

Leadership LENS

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Dear Colleagues:

My, how time *does* fly! June 30 closed our fiscal year and my first official year as your Executive Director. I thank each of you for your wisdom, guidance, and support that have contributed significantly to NAEA's success over this past year! And - we all can take great pride in the many accomplishments under the steady leadership of NAEA President, Dr. Bonnie Rushlow, and the NAEA Board of Directors. The NAEA staff deserves acknowledgment of their great effort and commitment to our members! I encourage you to review the summary of accomplishments - a record of our Year I Achievements. [Click here](#) to download a PDF of the summary.

Your Board of Directors and the NAEA staff remain committed to effective communications and transparency toward creating an ever greater "member experience." To that end, I hope you will find this issue of *Leadership Lens* informative and useful in your work as an NAEA leader.

As we begin a new year, the challenges of continued organizational growth and maturity will be addressed from a position of strength as all of us who are in leadership positions continue to serve as thoughtful stewards of NAEA's 61 year legacy.



Deborah B. Reeve, EdD
Executive Director

The NAEA nominating committee has reviewed nominees for the offices of President and Division Directors and will be presenting a slate of outstanding candidates to our

Board this fall. NAEA is fortunate in that exemplary leaders step forward to offer their service and leadership each year. I encourage each of you to continue to identify one or two emerging leaders who you can champion and nurture as future NAEA leaders whether in a national Board position, in a state, division, or regional position.

Summer into Fall

Guided by the 2007-2010 Strategic Plan, another ambitious agenda has been set forth for this new fiscal year. The NAEA Board and elects met in July for the Summer Management and Board Meeting. The National Gallery of Art in Washington, DC welcomed NAEA and inaugurated a new tradition by hosting our Saturday meeting in their executive conference suites. Crayola hosted a welcoming reception for all Board members, elects, and special guests NAEA Fellows Chair and former President, Mac Arthur Goodwin, and D. Jack Davis, National Art Education Foundation Chair.



Mac Arthur Goodwin made a special presentation highlighting NAEA milestones and inspiring reflection on the unique contributions that each individual brings to NAEA. D. Jack Davis presented an historical overview of the National Art Education Foundation and its relationship to NAEA. The Foundation Trustees also met this month in the DC metro area to participate in a planning retreat to shape the vision and future for the Foundation. Congratulations to Mac Arthur Goodwin, who was elected as NAEF Chair and who will assume that leadership role following the Minneapolis meeting of the NAEF Trustees.

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

The Board considered and decided:

- To accept the Consent Agenda as presented:
 - Schedule of Activities and Meeting Agenda
 - March 2008 Minutes
 - Board Meeting Dates (Fall 08/Spring 09)
 - Ratification of Nominating Committee
 - Ratification of Higher Education Regional Directors-Elect
 - Ratification of NAEA/CEC/VSA arts Special Needs Awards
 - Ratification of Community Advisory Committee
 - Ratification of Executive/Finance Committee action regarding relocation of NAEA



Headquarters

- To require a vision statement by candidates for the office of President-elect beginning with the 2009 election.
- To accept the financial reports as presented and recommended by the Finance Committee.
- To accept the Proposed FY2009 Budget as recommended by the Executive/Finance Committee.
- To adopt the proposed NAEA Board of Directors *Conflict of Interest Policy*, *Whistleblower Policy* and *Document Retention Policy*, as presented.
- To ratify the Professional Materials Committee Recommendations Report as presented.
- To accept the proposed issues group, *Caucus on the Spiritual in Art Education*, as presented, based on recommendations by the Delegates Assembly and further study of the issue.
- To establish a Platform Working Group for the purpose of working with the issues and relevant points identified by Delegates to (a) craft succinct statements of position related to the issue; (b) invite Issues Groups to craft succinct statements related to their issue; (c) study historic NAEA resolutions for relevancy, revision and reformatting in succinct statements of position related to the issue; (d) draft a Platform Document that is reflective of identified issues; and (e) determine and recommend next steps that would lead to a formal process for moving resolutions forward through a Resolutions Committee, review and action by the Delegates Assembly and adoption by the Board. The Platform Working Group is Chaired by the VP representative to the Executive Committee and other members of the working group include the other VPs and one representative from each Division with each Division asked to craft succinct statements relative to their division.

