

National Art Education Association

Leadership LENS

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

In This Issue

Greetings!

Fall Into Winter

November Board Meeting Highlights

2009 NAEA National Convention News

Growing Our Membership

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www.arteducators.org



Dear Colleagues:

We begin a New Year balancing NAEA's rich 62-year organizational history and this unprecedented moment in time-its challenges and opportunities.

Yes, we are steeped in our core values and successes for which each of us serves as stewards of our profession, the field and our professional association. As leaders of an organization that is created by members for members, it is our responsibility to create new paths while actively practicing the habit of stewardship that entails purposeful and decisive action for living in our own moment.

As Chuck Wagner, ringmaster of the Ringling Brothers and Barnum and Bailey Circus states so clearly, "...we must be the standard-bearer of our revered past while also serving as a visible part of its reinvention."



Deborah B. Reeve, EdD
Executive Director

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, to set ambitious targets to meet our goals, and to push beyond our own art education community looking outward and determining where/how we fit within a larger landscape of teaching, leading, and learning.

Fall Into Winter

The fall meeting of the NAEA Board of Directors was held November 22-23, 2008, in sunny and cold Minneapolis, where we were gifted with a light blanket of snow and treated to a warm welcoming dinner hosted by the Minneapolis Convention and Visitors Bureau. Prior to the full meeting, the Executive/Finance Committee met on November 21 to review the 2008 fiscal year Audit Report as well as comprehensive financial and investment reports. Our Saturday meeting was hosted by the Walker Art Center where members were treated to a special 'after-hours' tour.



Collective Voice: Facilitated by Kris Kurtenbach, President of Collaborative Communications Group, Board members engaged in focused dialogue based on the outcomes of the Aspen Summit: How to keep the conversations that are taking place at the Board level moving forward to begin the dialogue with members-at-large; how to develop the collective voice focused on NAEA's advocacy agenda; how to frame and support a research agenda; and how to expand and foster partnerships and relationships with external networks. A draft document, *Learning for the Visual Age: The Critical Place of Visual Arts Education*, was reviewed and discussed. Board members have provided further reflection and returned comments for a next draft that will be reviewed by a sub-group of Aspen participants prior to a final review and draft. The publication and

complimentary resources will be shared with the full membership through the website and NAEA National Convention presentations.

NAEA Organizational Practice: Great progress is being made to bring NAEA's organizational practice into compliance with existing policy and today's evolving nonprofit standards. Two primary areas of governance work are being addressed: (1) a thorough review of current NAEA policy identifying areas of need to ensure compliance with best practices and (2) reorienting 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 will lead to greater effectiveness of the Board of Directors as the cohesive governing body of the Association as well 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 practices. She facilitated discussion to guide the work of the Committee.

Delegates Assembly: Building upon the efforts of our 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 challenged the 2008 Delegates to rethink their individual and collective roles by moving from a body recommending various-- and at times disparate-- resolutions and motions to one of focused attention to beliefs about issues pertinent to our profession and to our field of visual arts education.

While most professional membership organizations have an official Platform that puts forth the beliefs and views of the membership, this has generally been a void for NAEA with the exception of a few resolutions that have been proposed and passed by the Delegates Assembly over the years.

Position statements that illuminate salient issues will clarify and reflect the beliefs of the membership--what we as a profession are willing to stand on or for in advancing NAEA's mission. Division Directors and elects are working with the Vice Presidents and a platform working group to identify key ideas for integration and vetting of respective issues within the work of the Delegates Assembly that ensures that the voices and opinions of NAEA members are represented and being heard through the work of the Delegates, Special Issues Groups, and Division Directors. Division Directors are also identifying ways to strengthen NAEA's presence through collaborative work between state/regional Division Directors and Vice Presidents.

Other Highlights From the November Meeting of the NAEA Board of Directors



The Board considered and took action:

- **To accept the Consent Agenda as presented**
 - Schedule of Activities and Meeting Agenda
 - July 2008 Minutes
 - Board Meeting dates (spring and summer 09)
 - Ratification of 2009 Distinguished Fellows
 - Ratification of 2009 ballot for President-elect and Division Directors-elect
 - Ratification of funds to support the NAEP 2008 Consortium Organizing Meeting
 - Ratification of 2010 Convention site relocation from Washington, DC, to Baltimore, MD

- **To temporarily place headquarters relocation efforts on hold** due to the volatile state of the economy; staff recommended a prudent and conservative course of action regarding NAEA's relocation efforts. The Board ratified action by the Executive/Finance Committee to (1) terminate the NAEA intent to purchase agreement for 1001 N. Fairfax Drive and place relocation efforts on hold until a later date (without penalty to NAEA); (2) authorize staff to explore options for proceeding and/or holding with marketing efforts to sell the Reston Headquarters building as is; and (3) transition NAEA's banking relationship from Bank of America to Chevy Chase Bank. All due diligence actions performed by staff have positioned the Association to move forward from a position of knowledge and strength once the widespread economic crisis has subsided.

- **To engage in a strategic partnership with Americans for the Arts** by agreeing to limited participation in the Americans for the Arts Action Fund.

- **To secure a contract for Seattle, WA**, to host the 2011 NAEA National Convention.

- **To appoint Vanessa Lopez as 2010 National Convention Program Coordinator** and Sandra Kay as the 2011 National Convention Program Coordinator.

