

LEADERSHIP

“Committed to effective communications and transparency toward creating an ever greater member experience.”

Lens

Dear Colleagues:

Warmest wishes for peace and joy as we enter the holiday season and reflect upon all that emanates from the creative work in which we are engaged.

State conferences are done for the most part and we are wrapping up the finishing touches that will make NYC a memorable 65th anniversary Convention experience! For me, NYC will mark exactly 5 years since I had the great honor of being appointed by the NAEA Board of Directors as NAEA's 6th Executive Director in its 65-year history! We have accomplished so very much together and for me, it is a great privilege to serve as NAEA Executive Director—and with so many talented and inspiring leaders.



The national Board of Directors held its fall meeting in NYC November 11-13, 2011. On Saturday, the Board met at the prestigious Guggenheim Museum, hosted by Sharon Vatsky, Director of School and Family Programs. Very special thanks to Sharon—and to Anne Manning and Museum Division leaders who have worked with us since 2007 to ensure this most special tradition of hosting the NAEA Board of Directors meeting in our nation's exquisite art museums.

In preparation for the Board meetings, a comprehensive report of NAEA operations and activities is provided for review by all board members. The following highlights capture timely efforts and information presented as well as actions taken by the Board during the November meeting.

COMMUNITY

NAEA is a dynamic, inclusive and diverse professional community that shares a commitment to NAEA's vision and mission.



Leadership

Members of the NAEA Board of Directors serve as exemplary ambassadors for NAEA and our profession. As we continue to capture succinct and compelling stories that advance NAEA's mission, Board members are further refining their messaging skills through training and development with professional communication experts.

