

AMERICAN STRING TEACHERS ASSOCIATION

National Executive Board Minutes

Date: June 3-5, 2010

Location: Chantilly, VA.

Present:

Board Members Present

- Kirk Moss, President (May 2012)
- Bob Phillips, President-Elect (May 2012)
- Jeffrey Solow, Past President (May 2012)
- Benjamin Whitcomb, Secretary (May 2012)
- Marilyn Seelman, Publications Chair (May 2012)
- Gail Barnes, Member-at-Large (May 2011)
- Andrea Meyers, Member-at-Large (May 2011)
- Gerald Klickstein, Member-at-Large (May 2011)
- Martin Norgaard, Member-at-Large (May 2012)
- Dalton Potter, String Industry Council (May 2011)
- Pamela Phillips (Assistant to the President-Elect)

Staff Members Present

- Donna Hale, Executive Director
- Beth Danner-Knight, Deputy Director of Conferences & Membership
- Jody McNamara, Deputy Director of Finance+
+ attended the portion of the meeting concerning her office assignment

Next Meeting Date: January 6-8, 2011

Future Conference Dates: March 17-19, 2011 - Kansas City, MO
March 21-24, 2012 - Atlanta, GA

Agenda Item	Discussion – Conclusion	Recommendations or actions
Meeting called to order by President Moss at 4:02 p.m. on Thursday June 3, 2010.	Board opened meeting with a moment of reflection in memory and appreciation of Barbara Eads.	
1.A. Read and approve the January and February 2010 minutes (Moss)		Motion: That the January 2010 and February minutes be accepted as amended. Meyers/Seelman Adopted: Unanimous
1.B. Read and approve Action Agenda (Moss)		Motion: That the action agenda be approved. Seelman/Barnes

		Adopted: Unanimous
1.C. Interim board actions read into minutes (Moss)	Our original motion on this subject made in February was to pursue obtaining bids from music publishers or retailers for the distribution (including printing and marketing) of the entire ASTA publications catalogue. A request for proposals was sent to all industry council member companies including a reminder that the March 31st deadline for their proposals was approaching. Alfred Publishing Company, a company with a long history of support for and collaboration with ASTA, was the only company to respond.	MOTION: To work with the Alfred Publishing Company to create a three year contract to manage the sales and marketing of ASTA's music and book inventory, including a maximum of two new publications a year. Details of the contract will be worked out with the Executive Director in collaboration with the Executive Committee and the Publications Chair. Wagner/Barnes Adopted: 9 yes, 1 abstention
1.D. Procedures for approval of the May 2010 minutes	Draft of minutes reviewed by committee and sent to the entire board: June 15 Corrections due to Secretary: June 20 Minutes to the full board membership: June 30 Minutes placed on web: July 15	
2. Board Orientation (Moss)	Overview of the organization's mission and history, to provide perspective and context for the rest of the meeting. Explication of board member responsibilities as well, plus issues of protocol. Brief discussion of article on "Becoming a Better Board Member." The suggestion was made that perhaps a distillation of Moss' PowerPoint presentation could be put on the website and/or in a future AST journal. (Moss: action)	
3. Member Survey (Moss)	Results are very clear and informative. Survey was well constructed. Discussed the ramifications of the results question by question.	
4A. Information Agenda	Discussion	Motion: That the information agenda and its reports be accepted and approved. Solow/Klickstein Adopted: Unanimous
4B. Information Agenda Resolution	The following Committee Reports were reviewed and discussed. Executive Director's Report (Hale)	Motion: That the mission of the Council of State Presidents be as follows: the mission of the

