thanked staff for developing a glossary of financial terms and suggested the glossary be included in the *Executive Council and Officers' Handbook*.

10. Review ASCD investment portfolio.

The review of the ASCD investment portfolio was placed on the Consent Agenda. MOTION CARRIED.

11. Reports.

11.1 Report on committee vacancies.

The report on committee vacancies was placed on the Consent Agenda. MOTION CARRIED.

11.2 Progress report of the Issues Committee.

The progress report of the Issues Committee was placed on the Consent Agenda. MOTION CARRIED.

- 11.3 Progress report of Review Council activities.
Diane Berreth said the Review Council met with all members present on September 24-26. She reviewed the Review Council's plans to issue an executive summary to the Board of Directors and ASCD membership and a full report to the Executive Council and staff. Williams suggested the Review Council address policy issues on technology and preservice teacher education. No action required.
- 11.4 Progress report on the Constitutional Review Committee.
The progress report on the Constitutional Review Committee was placed on the Consent Agenda. MOTION CARRIED.
- 11.5 Progress reports on Constituent Relations.
- 11.5.1 Report of the Affiliate Excellence Award Selection Committee.
The report of the Affiliate Excellence Award Selection Committee was placed on the Consent Agenda. MOTION CARRIED.
- 11.5.2 Report of the Constituent Relations Committee.
The report of the Constituent Relations Committee was placed on the Consent Agenda. MOTION CARRIED.
- 11.5.3 Status report on Student Chapter and Network programs.
Douglas Soffer reminded Executive Council members that the Constituent Relations Committee (CRC) meets November 11-13, and he encouraged Executive Council members to share any concerns with him so that he could relay that information to the Committee members. President Kalbus suggested that the CRC explore the question "What is ASCD's role in professional development for preservice teachers?"

Carter noted that the CRC was the appropriate place to develop a set of recommendations regarding student chapters and professional development. He noted the possibility of using our ability to marshal outside resources to nurture that development over time. We could create an opportunity to recognize an outstanding student chapter according to set criteria. Hay said the CRC should provide some initial thoughts on this topic. Carter noted that President Kalbus's question could be used as a focus for discussion.

Budnik moved, and Sandra Wegner seconded, that the Constituent Relations Committee explore the role ASCD should play in preservice teaching and learning. Executive Council members discussed the appropriateness of the motion. Hay said he is on the CRC and will share

this message with the Committee members. President Kalbus called for the vote on the motion, and the MOTION CARRIED.

11.5.4 Approve Internationalization Plan.

Executive Council members agreed to discuss this agenda item on Tuesday, October 26.

11.6 Report on the Program Development Advisory Committee.

The report on the Program Development Advisory Committee was placed on the Consent Agenda. MOTION CARRIED. Carter had previously distributed copies of the report of the Committee's work.

11.7 Status report on Strategic Information.

The status report on Strategic Information was placed on the Consent Agenda. MOTION CARRIED.

11.8 Report on Communications Plan.

Berreth said the Communications Plan was intended as a visionary plan. Budnik offered new language to reflect ASCD's non-U.S. constituency. Young commented that the Communications Plan should be cross-referenced with the Internationalization Plan. Young also asked how affiliates could help with the Communications Plan. Bobroff offered "applause" for the plan and asked staff to consider how success would be measured. Michael Dzwiniel said we should ask what our image should be and then look at budget implications. No action required.

11.9 Adopt revised policy on sponsorships and letters of endorsement.

Hay referred to the proposed language for Protocol 701, "Credibility and capability: ASCD works with organizations who have credibility. . ." and asked, "Credibility with whom?" Hay also questioned Protocol 707.2 (d), "Regular reports are submitted to ASCD. . ." and asked, "Reports from whom?" Berreth said she would take these questions back to ASCD staff for consideration.

Cooper moved, and Young seconded, to adopt the revised policy on sponsorships and letters of endorsement, which reads as follows:

"Sponsorship or endorsement of external programs, products, or services and external sponsorship or endorsement of ASCD programs, products, and services may be provided if established criteria are met and the Executive Director approves the proposed sponsorship. ASCD's acceptance of sponsorship or endorsement resources does not imply endorsement of the sponsoring organization's activities or products, nor does it imply an ongoing relationship with the organization."