Many thanks to the sitting members of the Board and Elects who participated in the summer meeting, along with special guests, Student Chapter Leaders Kristen Grzemski and Sarah Cress, Student Advisor Linda Willis Fisher, Mac Arthur Goodwin, and D. Jack Davis.

The following NAEA staff also made presentations to the Board providing updates on areas of responsibility:

- Melanie Dixon, Chief Operating Officer
- Lynn Ezell, Publications Manager
- Margi Worrest, Member Services Manager
- Diana Stanley, Organizational Outreach and Planning Manager
- Kathy Duse, Convention and Programs Coordinator
- Krista Brooke, Visual Communications Coordinator

National Convention News



Following a successful 2008 NAEA National Convention, staff has analyzed the more than 1,000 convention evaluations returned by our members and have used this data to inform planning for Minneapolis April 17-21, 2009. Recently, we were on-site in Minneapolis to meet with 2009 NAEA National Convention Coordinator Kathy Grunde and the local planning committee.

Exciting plans are well underway as we strive to create an exemplary professional development experience for visual arts educators.

The revised proposal form introduced a rubric for evaluation by reviewers and resulted in a more objective review - all toward enhancing quality of presentations.

Registration will be online again and going live within weeks. For the first time, we are piloting NAEA PreConvention workshops in an all-day learning format prior to the official start of the Convention. We have also introduced several sponsorship opportunities among our exhibitors. The Artisans' Gallery will build upon last year's success and SHIP will be sponsoring a Silent Auction.

Delegates Assembly



Kudos to the Vice Presidents who continue to move the work of the NAEA Delegates Assembly forward and leading to the development and adoption of NAEA Resolutions and Position Statements on issues pertinent to the field and the profession. Through the work of the Delegates, Special Issues Groups, and Division Directors, the voices and opinions of NAEA members are represented and being heard.

2008 NAEA Aspen Summit

Last month, NAEA convened the *2008 NAEA Aspen Summit: What Education Can Learn from the Arts*. Thought Leaders inside and outside the field were brought together to engage in strategic dialogue to inform conversations at multiple levels throughout the association as we find common language for articulating the value of an education in art. The complete agenda, participant biographies, and selected readings can be found on the NAEA website. More will follow as we encourage others to initiate similar conversations in their communities.



[Click here](#) to view 2008 NAEA Aspen Summit information.

Organizational Readiness and Execution



While this past year was about getting NAEA ready, this year is about moving it forward!

Comprehensive Marketing and Communications



Plan:

Strategic conversations continue at multiple levels beginning and ending with the NAEA Board of Directors. The plan will be informed by a member/potential member needs assessment scheduled for this fall, a white paper resulting from the Aspen Summit, surveys with NAEA state associations and Issues Groups, NAEA Special Committees including but not limited to Advocacy, Research and Policy, and focus groups with other stakeholder groups. The "collective voice" will provide context for a proactive research and policy agenda; core messages will be used to inform public relations, marketing and organizational positioning.



NAEA Policy Review Committee: Co-Chaired by NAEA Past President, Susan Gabbard, and former Western Region Vice President, Bob Sabol, this committee has created an action plan leading to a thorough review of all NAEA Policy. The review will lead to recommendations made to the NAEA Board that ensure consistency in NAEA policy and that current standards of practice are met within our 501(c)(3) nonprofit designation.



Standards for the Profession: A Standards Review Committee, Chaired by Carole Henry, has completed the final draft of the revised *NAEA Professional Standards for Teacher Preparation* and a related document, *Professional Standards for Visual Arts Educators*. The *Standards*, to be released this fall, will provide benchmarks for teacher preparation as well as professional practice for all visual arts teachers wherever he or she may be on the professional teaching continuum.



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**

Chaired by Bernard Young



Championing our State Leaders: Several preliminary surveys are underway with state organizations toward better understanding their needs from an organizational perspective and how NAEA might enhance service 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.



