

Leadership LENS

COMMITTED to effective COMMUNICATIONS and TRANSPARENCY toward creating an ever GREATER "MEMBER EXPERIENCE"

Dear Colleagues:

As we complete the follow-up activities from the April Board Meeting and Convention and prepare for the upcoming regional conferences, it's important to take a moment for reflection and celebration of our successes.



Deborah B. Reeve, EdD
Executive Director

NAEA National Convention

While most of our peer associations were trending anywhere from 20-50% downward in convention registrations and exhibits, NAEA participants equaled the number gathered in New Orleans in 2008, with exhibitors exceeding last year's record participation! That is an extraordinary feat in today's world and a testament to the



passion and commitment of our members to NAEA! Gratitude and appreciation are extended to all who contributed to our success, and very special thanks go to the National Convention Coordinator, Kathy Grundei, and the Local Arrangements Chair, Mark Trampf, who brought great vision and thoughtful detail to ensuring an exemplary professional development experience for all participants. The rubric that was introduced for 2009 proposals enhanced the quality of submissions for the peer review and evaluation process. In addition, the introduction of day-long pre-convention workshops and research-oriented poster sessions added yet another opportunity for professional development. Check the NAEA website for [2009 highlights](#)--photos and video clips!

The revised *Standards for Art Teacher Preparation* and the new *Professional Standards for Visual Arts Educators* were released during the Convention and are available through NAEA Publications. [Executive Summaries](#) of both documents are also available on the website as free downloads.

Guided by the 2009 evaluations, plans are well underway for the 2010 NAEA National Convention in Baltimore--the call for presentations is online and preliminary site visits have been conducted. Vanessa Lopez, 2010 National Convention Coordinator, is already bringing great energy and ideas to the forefront, ensuring yet another grand experience!

Board of Directors Meeting

The spring meeting of the NAEA Board of Directors was held April 15 and 21. Prior to the full meeting, the Executive/Finance Committee met on April 15 to review comprehensive financial and investment reports as well as: (a) proposals for conducting the FY2009-2011 audits, (b) proposed options for managing NAEA financial planning and investments, and (c) the proposed FY2010 operating budget. NAEA Past President and Chair of the Finance Committee, Susan Gabbard, presented the reports and Finance Committee recommendations to the Board for discussion and action. The Board received updates by the Vice Presidents on the progressive work of the 2009 Delegates Assembly and a briefing by National Convention Coordinator Kathy Grundei on the Minneapolis Convention. Board members welcomed elects to the April 21 meeting as well as special guests--Mary Crovo, Interim Executive Director for the National Assessment Governing Board, and Doug Herbert, Special Assistant, Office of Innovation and Improvement, U.S. Department of Education--who briefed the Board on the soon-to-be-released *NAEP 2008 Arts Report Card* and the *Fast Response Survey* scheduled for 2009-2010.



NAEA Organizational Practice

Great progress is being made to bring NAEA's organizational practice up to generally accepted nonprofit standards. Two primary areas of governance work are being addressed and will continue: (1) a thorough review of current NAEA policy, identifying areas of need to ensure alignment with best practices and (2) reorientation of the work of the Delegates Assembly consistent with the charge outlined in the NAEA Constitution and Bylaws.



Demonstrated through the strong leadership of the Board, a focus on these critical

areas of priority is already ensuring greater effectiveness of the Board of Directors as a strong, cohesive governing body of the Association, as well as ensuring greater transparency and overall organizational effectiveness.

Policy Review Committee: Susan Gabbard, Co-chair of the Policy Review Committee, reviewed the Committee's charge during the recent meeting of the Board to examine existing policy and to make recommendations for the Board's consideration and approval, culminating in a policy handbook that reflects current organizational policy and practice. She facilitated the second round of discussions and Board action to guide the Committee's work, which will be completed summer 2009.

Delegates Assembly: Building upon the efforts of preceding Vice Presidents, NAEA Vice Presidents continue to reorient the work of the Delegates Assembly with a focus that leads to the development of an NAEA Platform that will serve as NAEA's official position on pertinent issues identified by our membership. As designated by the NAEA Constitution/Bylaws and acting as the Coordinating Board of the Delegates Assembly, the Vice Presidents created a lively format for Delegates, Issues Group Chairs and Division representatives to identify and recommend Assembly operational procedures as well as beginning position statements. The Assembly also heard from NAEA Past President Bonnie Rushlow, NAEA Executive Director Deborah Reeve, and NAEF Chair Jack Davis. A resolution, *Calling for Discontinuation of All Uses of Race-Based Mascots by Educational Institutions*, was also presented, entertained, and TABLED for further study and reconsideration during the 2010 Delegates Assembly. Work will continue through the summer Regional Conferences and Board of Directors Meeting.