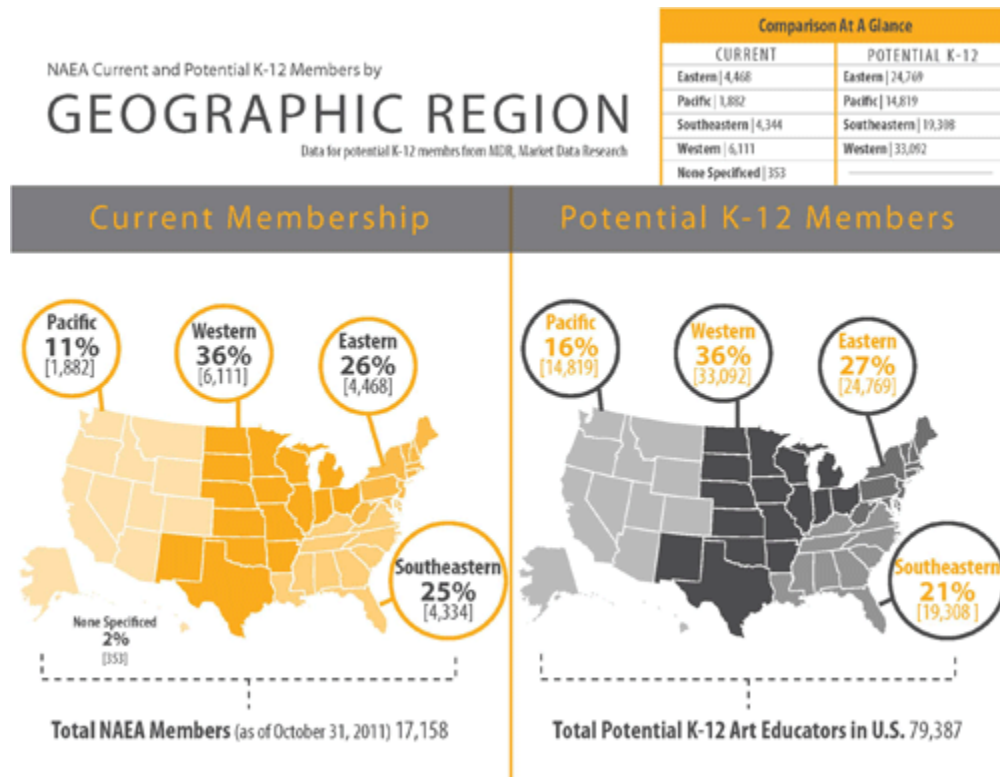
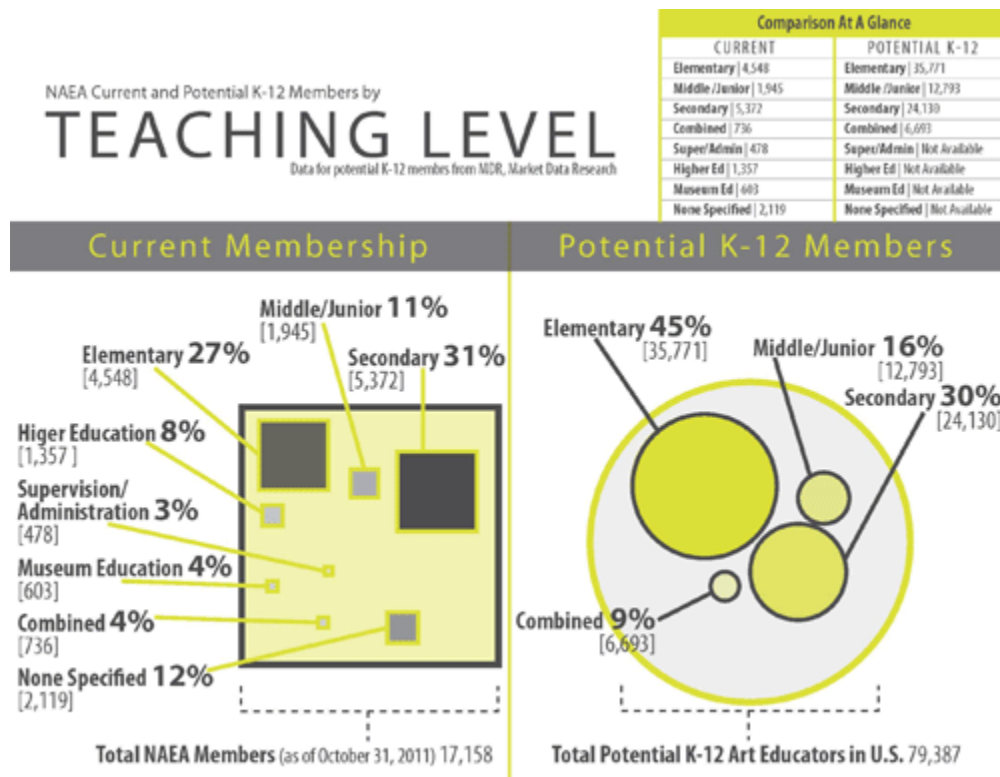
NAEA regional Vice Presidents are leading a cohesive vision and agenda for our professional community that clearly reflect the vision and goals set by the NAEA Board. State association leaders are proactively engaged with members, leading transformational activities within their state organizations and connecting work at the state level to the work that NAEA is carrying forth as the next generation of art standards is created and the reauthorization of ESEA moves forward. State leaders and members are engaged in identifying the salient topics for our profession and shaping the formal [position statements](#) that will be considered by the 2012 Delegates Assembly and recommendations made to the NAEA Board. Our formal position statements, located on the website, represent the voice of visual arts educators and NAEA's official positions on important issues.

NAEA Division Directors are providing strong leadership focused on curriculum and instruction toward developing a virtual 'community of practice' supported by the continuing development of the Instructional Resources Gallery. Division Directors are working both within their respective divisions and across all regions, connecting with members to identify job-alike priorities and set expectations for achieving organizational goals while connecting the work throughout the Association. Issues Groups are moving their issues to the forefront where more members can benefit from particular areas of interest and expertise. And, the NAEA Distinguished Fellows, Chaired by Enid Zimmerman, brought leadership and expertise to the development and introduction of a new series of NAEA White Papers that support organizational goals for advocacy, learning, research, and knowledge. Congratulations to the National Art Education Foundation for its growing visibility among NAEA members; special thanks are extended to NAEF for its continued support of NAEA goals and particularly, funding the work of the 'Task Force to Reestablish the NAEA Research Commission.'