	<p>Bornoff Fund: (Natalie Colbert chair/liaison) Hale will work with Colbert to establish criteria and application process for this award. (Hale: action)</p> <p>Mission statement: To distribute three \$800 scholarships annually for in-service or pre-service string music educators (violin/viola/cello/bass) to pay for their attendance at the ASTA national conference.</p> <p>Discussion of how best to handle the receiving and processing of these applications. Decision that it would be best to have these sent to Mary under the auspices of the Conference Chair.</p> <p>Collegiate Roundtable: (Jane Palmquist chair, Barnes board liaison)</p> <p>Letter of thanks should be sent from the president, as a general practice, to winners of awards, outgoing committee chairs, etc. Letters such as these can be valuable to university faculty in efforts to secure promotion and tenure.</p> <p>Committee on School Orchestras and Strings (CSOS): (Ruth Kuris chair, Meyers board liaison) STEP Sub-committee (Denese Odegaard, chair)</p> <p>Mission statement should read: To promote healthy and successful string education in the public schools across our membership and facilitate the selection process for the national Elizabeth A. H. Green Award.</p> <p>Board discussed the other recommendations. Moss will contact Kurtis in this regard (Moss: action)</p> <p>Committee on Studio Instruction (COSI): (Susan DuBois chair, Seelman board liaison)</p> <p>Klickstein will replace Seelman as board liaison to COSI.</p> <p>ASTACAP Advisory Sub-committee (Leslie Webster, chair)</p> <p>Nothing actionable.</p> <p>Council of State Presidents: (Steve Benham chair, Phillips board liaison)</p>	<p>Council of State Presidents is to serve in an advisory capacity to the ASTA Board for ideas and suggestions to benefit to association. In addition, the Council will function as a peer-to-peer network to support state level activities. Solow/Phillips Adopted: Unanimous</p>
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Mission statement for this council was adopted.

K-12 Curriculum Committee: (Stephen Benham chair)

Barnes will be board liaison.
Nothing else actionable.

National High School Honors Orchestra Committee: (Michael Gagliardo chair, Solow board liaison)

Board wishes to thank Michael Gagliardo for his work, which helped to make the event such a success.

Proposal, at the suggestion of the incoming Chair—Gwen Armwood, to reduce the event by one day (effectively starting it one day later), which could reduce costs to participants and allow students to miss one less day of school.

Discussion of possible conductors for the 2011 event.

State Leadership Workshop Committee: (Kirk Moss chair)

Ensure that the new insurance policy options are publicized at this event.
Nothing actionable.

String Projects Award Committee: (David Littrell chair)

Nothing actionable.

String Research Journal Editorial Board: (Moss board liaison)

Print version of this journal will need to be priced to cover the costs of printing it.

There was also a discussion of ways to get the journal online.

Student Chapter Committee: (Benjamin Whitcomb chair, Bossuat board liaison)

Whitcomb will be the liaison.
The Board agreed to allow the Student Chapters Committee to offer a second

	award, for Most Improved Student Chapter. The Student Chapter Committee will update the appropriate form to reflect this change.	
<i>Meeting adjourned at 7:33 pm by President Moss.</i>		
<i>Meeting called to order by President Moss, Friday, June 4, 2010 at 10:15 a.m.</i>	Following breakfast, the Board traveled by bus to visit the newly purchased national office. The meeting resumed upon their return to the conference center.	
5. Membership (Knight)	<p>A. Numbers Down about 15% from the all-time peak, surely at least partially due to the economy.</p> <p>Disaggregating the membership data for CA by sub-region would be helpful.</p> <p>Explanation of system of reminders for membership renewal. Issue of encouraging renewal is discussed at length. State chapters should be encouraged to help send any updated information, such as changes in members' contact information, to the national office.</p> <p>B. Membership Committee Discussion of the possible mission and constituency of this nascent committee.</p> <p>Discussion of the importance of the "people factor" (networking, ideas sharing, social aspects) of membership.</p> <p>Importance of reaching out to such groups as studio teachers, symphony musicians, and non-string players who teach strings in the schools.</p> <p>It was suggested that the committee should include an alternative styles representative.</p> <p>C. Benefits New insurance program. A mass emailing about this will be sent in September.</p> <p>Possibility of making the theme of the next State Leadership Workshop</p>	<p>Motion: That the STEP program should be discontinued. No new enrollees will be accepted in the program, but the current participants shall be allowed to complete it. Solow/Meyers Adopted: Unanimous</p>

	<p>focus on membership benefits.</p> <p>D. STEP Overview of the program was presented. Comparison with the Professional Development Documentation Program and the College Credit Program.</p> <p>The Board recognizes the value of the Professional Development Documentation Program and the credits that can be earned through a university. Given the redundancy among these programs and the extra labor involved (including the associates' time) in the STEP program, along with the small number of participants during the three years of the program's existence, the Board concluded that the STEP program should be discontinued. No new enrollees will be accepted in the program, but the current participants shall be allowed to complete it.</p>	
6. Website	<p>Discussion of ways to improve the navigation bars of the ASTA website, especially concerning the menus available. Many recommendations were made for ways to improve the website and make it more efficient, intuitive, and user-friendly, many of which will be incorporated into the site during the major software upgrade this summer.</p>	
7. Publications Report (Seelman)	<p>A book such as <i>Students with Disabilities</i> could constitute an important contribution to ASTA's publications, but some problems remain. It is essential that all rights need to be secured for images contained therein. Seelman will send a list of copyright issues to address and recommendations for content changes to the author.</p> <p>Discussion of the 2-DVD set <i>Why You Should Listen to Your Orchestra Director</i>, including the target audience and whether or not the two DVDs should be combined into one. Seelman will contact the author concerning recommended changes. If the author resubmits it, selected board members will view the entire video before the January meeting, at which time its acceptability will be revisited.</p> <p><i>K-12 String Curriculum</i> is expected to be ready in the near future, perhaps before the year's end.</p> <p>Most of the current publications will be handled by Alfred in the near future. Efforts will be made to negotiate with the authors of the remaining books the</p>	