Procedures for identifying key ideas for integration and vetting of respective issues within the work of the Delegates Assembly are being considered. The NAEA Board is committed to ensuring that the voices and opinions of all NAEA members are represented and being heard through the work of the Delegates, Special Issues Groups, Divisions and Regions. Division Directors are also identifying ways to strengthen NAEA's presence through collaborative work between state/regional Division Directors and Vice Presidents. The Distinguished Fellows are beginning work on a new project, Distinguished Advisor Network, wherein NAEA Fellows would champion and encourage emerging researchers within the field.

New Committees Being Appointed: NAEA President Barry Shauck has called for names to serve on: Nominating Committee for Vice President candidates; Committee to review the NAEA standards publication *Purposes, Principles and Standards for School Art Programs*; and NAEA Awards Program Review Committee. The appointed Ad Hoc Review Committees contribute to our ongoing work of examining programs, publications and services toward ensuring quality and currency of knowledge. Please forward any recommendations for prospective candidates and committee members to your Division Director, Vice President or to Barry Shauck.

Other Highlights from the April Meeting of the NAEA Board of Directors

The Board considered and took action on the following motions:

Motion 1 was MOVED and CARRIED by John Fitzpatrick, seconded by Rosie Riordan to accept the Consent Agenda as presented with the exception of Ratification of the Community Advisory Committee:



- Schedule of Activities and Meeting Agenda
- Board Meeting Dates (Summer and Fall 09, Spring 10)
- November 2008 Minutes
- Ratification of *Studies* Editorial Board Nominations (Item 1000/2)
- Ratification of Community Advisory Committee (Item 300/5) REMOVED
- Ratification of Administration of NAEA Investments (Item 400/3)
- Ratification of 2009 Co-Sponsored Academies (Item 700/2)
- Ratification of The 2008 Elliot Eisner Doctoral Research Award in Art Education (Item 800/3)

Motion 2 was MOVED and CARRIED by Rosie Riordan, seconded by Susan Gabbard to ratify the Community Advisory Committee as presented.

Motion 3 was MOVED and CARRIED by Susan Gabbard, seconded by Debbie Greh to accept the financial reports as recommended by the Executive/Finance Committee.

Motion 4 was MOVED and CARRIED by Susan Gabbard, seconded by Dennis Inhulsen to select Rogers and Company to conduct the FY2009-FY2011 audit and related tax services as recommended by the Executive/Finance Committee.

Motion 5 was MOVED and CARRIED by Susan Gabbard, seconded by Melody Milbrandt to approve the Proposed FY2010 Budget as presented and recommended by the Executive/Finance Committee.

Motion 6 was MOVED and CARRIED by Susan Gabbard, seconded by Rosie Riordan to transition NAEA's investment portfolio from Smith Barney to Raffa Wealth Management.

Motion 7 was MOVED and CARRIED by Susan Gabbard, seconded by Rosie Riordan to accept the criteria and procedures for Division Director/Vice President election to the Executive Board as outlined by the Executive Committee:

Criteria to be nominated shall include:

- An interest/willingness to serve;
- Prior Board experience/knowledge;
- Experience with budgeting and financial oversight; and
- Experience/knowledge in areas relevant to upcoming association work as outlined in the Strategic Plan and through Board-approved initiatives.

Procedures for Election to the Executive Committee:

- The Executive Committee will nominate two candidates from among the Division Directors/Vice Presidents that meet the designated criteria;
- The two candidates will be presented to the Board of Directors for their consideration; and
- Board members will vote to elect a representative to the Executive Committee from among the two candidates presented.

Motion 8 was MOVED and CARRIED by Susan Gabbard, seconded by Rosie Riordan to approve Diane Scully to serve on the Executive/Finance Committee.

Motion 9 was MOVED by Dennis Inhulsen and CARRIED to move existing policy/resolution statements to the proposed newly formed platform document.

Motion 10 was MOVED by Dennis Inhulsen and was TABLED to accept the Platform Process Document in concept to allow more time for Board review.