Membership

Membership continues to be a priority as member benefits are assessed for value and new benefits are identified. The November membership report reflects 17,002 active members—compared to 16,593 members the end of August and 17,679 in November 2010. The greatest opportunity for membership growth is among the nation's K-12 art teachers. A number of member retention and new member strategies continue to be implemented—including special promotions with Blick Art Materials for selected new or renewing members to receive a \$50 gift certificate, and with School Arts/Davis to receive an online subscription to School Arts. NAEA is providing member outreach through state association conferences, bringing more visibility to NAEA and its many member benefits, including convention promotion. NAEA leaders and/or staff participated in state conferences in Texas, Washington, Indiana, and New Jersey this year. To date, NAEA Officers or I have participated in the following state conferences: Alabama, Colorado, Delaware, Florida, Georgia, Hawaii, Idaho, Indiana, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, New Jersey, New Mexico, North Carolina, Pennsylvania, Rhode Island, South Carolina, Tennessee, Washington, and West Virginia. If we have not yet participated in your state conference, we would welcome the opportunity - please contact [Kathy Duse](#) to schedule.



For the third consecutive year, the National Art Honor Society (NAHS) and National Junior Art Honor Society (NJAHs) experienced measurable and significant growth during the fiscal year, with over 1,849 active chapters and **45,552** student members for the 2010-2011 program period. This compares to 1,728 chapters and 43,334 participating students recorded during the 2009-2010 program period.

The NAEA website positions NAEA within the public eye as a strong advocate for visual arts education and visual arts educators, and as a strong advocate for professional membership. Since the July year-end website report, we have received 231,823 visits and almost 2 million page views. The website also continues to engage and build community among NAEA members. A number of new functions have been added, including the ability to translate any/all content to varying foreign languages and to e-mail or post a page to Twitter or Facebook.

NAEA Issues Groups are being better positioned to make members aware of the important member-identified issues and opportunities to participate in their work. The 2012 DA will consider a new Issues Group: Community Arts Caucus.

ADVOCACY

NAEA influences stakeholders and decision makers to support visual arts education.

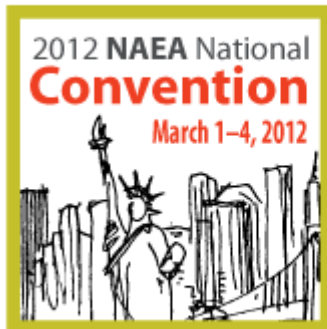
NAEA is actively engaged as a member of the Arts Education Partnership (AEP) Advisory Committee and the Arts Education Legislative Working Group, and collaborates with a number of national arts organizations to develop and support a cohesive federal advocacy and policy agenda. President Bob Sabol and I participated in the fall AEP Forum that was held in San Francisco, CA, September 15-17.

Significant time continues to be spent addressing the issues surrounding reauthorization of the Elementary and Secondary Education Act (ESEA). Issue Briefs, developed by the Arts Education Legislative Working Group, are being used to inform reauthorization and are posted on the NAEA website. The Executive/Finance Committee developed a [letter](#) to Representative John Kline (R-MN, 2nd District), Chair of the U.S. House of Representatives Committee on Education and the Workforce. The letter informed the work of Chairman Kline's committee in crafting federal legislation related to teacher evaluation. NAEA suggested the substance and means teacher evaluations should include ensuring the unique issues and circumstances related to the performance evaluation for art educators are addressed. NAEA will once again participate as a co-sponsor of Arts Advocacy Days to be held in Washington, DC, in early April.

Resources continue to be added to the Advocacy section of the website. In partnership with Crayola and the National Association of Elementary School Principals, new resources have been developed and posted on the NAEA website. Crayola will disseminate resources to all Convention attendees and is developing an Advocacy Resource Kit and workshop to be delivered in cooperation with 2012 NAEA Regional Leadership Conferences. NAEA is collecting member stories that reflect the unprecedented challenges to programs and budgets that members are facing throughout their communities and states, and how these challenges are being met by dedicated arts educators. Stories will be shared via the NAEA website. We have begun polling members about emerging issues and reporting results.

LEARNING

NAEA provides exemplary learning opportunities that help members become more effective educators, artists, leaders and advocates for visual arts education.