	<p>rights to put those remaining publications online.</p> <p><i>Composing Projects for Middle and High School Orchestra Programs</i> was considered unsuitable for publication by ASTA.</p>	
8. Finances (Hale/McNamara)	<p>A. Year End Numbers</p> <p>The effects of the purchase of the new building were noted. Some items (NHSO, Conference, etc.) fared considerably better than predicted in the 2009-2010 budget.</p> <p>B. Budget</p> <p>Associates will receive a year-end bonus of 2.42% to allow for a cost-of-living increase in the D.C. area. A salary committee is being created to look at establishing guiding principles for future salaries and salary increases. (Moss: action)</p> <p>C. Audit</p> <p>No new business.</p> <p>D. Investment Update</p> <p>Investments have fared better than average. Investment reserve is healthy.</p>	<p>Motion: To approve the fiscal year 2011 budget. Whitcomb/Solow Adopted: Unanimous</p>
9. Competitions (Moss)	<p>A. National Solo Competition</p> <p>Location and judges have been set for the 2011 conference. Judges are taken from UMKC faculty, thereby saving considerable money in housing and travel expenses. Judges fees and prize money was also discussed.</p> <p>Nothing actionable.</p> <p>B. Alternative Styles</p> <p>Will be incorporated as part of the new “Eclectic Strings Festival” (ESF), which was discussed at length, and for which there is considerable excitement.</p> <p>C. National Orchestra Festival</p>	<p>Motion: To approve the concept of the Eclectic Strings Festival, with musical details to be worked out by the Alternative Styles Committee and budgetary details to be worked out by the associates and approved by the Executive Committee. Klickstein/Whitcomb Adopted: Unanimous</p>

	<p>Number of entrants is currently smaller than normal. Another call for applications will be sent. In the future, there will be two top awards, one for public school orchestras and one for private/youth orchestras.</p> <p>Discussion of methods for making digital recordings for the judges.</p> <p>Nothing actionable.</p>	
10. Conference	<p>Discussion of number of session proposals submitted and the number accepted.</p> <p>Roster of invited performing groups has been largely determined.</p> <p>Question was raised about the number of presentations scheduled simultaneously, since presumably a smaller number of sessions would result in a higher audience size per session.</p> <p>Possible ways to maintain the high presentation level were also discussed.</p> <p>Possibility of adding an early morning timeslot for sessions. At the January meeting the board will revisit the idea of having a lunch break at future national conferences.</p> <p>Potential recipients for the next Artist/Teacher Award were discussed, and a person was chosen.</p>	<p>Motion: To limit the number of invited performing groups at the national conference to up to two large groups (to perform Wednesday night and Thursday morning). Any other performing groups need to fit into a large session room. Phillips/Barnes Adopted: Unanimous</p> <p>Motion: To add an early morning timeslot (7:00 a.m.), containing up to five sessions, for Friday and Saturday of the national conference, starting with the 2011 conference. Whitcomb/Solow Adopted: Unanimous</p>
11. Board Candidates	Potential board members were discussed and a prioritized call list was created.	
12. String Industry Council	<p>A. Instrument Specifications Brochure</p> <p>Potter, in consultation with industry peers, devised a set of specifications for five different parameters. The brochure is still being worked on. Progress is good.</p>	
13. Research Funding	Discussion of Bob Gillespie’s proposal to establish a steering committee to create and make available information and resources to assist new string programs.	Motion: To establish a New-School Program Steering Committee, the function of which would be to create resources useful to new school programs,