Dzwiniel offered a one-word change in Protocol 701, ". . .ASCD works with organizations who have credibility and a strong commitment to the education profession. . . ." by changing "who have" to "with" before "credibility," and Berreth said staff would make this change. Carter said that a possible student chapter recognition program could be underwritten by a non-ASCD entity. President Kalbus called for the vote, and the MOTION CARRIED.

Carter noted that the protocol language was standard language proposed by legal advisors. Berreth said she would e-mail the definition of *sponsorships* and *endorsements* to the Executive Council and that the definition will be added to the glossary.

11.10 Report on Nominations Committee training session.

Budnik reported on the Nominations Committee training session, which was held on October 2. Berreth said that the Committee members plan to propose some policy revisions to the CRC for consideration. No action required.

11.11 Report on relationships with Affiliates.

President Kalbus referenced the written reports submitted by Bobroff, Cooper, and Francine Mayfield, who had each served as an Executive Council liaison to a recent regional meeting. Bobroff, Cooper, and Mayfield provided brief oral reports and shared common concerns, including duplicate mailings and the joint dues structure.

Soffer conveyed the Review Council's recommendation for revised language for the policy on affiliation. Williams said we could take this recommendation under advisement until after the GEC report.

Soffer addressed the dues structure issue and the recent regional meeting discussions of it. He recommended sending this report to Affiliate leaders and asking them to provide further feedback and comments.

Dzwiniel thanked the Executive Council liaisons to the regional meetings for their reports, and Bobroff thanked Soffer for his development of those meeting agendas.

Executive Council members agreed to continue this discussion on Tuesday, October 26. President Kalbus adjourned the meeting.

Tuesday, October 26

President Kalbus called the meeting to order at 1:00 p.m.

11.11 Report on relationships with Affiliates (continued).

President Kalbus said that the unfinished portion of this discussion is to provide direction to staff on next steps on the question of mandatory joint dues. Cooper suggested forming a study group that would report back to the affiliates and to the Executive Council. Young suggested that staff send this report with an appropriate cover letter to affiliates and/or executive directors for review and additional comments. Hay said that all of the input would then seem to come from affiliate members. We have a very large percentage of members who don't belong to affiliates--how can we get their input? Soffer noted that this sort of research would be very expensive but would be done during a subsequent phase of the study if there was sufficient justification. Cooper said his suggestion is not, as is in the report, to form a study committee that would do that but would include a preliminary study group to begin the study; this would be a multiyear investigation.

Bobroff moved that the Executive Council table these recommendations until after the GEC/CRC report and bring them back at the June meeting. She then amended her motion to read "postpone discussion" instead of "table." Mayfield seconded.

Young noted that he and Bobroff were asked by the executive secretaries/directors to bring this to the Executive Council, and they were promised a report back. Young said that if we postpone this issue, we should take the current report and circulate it to the affiliates along with the explanation of the Executive Council's action. Carter said this report has additional data that was not available when it was discussed earlier and would be beneficial for everyone to have. He also said that there needs to be a clear explanation of what occurred at this meeting with respect to this particular issue.

Soffer said he would like a little more time for discussion and to get the information back without forming a committee. Bruckner commented that the Executive Council was asked to provide guidance and that there seems to be consensus for continuing the discussion with affiliates and staff. Carter said the motion was not necessary if we communicate to affiliates that their report was received; that there is additional information we want them to have; and that this issue will be dealt with in a methodical fashion, perhaps suggesting methodologies that could be used. He suggested permitting Soffer to move forward with his suggestion. Young said this could be placed on the March agenda. Dzwiniel also suggested providing a time line.

After additional discussion, Mayfield withdrew her second, and Bobroff withdrew her motion.

Watson asked for clarification of a question brought to the Executive Council last March about helping affiliates with the president-elect's reception at Annual Conference. Budnik reviewed funding for the president's reception. President Kalbus shared information on an opportunity at the next Annual Conference for members to meet the President and the Executive Director. Berreth said staff could come back to the Executive Council with options for subsidizing the president-elect's reception. Carter asked if the Executive Council was instructing staff to pursue support of the president-elect's reception. President Kalbus suggested going forward with the second option, "to continue to pursue support," and to place this on the Executive Council's June meeting agenda.

Williams moved, and Leon Levesque seconded, that time at the June meeting be devoted to a planning session to discuss critical issues. President Kalbus called for a vote and the MOTION CARRIED.