NAEA National Convention

Under the direction of National Convention Coordinator Dr. Deb Greh, our Convention Planning Committee and NAEA staff are working diligently to realize an exciting vision and concept for 2012: *Emerging Perspectives / Connecting Teaching, Learning, and Research*. The tremendous energy generated in Seattle has carried forth as evidenced by the 2,154 record number of proposals submitted for NYC! NYC promises a 'boutique' Convention experience as all main events will be housed in two hotels: the Hilton New York and the Sheraton New York. A number of special opportunities located throughout the city will afford memorable convention experiences. In addition to outstanding keynote presentations, several new formats and venues will be introduced based upon member input. Also new for 2012: our very own **NAEA convention app** is being developed to complement the program book and enhance the Convention experience. Both convention and housing registration are open—we have negotiated extremely reasonable hotel rates for NYC (\$199-\$259); If you haven't already, make your plans now and encourage others—this will be a memorable [National Convention!](#) Early registration numbers have already exceeded Seattle. Your choice to participate demonstrates your commitment to professional excellence in art education!



Instructional Resources Gallery

Under the leadership of NAEA Division Directors, the professional development aspects of lesson and curriculum planning resulted in last year's launch of NAEA's virtual community of practice and the [NAEA Instructional Resources Gallery](#). Work continues in both areas as new resources and lesson plans are vetted for the Gallery and submission procedures are refined and institutionalized. The lesson plan template has been well received and Division Directors are encouraging writing teams to develop lessons over this next year with the goal of expanding the gallery while ensuring exemplary lessons. Encourage outstanding teachers to submit their best lessons to be included in the curated gallery.



Virtual Community of Practice

Other pertinent content continues to be identified by Division Directors and others as we grow the critical value of our website and designate member-only access to specific benefits. The Board-only area has launched where any/all resources pertinent to the Board are available including Board Agenda books, Meeting Minutes, a calendar, and travel forms. A State Leader-only Ning site, *Leadership Link*, was recently launched and leaders have begun sharing information and introducing forum discussions about leadership and board development. Division *Ning* sites are growing—the *Elementary Ning* site just surpassed 1,000 active participants! As the NAEA virtual community of practice is expanded, new blogs will be explored this year through work with Division Directors and Issues Group Chairs; these new blogs will afford an opportunity to address respective issues allowing members to readily connect with others through areas of interest. Professional development experiences such as SummerVision and the NAEA/Cuba Delegation are being showcased as learning communities for members to experience. Stay tuned for more to come!

The NAEA Online Bookstore is fully operational, making it easy to purchase books, NAHS resources, and affinity items. Members can now download pdfs of back issues and individual articles of *Studies in Art Education*.



National Coalition for Core Art Standards (NCCAS)

NAEA leadership continues engagement in the collaborative project to review the Arts Standards developed in 1994 in preparation for the development of the next generation of Arts Standards. Colleagues from the arts education professional associations—including, NAEA, MENC, EdTA, AATE and NDEO, the State Education Agency Directors of Arts Education (SEADAE), the College Board, and the Arts Education Partnership (AEP)—are also members of the NCCAS leadership team. The Coalition leaders recently announced the Chairs of the discipline-based writing teams and team members will be announced in mid-December; visual arts received the highest number of writing team applicants. NCCAS leadership and Writing Team Chairs met in Phoenix, AZ, Oct 31 - Nov 2 to review and vet applicants and determine timelines for the work. Dennis Inhulsen, NAEA President-Elect, is Chairing the NAEA Writing Team. A mid-December press release from NCCAS will announce Writing Teams and alternates. A Review Team will be identified to provide feedback as the work progresses and the final draft will be open for public review and comment. For further details, the work can be followed on the NCCAS wiki:

<http://nccas.wikispaces.com>



SummerVisionDC 2011

Following the success and popularity of the SummerVision 2010 pilot professional development offering, Renee Sandell and Carole Henry presented two successful sessions of SummerVision 2011 in Washington, DC. SummerVision is based upon *The Museum Experience*, authored by Carole Henry. Renee Sandell managed and facilitated the planning and implementation with Carole Henry and cooperating museums. Through permanent collections and current exhibitions of Washington, DC, area art museums, participants experienced mini-lectures, visual journaling, interactive discussions of readings, and hands-on learning over 4 days, facilitated by Dr. Renee Sandell and Dr. Carole Henry. Following the face-to-face experience, a

yearlong professional community of practice continues through the SummerVision [e-Portfolio](#), [Facebook](#) page, and a gathering in NYC during the Convention. Evaluations reflect the many ways that SummerVision addresses the need expressed by members and the excellent learning value of the SummerVision experience. Based upon continued success, two sessions are being planned for SummerVision 2012 in Washington, DC.