		which would be posted on the ASTA website. Phillips/Potter Adopted: Unanimous
14. Advocacy	<p>Advocacy Committee may endeavor to encourage an expert in the field to submit an article for AST related to advocacy.</p> <p>Discussion of establishing a relationship with El Sistema. Seelman will collaborate with two members of El Sistema USA to write an article for AST about El Sistema. (Seelman: action)</p>	
15. NAMM Grant Update	Our grant application was denied, despite the success of the Increasing Access to Strings program for which we were soliciting funding (after-school string programs). Possible reasons for this decision were discussed.	
<i>Meeting adjourned at 6:15 p.m. for the evening</i>		
<i>Meeting called to order by President Moss at 8:33 a.m. Saturday June 5, 2010</i>		
16. State Chapters (Moss)	<p>A. Incorporation Status</p> <p>B. Affiliation Agreement Status</p> <p>We are working with ME, MN, and RI to finish the process.</p> <p>C. Maine</p> <p>Rebecca Edmondson is serving as Acting President and has started the process of re-establishing the state organization.</p> <p>D. State Chapter Reports and Fall Phone Campaign</p> <p>Fall Phone Campaign questions and process continue to evolve and improve.</p>	
17. Foundation Programs	The following Program Reports were reviewed and discussed.	

	<p>CodaBows for America Community Outreach Program: (Anita Pisano chair, Mary Jane Dye staff liaison.)</p> <p>Due in part to the large number of applicants this year, CodaBows generously increased their donation for this program.</p> <p>In addition, CodaBows has offered to make specially labeled GX bows, at a reduced price, for all state ASTA presidents.</p> <p>Merle J. Isaac Competition Committee: (Ian Edlund chair, Deb Bissen staff liaison)</p> <p>Phillips will contact string industry publishers about the possibility of rotating the publication rights for winners of the Merle J. Isaac Competition. The Board will be apprised of and discuss his findings at the January meeting. (Phillips: action)</p> <p>Potter’s Violin Instrument Awards: (Deb Bissen chair, Mary Jane Dye staff liaison.)</p> <p>(Moss: action to contact Caroline Karl about communicating with Deb Bissen on this matter.)</p> <p>Special Projects Grants Committee: (Kirk Moss chair)</p> <p>This will be changed to the Special Projects Grants and State Awards Committee, and will consequently be charged with determining the winners of the various state awards as well.</p> <p>It was also noted that the Outreach Grants have been discontinued.</p> <p>There was a discussion of holding a specific fund-raiser celebrating the new ASTA building. Individuals and Industry Council may wish to help financially with this historic purchase. Ways to recognize such donors were also discussed.</p> <p>The Board will look at ways to improve and clarify the processes and methods for soliciting contributions for ASTA.</p>	
18. Overflow	<p>A. Proposal for an Alternative Styles ASTACAP</p> <p>Norgaard will look into the possibility of collaborating with other groups on this</p>	<p>Motion: When legal counsel is needed, the Executive Director is authorized to seek out and retain</p>

	<p>issue, rather than add another unilateral ASTA program.</p> <p>B. Proposal concerning use of legal counsel by the Executive Director.</p> <p>C. Minutes of the Executive Committee meeting were read and briefly discussed.</p> <p>D. Student membership dues rates</p> <p>The reduced rate for students who only receive the journal electronically (\$35) was discussed. It is not known how many students are availing themselves of the electronic version of the AST, but anecdotal evidence suggests that the rate is not very high. It was determined that the AST journal is so valuable that it is important that students receive a regular subscription to it.</p> <p>E. Proposal by Jim Bates to include mandolin as one of the main instruments actively supported by ASTA</p> <p>The Board discussed this proposal and decided not to alter its list of actively supported instruments. However, we encourage mandolinists to submit articles to AST and submit proposals for sessions at the national conference. (Moss: action to contact Jim Bates about this matter.)</p>	<p>the appropriate legal counsel for specialty legal situations, recognizing that specialty lawyers may be at a greater expense than ASTA's general counsel charges. Phillips/Meyers Adopted: Unanimous</p> <p>Motion: To accept the minutes of the Executive Committee from its meeting on June 3, 2010. Seelman/Potter Adopted: Unanimous</p> <p>Motion: That student membership include receiving a regular subscription to the AST journal. Meyers/Solow Adopted: Unanimous</p> <p>Motion: That student membership cost \$49 effective July 1, 2010. Norgaard/Klickstein Adopted: 9 yes, 1 abstention</p>
<p><i>Meeting adjourned at 11:50 by President Moss.</i></p>		<p>Motion: To adjourn Klickstein/Potter Adopted: Unanimous</p>