11.5.4 Approve Internationalization Plan (carried over from Monday).

President Kalbus noted that the feedback provided by the Executive Council members at their June 1999 meeting was included in the Internationalization Plan and that it is a "work in progress."

Dzwiniel moved, and Young seconded, to approve the Internationalization Plan. Dzwiniel said he would submit additional comments on the plan to staff. Executive Council members shared several concerns, including: that the plan should have a need for a Center on Teaching and Learning (i.e., physical space) and staffing; a definition of *internationalization*; and fewer references to marketing. Council members were unclear whether the vote to approve the plan meant approving the concept or including all of the details. Carter suggested amending the motion to include the phrase "(the Council) retains the prerogative to modify what is here." Levesque said it would be helpful to see a continuum with some descriptors as the plan evolves, and he suggested some language clarification and noted that sites that have already been visited by the Executive Council are not mentioned in the plan.

Dzwiniel amended his motion, and the second (Young) agreed, to read "staff will pursue as a priority the implementation of the draft plan." Bruckner said the Council should approve the plan with the caveats that it may need to change and that the Executive Council be kept up-to-date on a regular basis of any changes and any results.

Hay made a substitute motion, and Budnik seconded, that the Executive Council approve the concepts and the strategies for internationalization as presented in the draft plan.

Williams offered an amendment to Hay's motion to approve the concepts and strategies for implementation at the direction of the Executive Director.

Hay amended his substitute motion to read "The Executive Council approve the concept and implement the strategies for internationalization as presented in the draft plan." President Kalbus called for a second to "amend the amendment," and Tolbert seconded.

Williams withdrew his amendment. Hay withdrew his motion, and the second agreed.

Bruckner moved, and Tolbert seconded, that the Executive Council approve the Internationalization Plan, with two caveats: tell the staff we understand there may be changes needed in order to meet the spirit of the resolution and keep the Executive Council informed on a regular basis of the progress and any needed or recommended changes. President Kalbus called for the vote, and the MOTION CARRIED (14 for, one abstention).

11.12 Status report on ASCD's influence activities.

The status report on ASCD's influence activities was placed on the Consent Agenda. MOTION CARRIED.

11.13 Report on conducting the Consent Agenda by e-mail.

Young moved, and Budnik seconded, to conduct the Consent Agenda for March 2000 meeting by e-mail (listserv). MOTION CARRIED. Hay said the process will be reviewed in March.

12. Adopt recommendation for 2008 Annual Conference and Exhibit Show site.

Cooper moved, and Tolbert seconded, to adopt the recommendation for the 2008 Annual Conference and Exhibit Show site, which is New Orleans. MOTION CARRIED.

13. Adopt 2001 Annual Conference theme and strands.

Hay suggested adding the Committee roster in future meeting notebooks. He briefly reviewed the Conference Planning Committee's recent meeting. Cooper moved, and Wegner seconded, to adopt the 2001 Annual Conference theme and strands. MOTION CARRIED.

14. Report on Professional Development initiatives.
The report on Professional Development initiatives was placed on the Consent Agenda. MOTION CARRIED.
15. Status report on Educational Leadership's Constituent Council (ELCC).
Carter provided a brief summary on the status of ASCD's relationship with the ELCC, including information on staffing. No action required.
16. Report on Learning First Alliance (LFA) activities.
The report on the Learning First Alliance was placed on the Consent Agenda. MOTION CARRIED.
17. Debrief of program.
President Kalbus asked Executive Council members to share their perceptions with her via e-mail. No action required.
18. Adopt recommended Executive Council calendar.
Cooper moved, and Watson seconded, to adopt the recommended Executive Council calendar. MOTION CARRIED.

Additional comments

Berreth noted that the Executive Council will receive a proposed implementation plan based on the CRC/GEC work in June 2000, before the membership vote on the proposed Constitutional revisions. The Executive Council will act then to initiate or modify the draft implementation plan.

19. Process observations.
Watson said that everyone had an opportunity to participate and chose to do so. Sometimes we are at a "lull" and not sure of what direction we should take, and there are times we want to make hasty decisions. We need to revisit and understand the process of what we do here. We should remember to "keep the wagon heading west," and make sure that we have all the information we need. He reminded Council members of a need for "health breaks."

President Kalbus adjourned the meeting at 4:45 p.m.

GRC/bdr