NAEA Creative Industries Studio for NAHS Students

NAEA Creative Industries Studio for NAHS Students The National Art Education Association (NAEA) founded the National Art Honor Society (NAHS) in 1978 to recognize and inspire high school students in grades 9-12 who demonstrate outstanding visual art ability. The 45,500+ member NAHS inspires talented middle and high school students to continue to hone their creative and technical abilities while also raising school and community awareness for art education. NAEA considers these exceptional students to be a valuable national resource. Their ability to excel is needed more than ever at a time when business leaders continue to say that innovation and creativity are critical to our nation's future economic well-being. Based on the success of model national summer programs for students, NAEA continues to explore the feasibility of developing a 4-5 day national program geared specifically for NAHS students with a tentative pilot effort being planned for summer 2013.

RESEARCH AND KNOWLEDGE

NAEA conducts research and generates knowledge that enriches and expands visual arts education, and widely shares that research and knowledge.

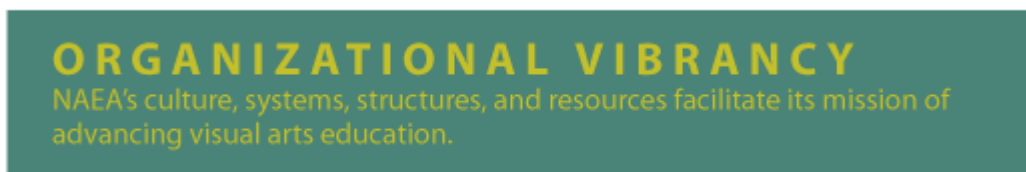


Art Education Delegation to Cuba

On October 2, 26 NAEA members departed Miami, Florida, for Havana, Cuba, under the leadership of President Bob Sabol and Past President Barry Shauck, for a weeklong exploration and discussion of the Cuban approach to art education in comparison to U.S. policy and practices. The delegation—comprising researchers, scholars, art teachers, and museum educators—met with art education professionals, including teachers, curriculum planners, community organizers, and local artists. The delegation was the first NAEA professional development opportunity offered in cooperation with Professionals Abroad and the Cuban Ministry of Education. A professional learning community is growing out of this experience with plans to reconvene and share during the NYC Convention. Based upon the success as indicated by evaluations, other sites, including India, Rwanda, China, Russia and South Africa, are being explored for future delegations over the next 3-5 years.



Funded by the National Art Education Foundation, the work of the Task Force—Chaired by President Bob Sabol and Associate Chair, President-Elect Dennis Inhulsen—has progressed well within its charge and time frame. The Report of the Task Force and its recommendations were presented to the NAEA Board for review and thoughtful consideration. The Board commended the Task Force for its excellent work and acknowledged the significant contributions made by its members: President Bob Sabol, Dennis Inhulsen, Doug Blandy, Juan Carlos Castro, Kerry Freedman, Diane Scully, Mary Ann Stankiewicz, John Howell White, and Enid Zimmerman. The Board of Directors will appoint the Chair of the Commission and nine Commissioners in January 2012 and inaugurate the Research Commission during the 2012 National Convention in NYC. News of the re-establishment of the Research Commission has been well received within the broader arts education and education community.





2011-2014 Strategic Planning

The Board of Directors led a dynamic planning process including a study of NAEA's mission and vision and the development of a strategic framework that identifies the goals and objectives that will direct and prioritize NAEA efforts over the next 3 years.

Staff work continues to be team-based and all planning and development work is informed by data. New initiatives have been prioritized over years 1, 2, and 3 and are monitored, analyzed, and modified as needed within the context of human/financial resource capacities and expected returns on investment. The 'work plan' is an internal working document further supported by the development of related action plans. All NAEA operations and activities have been linked to one or more goals, clearly identifying the connection of work and responsibilities to the mission, goals and strategic objectives.

