

**Arkansas ASCD Board Meeting
TECH Alumni House
Russellville
September 27, 2007
Minutes**

Present: John Calaway, Debbie Coffman (representing Janinne Riggs), Karen Endell, Becky Shopfner, Mary Gunter, Matt McClure, Janice Warren, Kenneth Muldrew, Debbie Miller, Marsha Jones, Peggy Woosley, Robert Davis, Diana Peer, Sheila Jacobs, Jim Garvey, Viki Martin

Absent: Frank Holman, Angela Olsen, Peggy Walter, Dean Burbank, Phoebe Bailey, D'Anne Barrow, and Janinne Riggs (represented by Debbie Coffman)

Guest: Julie Morgan, Director of Alumni Relations, and Tammy Clampet, Hot Spring Convention and Visitors Bureau

Presiding: Robert Davis, AASCD President

Call to Order: President Davis called the meeting to order at 10:07 a.m.

Establish a Quorum: President Davis established that a quorum was present.

Welcome: Julie Morgan, Director of Alumni Relations for Arkansas Tech University, welcomed the AASCD board to the TECH Alumni House. She shared the history of the house with the board and invited the board to use the house when we needed in the future.

Introduction of AASCD Secretary: Dr. Gunter introduced Viki Martin to the board. She will be housed at Lake Point.

Reflective Opening: Matt McClure shared the video 212 The Extra Degree (www.212movie.com) with the board. In introducing the clip, Matt related it to Jim Collins book, 'Good to Great' and stated that it dealt with extra effort.

President's Remarks: Robert Davis shared video clip 'Shift Happens' (teacher tube) that was shown at the LEAP conference.

Leadership and Governance:

- **Minutes:** Paula Rawls presented the minutes from the July 27 & 28 retreat that included minutes from the retreat, Executive Board Meeting and an AASCD Board Meeting. Matt McClure made the motion to accept the minutes. Janice Warren seconded the motion. The motion carried.
- **Treasurer's Report:** Dr. Gunter presented the treasurer's report in D'Anne Barrow's absence. Reported that we have purchased a finance software package to use. A hard copy of the finance report was given to the board. Balance as of 9/25/07 was \$178,554.15 minus the grants \$161,441 with a CD of \$53,147.27 bringing the total assets to \$214,589. There are some outstanding invoices and approximate expenditures to consider for the close of the year. Marsha Jones requested at appropriate time to consider an honorarium for persons who did the secretarial work for the organization before Viki came on staff. Discussion concerning the outstanding invoices of approximately \$14,000. Concern that we did not have enough information. Marsha Jones made the motion that Mary Gunter, Robert Davis and D'Anne Barrow decide how best to handle the situation. Seconded by Kenneth Muldrew. The motion carried.
- **Strategic Plan:** Dr. Gunter presented the draft copy of the strategic plan for the board to review. Diana Peer reported on the changes in the Communication/Publication section. There was discussion concerning the web site. Marsha Jones made the motion that we quickly investigate up scaling our web page. Diana Peer seconded the motion.

Discussion of the motion. Matt McClure called for a vote. The motion carried. Janice Warren made the motion to accept the draft of the strategic plan. Peggy Woosley seconded the motion. Discussion of the motion occurred. Dr. Gunter explained that draft would be removed, but the plan is a work in progress. The motion passed.

- **2007 – 2008 Budget Proposal:** Dr. Gunter presented the proposed budget in Frank Holman's absence. She noted that our projected expenditures exceeded the projected income. Discussion occurred. Changes were made. Debbie Miller made the motion to accept the proposed budget with changes. Peggy Woosley seconded the motion. The motion carried.
- **2008 AASCD Nomination Discussion:** Marsha Jones presented demographic information on the open board positions. She requested suggestions from the board. A form was given to the board members present to complete and return to Marsha.
- **Director's Report:** Dr. Gunter reported that we are working with Pay Pal for on-line credit payment. Sheila Jacobs reported on the Professional Licensure Board. She provided the board with a copy of the agenda of the next meeting, October 1. Dr. Gunter has been appointed to an ad hoc committee on educational leadership. She reported that the ADE has made competitive grants available for P-18 folks. The ASCD annual conference will be in New Orleans with the Hilton Riverside as the conference headquarters.

Diverse Active Membership:

- **Membership Update:** Karen Endell reported that at present we are showing 949 members. She also presented the demographics of the membership – a handout was given to the board members.