Growing in numbers: Through shared purpose and mobilized action our focus remains purposeful and results-oriented, guided by NAEA's mission, the Strategic Plan, and key initiatives. We are going after new members through better understanding of the needs of members. A comprehensive member/nonmember needs assessment will be implemented this fall and will provide data to guide planning for membership development, recruitment and retention as well as inform the work of the research, advocacy, community, and web advisory committees. We will be working collaboratively in support of state associations toward recruiting and retaining members. Active membership has remained steady at approximately 20,000 for the past 10-12 years. We are committed to doubling our membership!



Development and Outreach Through the office of the Executive Director: Meetings have been regularly convened with MENC, Americans for the Arts, NASAD, NASSP, NAESP, AASA, ASCD, NSBA, the Learning First Alliance and the Arts Education Partnership Steering Committee. NAEA has successfully established primary relationships with the goal of identifying and pursuing collaborative relationships and opportunities that will advance NAEA's mission and goals. We will also be exploring collaborative opportunities with the College Art Association, Art21, and the Alliance for Young Writers and Artists.



Information Technology Infrastructure: The new integrated Web-based IT system will be implemented during this fiscal year and will support all functions for member services, e-commerce, website, finance, and administration.



New Website: The concept and design of the new NAEA website and global footprint has been informed by the ongoing strategic conversations, the IT assessment, and guidance from the Website Advisory Group and member web surveys as we strive to create an ever-evolving, dynamic, virtual community of practice. The research, discovery and design processes have paralleled with the IT assessment project to maximize all efforts. Phase I of the new site, scheduled for launch this fall, will provide a number of members-only features.



Headquarters Relocation: Built in 1977, the NAEA Headquarters building has a trapezoidal footprint constructed into the side of a hill. Based on the need for more room, additions were added to either end of the building in 1990 maximizing available space. As NAEA has continued to grow, off-site storage space has been leased and over the past 3 to 4 years, our 30-year-old building has required much needed and costly attention. Based upon an environmental assessment, a preliminary architectural review and identification of structural damages, options were explored to ensure a cost-effective headquarters building that provides a healthy, modern, flexible workspace that lends itself to independent and interdependent work among staff as well as accommodating meeting space. Under the direction of the NAEA Executive/Finance Committee, and Board action, NAEA has placed its current Reston building on the market for sale and has entered into a 60-day formal review to purchase space located in Alexandria, VA. Alexandria is ranked fourth in the nation among headquarters for nonprofit associations after Washington DC, NYC, and Chicago.



Building staff capacity and aligning talents and skills with need: 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 continue to assess the talents, skills and experience of our staff toward achieving our goals. A new position has been created for a Web Manager who will have oversight and responsibility for electronic communications and e-commerce.

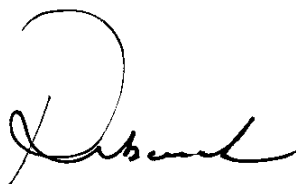
✓ **Developing cost centers for all major revenue sources with projected return on investments:** After membership, other primary revenue sources include publications and the annual convention. We will continue this year to review and implement new procedures within the guidelines of NAEA policy to ensure current business practice within the association field.

✓ **Fostering relationships with peer associations and developing corporate and foundation relationships:** Through representation by the NAEA President as official spokesperson, and the Executive Director as Chief Executive Officer, we are building an ever stronger NAEA presence at key conferences and meetings at the federal, state and national levels. We are actively cultivating strategic relationships that will advance NAEA's mission and goals with peer organization leaders and with select corporate officials to gain an understanding of potential opportunities for leveraging relationship value through organizational/business alliances.

As I close, I am excited about our progress and the opportunities before us! I look forward to our work together as we reach new milestones for NAEA, the profession and the field. Thank you for your leadership and commitment to our work!

Warm wishes for a productive and joyful fall!

Sincerely,

A handwritten signature in black ink, appearing to read 'Deborah B. Reeve', with a large, stylized initial 'D'.

Deborah B. Reeve, EdD

Executive Director