As with the 2007-2010 Strategic Plan, successful implementation of the 2011-2014 Strategic Plan requires the NAEA Board, all organizational leaders, and staff to meet specific responsibilities within the 'work plan' to ensure goals are met.



Governance

In fulfilling leadership responsibilities, the Board and elects have challenged themselves to identify and nurture emerging leaders through the selection and appointment of regional directors and by ensuring a slate of strong candidates for annual elections. The formal self-evaluation completed by the NAEA Board in 2010 continues to inform and guide leadership development over subsequent years of the 2011-2014 Strategic Plan.



NAEA Organizational Policies and Procedures Manual

The ongoing review and revision of NAEA policies and procedures have continued to move forward the work of creating a comprehensive [NAEA Policy Manual](#). The Manual has been reformatted and designed to include policies and procedures as well as Division/VP Handbooks and other pertinent resources in one document for all leaders to become familiar. The review and revisions to policies, procedures, and handbooks have been acted upon by the Board over preceding and recent months; the Manual in its current format is posted in the Board site and Leadership Link and available for access by members only through the website. This comprehensive manual ensures practices are aligned with policies and provides an excellent resource for state associations as policies are reviewed and considered. The Board took action on the last set of policies during the November meeting and will continue to keep abreast of new policy areas recommended for nonprofit organizations.



Administration and Finance

Financial forecasts continue to be mixed at best; economists, analysts, and institutional investors are pointing to further signs of weakness in recovery. The mounting crisis over state budget deficits and the impact on education projects the most dramatic losses yet in education programs and teaching positions at every level. We've heard from a number of states where salaries are being reduced across the board. Professional education associations continue to experience losses in membership, convention attendance, and publication/advertising sales with as much as 30-40% downturns in revenue. Over the past few years, NAEA operations and staffing have been streamlined to ensure efficiencies and we continue to carefully assess the ROI (return on investment) in all areas of the Association. Fiscal year success is dependent upon earned income through membership, convention, and/or publication sales. While the Association is financially healthy and sound with invested reserves, our primary dependence upon earned revenue creates volatility. Under the 2011-2014 Strategic Plan, maintaining organizational vibrancy will

be contingent upon membership growth, convention attendance, publication/advertising sales, as well as growing revenues through diversification—adding new revenue-generating programs and/or corporate partnerships and foundation grants.

The NAEA FY audit was completed and in keeping with NAEA policy and procedures, NAEA President Bob Sabol and Past President Barry Shauck met in the NAEA Offices with representatives from Rogers & Company to review the FY 2011 Audit. NAEA once again received a positive letter recognizing NAEA's clean bill of financial health and Rogers & Company commended staff: "Management was very knowledgeable, professional and responsive to our requests throughout the process."

The Statement of Financial Position for period ending August 31, 2011, showed unaudited net assets of \$2,403,216. The NAEA investment portfolio shows net assets of \$1,879,330 as of August 31, 2011. This includes year-to-date losses of (.68%) in the NAEA Long Term Reserve account and very modest growth of .36% in the Short Term Reserve account.

NAEA policies and procedures ensure timely communications, transparency, and effectiveness; operations have been streamlined to reduce costs, enhance efficiencies, and build organizational capacity. These accomplishments ensure agility toward addressing the ambitious goals and strategic initiatives set forth in the 2011- 2014 Strategic Plan. The volatility of the economy and its impact on revenue and expenses remains a challenge for NAEA as well as all nonprofit and for profit businesses. While our talented and impassioned staff remain diligent in addressing our goals, NAEA leaders are key to maintaining a strong professional community and ensuring our membership grows.



As opportunities unfold for future purchase and/or lease in Alexandria, the staff began its second year in our interim headquarters located in the NAFME building at 1806 Robert Fulton Drive, Suite 300, Reston, VA. Until the economy settles and a future permanent space is identified and made ready for NAEA's footprint in Alexandria, NAEA remains in an excellent position from which to explore opportunities that will be entertained by the Board over the coming months and years; meanwhile, a lease is in place with NAFME with rights to negotiate additional years as desired.