Communication and Publication:

- **Communication and Publication Committee Report:** Diana Peer gave the report of the changes as we discussed the strategic plan.
- **Newsletter Update:** Diana Peer presented the board with a calendar for newsletter deadlines with some changes from the current calendar. She requested that we hi-lite the deadline dates. She also reviewed the process.

Influence and Policy:

- **ASCD Leadership Council Report:** No action taken.
- **LEAP and Legislative Update:** Robert Davis reported on the House draft version of NCLB. He reviewed the 10 priorities identified. Marsha Jones reported on 4 pieces of legislation: Graduate Act, Special Education and ELL Testing (3075 & 3076) and the NCLB Enhancement Act. Marsha also provided sample letters to send. She also provided the board with a copy of Springdale's response to the Discussion Draft.
- **Review of Briefing and/or Position Papers:** Discussion occurred. Marsha felt that possible parameters of issues are needed – specificity of topics. We need to consider ASCD national's position. Who is the audience that we are writing for? Need to be aware of and know research. Marsha provided the board with several handouts. Dr. Gunter reminded the board that a briefing paper is for information both pro and con with no position taken. Jim Garvey provided articles on performance/merit pay. Robert Davis shared information on choice. Discussion of protocol/authorization process. Information is to be sent to Marsha Jones for tweaking. Discussed where on the web site this information should be placed. Discussed priorities and urgency.
- **ASCD Whole Child Community Conversations:** No discussions.

Affiliate Excellence Award: Becky Shopfner will have the application submitted by December 8.

Programs, Products and Services:

- **2008 Hotel Recommendation:** Matt McClure presented information to the board concerning moving the summer conference from the Arlington. Matt reported that there

is a cost to using the convention center - \$8,400. He has worked with the Embassy Suites and the Austin Hotel. Both are willing to give a rebate to the organization. The Embassy will give \$5 and the Austin \$10 for each night room reserved for the conference. Based on last year, rebate at \$5 would be \$4,400. Embassy rate will be \$129 and Austin will be \$85. We will be compensated one room for every 50 booked. There is an agreement with the Embassy that the room cost will not increase more than \$5 per year. Equipment is not included in the cost at the convention center, but each meeting room will have a microphone and podium. Hospitality will be at the convention center as well as the dance. There would be 4 contracts: catering, convention center, Embassy Suites and Austin. Matt McClure introduced Tammy Clampet, Sales Manager for the Hot Springs Convention Center. Ms. Clampet provided the board members with a folder of information on the convention center. Ms. Clampet stated that the services available were: meeting space, customer service, convention bags, name badges, pre-registration with on-line capability and registration. They will provide periodic reports on registration. We will be assigned an event coordinator, Brian Leonard. Vendor tables including skirt are \$25 each. If pipes and curtains are needed for exhibit hall, will have to use a convention service. Wireless is \$7.95 per user, but will work with organization to set up a wireless café for participants to use. Event insurance is required for the days of the conference. Paper size room signs will be provided for placement outside room on wall. Ms. Clampet responded to questions from the board members. Matt thanked Ms. Clampet for attending and providing the information to the board.

After Ms. Clampet left, the board discussed the pros and cons of moving the conference. Marsha Jones made the motion to move the summer conference to the Hot Springs Convention Center. Debbie Miller seconded the motion. The motion carried. Marsha Jones made the motion to authorize Matt McClure to guarantee 150 rooms at the Embassy Suites and 150 rooms at the Austin Hotel for conference attendees. Janice Warren seconded the motion. The motion carried. The treasurer will continue to sign the contract agreements for the conference with Matt McClure the contact person.

- **2008 Conference Program Overview:** Janice Warren reported in Frank Holman's absence. As we work on the 2008 conference, parallel the work on 2009 conference to set protocol for future conference planning. The 2008 conference is scheduled for June 15-18 with the theme of 'The Whole Child.' The 2009 conference is scheduled for June 22-24 with the theme of 'The Effective Affective Leader: Leadership for All.' Core conference committee will meet immediately following the board meeting.

Other Business: President Davis asked Kenneth Muldrew to do the reflective opening and Peggy Woosley the reflective closing for the November 15th board meeting.

Reflective Closing: Karen Endell shared the song 'Not on the Test' with the board as well as statements from Stephanie Pace Marshall, Co-Chair, 'The Whole Child Commission.'

Adjournment: Kenneth Muldrew made the motion to adjourn. Second was made by Debbie Miller. The motion carried. The meeting adjourned at 2:55 p.m.

Respectfully submitted,

Paula Rawls
Secretary

Robert Davis
President