Motion 11 was MOVED by Dennis Inhulsen and TABLED to accept the platform positions as recommended to allow more time for Board review.

Motion 12 was MOVED and CARRIED by John Fitzpatrick, seconded by Rosie Riordan to accept revised language for the National Convention Presenter Certification Notice recommended by the Ad Hoc Committee and approved by NAEA legal counsel.

Growing Our Membership



Informed by data collected in the recent Member Needs Assessment, staff will be working with State Presidents to develop several strategic membership promotional campaigns during the 2009-2010 fiscal year. While many organizations are seeing declines in membership, we are seeing modest growth and are committed to leveraging the value of services, programs and the new website. The NAEA Board is committed to an ambitious goal--doubling our membership over the next 5 years. This will require an all-out effort on the part of all leaders, our staff and every member! Please encourage others to recruit a new member to join our dynamic professional community! Please direct any of your member-related inquiries to NAEA Member Services Manager Christie Castillo at ccastillo@arteducators.org.

Championing State Leaders: We continue to work toward understanding the needs of state associations and how NAEA might enhance services to them. As results are studied, a particular focus will be toward identifying value and advantages for contracted states toward advancing mutual goals and growing membership. Special thanks to all leaders who participated in the State Leaders Roundtable in Minneapolis.

Valuing Issues Groups: Many thanks to all of the Issues Groups Chairs who actively participated in the 2009 Delegates Assembly and Focus Group in Minneapolis. We have begun the work with Issues Groups to strategically connect the expertise within each group to NAEA planning and development efforts--all toward enhancing the overall member experience and organizational effectiveness.

Extending NAEA's Reach: NAEA has successfully established primary relationships with peer organizations with the goal of identifying and pursuing collaborative relationships and opportunities that will advance NAEA's mission and goals. Outreach efforts continue with the Obama administration and U.S. Secretary of Education Arne Duncan. Most recently, NAEA Executive Director Deborah Reeve and the National Association of Music Education (MENC) Executive Director, John Mahlmann, met with the U.S. Department of Education Deputy Assistant Secretary for Innovation and Improvement, Jim Shelton. Only 2 weeks into his newly appointed position, he expressed both interest and support for the arts in education. Secretary Duncan also provided a videotaped message for 2009 Convention attendees.

While NAEA is actively engaged in multiple outreach strategies that encompass a number of alliances with other organizations, our efforts will clearly communicate the collective voice of professional art educators and the distinct value of arts in education in ensuring a quality education for every student.

NAEA officers will be joining the MENC Board of Directors and Assembly members during their summer meeting in June.

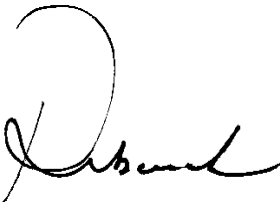
Convening Summer Regional Conferences: NAEA Vice Presidents have planned vibrant regional conferences that promise to further develop leadership capacity and effectiveness. NAEA's officers and executive director will fully participate in one or more of the summer conferences.

Minding Our Virtual Community: NAEA recently won a WWW Awards Gold Web Award for our new site! We will continue to expand functions, all toward enhancing the member experience. I encourage you to roam around NAEA's 'virtual home' and let us know your thoughts and ideas for consideration as we continue to actively evolve this space. Feel free to contact me--or our new Web and e-Communications Manager, Linda Scott, at lscott@arteducators.org with your thoughts and ideas! Many thanks to our Website Advisory, Advocacy Advisory and Research Advisory committees, who have provided guidance on content as well as other recommendations for consideration.

In closing--I've said it before and will say it again--our search for new paths requires us to engage in rigorous debates and to make the best possible decisions that will ensure NAEA's continued prosperity. As we strive to become a learning organization, it also requires us to take calculated risks that will bring value to NAEA regardless of the degree of success. Much has happened as we continue to identify our next generation of scholars and leaders, set ambitious targets to meet our goals and push beyond our own art education community, looking outward and determining where/how we fit within a larger landscape of teaching, leading and learning.

As Keith Sawyer says in his book, *Group Genius*, you have to "establish creative spaces within which group genius is more likely to happen." Very special thanks to each of you for your leadership and stewardship of NAEA!

Sincerely,

A handwritten signature in black ink, appearing to read "Deborah B. Reeve". The signature is fluid and cursive, with a large initial "D" and "R".

Deborah B. Reeve, EdD

Executive Director