- **To ratify the Finance Committee's recommendation** to accept the FY2008 Audit and Audited Financial Statements as presented based upon the review by the Finance Committee acting within their capacity as the Audit Committee.

- **To ratify acceptance of the financial reports** as presented and recommended by the Finance Committee.

- **To ratify the Finance Committee's recommendation** to realign the Association's annual budgeting procedures to include presentation and approval during the spring meeting of the Board of Directors and a midyear revision based

on actuals during the fall meeting of the NAEA Board of Directors.

- **To hold the 2009 Summer Management and Board Meeting in Fort Worth, TX**, July 30-August 1, 2009 to explore that city as a potential NAEA National Convention site and to minimize costs that will be absorbed by the Fort Worth Convention and Visitors Bureau.

NAEA National Convention News Minneapolis, MN, April 17-21, 2009



Given the economic woes that are affecting business at every level, most membership associations are feeling the impact as registration numbers and exhibitor revenues are trending downwards between 25-65%! At this date, NAEA registration numbers are a fraction below this time last year; however, we have already exceeded our budgeted exhibitor revenue. Like all nonprofit membership associations, we are certain to feel some level of impact as a result of the economy. We are encouraging attendance by promoting the Convention in every possible way! Crayola, Dick Blick, and SCAD have embraced first-ever sponsorship opportunities.

2009 NAEA National Convention Coordinator Kathy Grundei and Local Planning Committee Chair Mark Trampf met with the Board in Minneapolis and briefed them on the many and varied plans underway to create an exemplary professional development experience for visual arts educators.

For the first time, we will pilot NAEA PreConvention workshops, presented in an all-day learning format, prior to the official start of the Convention. The Artisans Gallery will build upon last year's success and SHIP will be sponsoring a Silent Auction. We will continue to look for ways to streamline and economize while enhancing the member experience.

Growing Our Membership

A first-ever Member Needs Assessment is being implemented this quarter with both NAEA members and a pool of potential members. The data will provide an assessment of many of our current member offerings, identify areas for new development, and will inform and guide our planning as we go forward.



Membership numbers reflect a slow but steady increase; targeted membership promotional campaigns continue to recruit and retain members. Our membership dues have remained at \$50 since 1992 while we continue to add member value--a real bargain in today's world! With the electronic portfolios offered through the new website and other new benefits, we expect the bargain to be better than ever. We are committed to doubling our membership and need your help! Please encourage others to recruit a

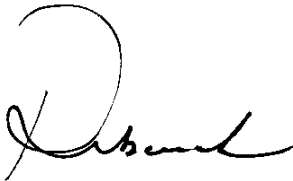
new member and introduce them to our dynamic professional community!

- **Advisory Committees:** The following appointed committees are ensuring that pertinent issues are brought to the forefront and interfaced with planning and development activities.
 - Research Advisory Committee, Chaired by Higher Education Division Director, Melody Milbrandt
 - Advocacy Advisory Committee, Chaired by Eastern Region Vice President-elect, Kim Defibaugh
 - Website Advisory Committee, Chaired by Cris Guenter
 - Community Advisory Committee (Recommendations for this committee should be directed through Division Directors and/or Vice Presidents), Chaired by Bernard Young
- **Championing Our State Leaders:** We continue to work toward understanding the needs of our state organizations and how NAEA might enhance services to state associations. As results are studied, a particular focus will be toward identifying value and advantages for contracted states toward advancing mutual goals and growing membership.
- **Development and Outreach to the New Obama Administration:** 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 have begun with President-Elect Obama and his White House staff and U.S. Secretary of Education Duncan. While NAEA will be engaged in multiple outreach strategies that encompass a number of alliances with other organizations, we will also be engaged in efforts that clearly communicate the collective voice of professional art educators. I will attend a special reception on Capitol Hill on January 20th prior to President Obama's swearing in honoring the newly appointed U.S. Secretary of Education. NAEA's presence at this prestigious gathering of Obama Transition Team officials and soon-to-be appointed Department of Education officials is important to our efforts in getting the voice of our nation's art educators heard at the highest level!
- **New Website Launched!** We will continue to implement key features of the new integrated Web-based association management system that will support all functions for member services, e-commerce, website, finance, and administration. We are addressing predictable glitches and beginning Phase II additions--this parallel project has been huge in scope and is one that will help us better serve our members. The next phase will provide mini-sites for our Board, state affiliates, Issues Groups, and Committees. I encourage you to roam around our new '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 webmaster@arteducators.org with your thoughts and ideas! Many thanks to our Website Advisory Committee and more than 5,000 'users' who guided the creative design process, and to our entire staff who devoted great energy and skill to this effort!

- **Building Staff Capacity and Aligning Talents and Skills:** To better serve our state associations and members, the NAEA staff continues their work through core teams with primary responsibilities around core areas of work: Executive, Member Services, Publications, and Administration/Human Resources. We welcome Linda Scott, our new Web and eCommunications Manager, who will have oversight and responsibility for the website, electronic communications, and e-commerce; and Na'Denna Colbert, our new Member Services Coordinator, who will organize activities related to providing a positive membership experience.

As we embrace the hope instilled by change at so many levels - I remain grateful for your leadership and stewardship of NAEA!

Warm wishes for a vibrant and creative 2009, I look forward to hearing from you and to seeing you in Minneapolis!

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

Deborah B. Reeve, EdD

Executive Director