Board Actions, July 2011

The following formal actions were taken by the Board of Directors during their meeting November 11-13 in NYC:

Motion 1 was MOVED and CARRIED by Barbara Laws, seconded by Kathryn Hillyer, to approve the Consent Agenda:

- Schedule of Activities and Meeting Agenda
- July 2011 Board of Director Meeting Minutes
- Board Meeting Dates (Spring/Summer 2011) (we will be confirming dates/location for summer/fall in near future)
- Ratification of Updated Campaign Policy for National Elections (Item 200/2)
- Ratification for NAEA staff to initiate the applicable financial transfer from the NAEA Short Term Reserve account to purchase hardware/software upgrades and secure related programming labor (Item 4000/2)
- Ratification for NAEA staff to negotiate and enter into a service agreement with the National Association for Music Education to serve as the association's IT support provider for a contractual term not to exceed our existing lease agreement at 1806 Robert Fulton Drive (Item 4000/2)
- Ratification for NAEA staff to negotiate and enter into a service agreement with the National Association for Music Education to serve as the association's mailroom and fulfillment center support provider for a contractual term not to exceed our existing lease agreement at 1806 Robert Fulton Drive (Item 4000/2)
- Ratification of NAEA letter to Chairman Kline regarding ESEA Reauthorization and teacher evaluation (Item 2000/4)
- Ratification of co-publishing with Teachers College Press, *Transforming City Schools through Art: Approaches to Meaningful K-12 Learning* by Karen Hutzler, Flávia M.C. Bastos, and Kimberly J. Cosier (Item 1000/4)
- Ratification of co-publishing with Teachers College Press, *Why Our High Schools Needs the Arts: Fighting Attrition with Interest and Relevance* by Jessica Hoffman Davis (Item 1000/4)
- Ratification of Lynn Felts' appointment of Debi West, Georgia, as Southeast Region Secondary Director (Item 100/6)
- Ratification of approval of extension of NAEA's lease agreement with MENC for an additional term of August 1, 2011 – July 31, 2012 (Item 100/3).
- Ratification to approve additional language to the NAEA Policy

Manual, Part I, Section G, National Office and Staff, Item 2 Executive Director; to state: "Salary and compensation is benchmarked against other associations as per the IRS 990 guidance." (Item 4000/1)

- Ratification to approve addition of Item 4, Employment of Staff, to Part I, Section G, of the NAEA Policy Manual (Item 4000/1)
- Ratification to approve revision to Item 5, Staff Salaries and Benefits, Part I, Section G, of the NAEA

Motion 2 was MOVED and CARRIED by Kim Defibaugh, seconded by Barbara Laws, to explore additional sites with Professionals Abroad enabling NAEA to continue to offer professional development /learning opportunities for members to participate in future global NAEA Delegations.

Motion 3 was MOVED and CARRIED by Linda Kieling, seconded by Kim Defibaugh, to accept the FY2011 Audited Financial Statements and Audit Report as recommended by the Executive/Finance Committee.

Motion 4 was MOVED and CARRIED by Kathryn Hillyer, seconded by Barbara Laws, to accept the FY2012 financial reports, as recommended by the NAEA Executive/Finance Committee.

Motion 5 was MOVED and CARRIED by Barbara Laws, seconded by Kathryn Hillyer, to approve the Proposed FY2012 Midyear Budget Revision as recommended by the Executive/Finance Committee.

Motion 6 was MOVED and CARRIED by Pat Franklin, seconded by Kim Defibaugh, to acknowledge the good work of the Task Force and to accept the report and recommendations as presented.

Motion 7 was MOVED and CARRIED by Lynn Felts, seconded by Kathryn Hillyer to accept NAEA Secondary Division Director-Elect nominees for Regional Directors. They are: Southeastern Region, *Jack Watson*, Chapel Hill, NC; Western Region, *Phyllis Burstein*, Chicago, Illinois; Pacific Region, *Todd Elkin*, Oakland, CA; Eastern forthcoming.

Motion 8 was MOVED and CARRIED by Lynn Felts, seconded by Linda Kieling to accept the slate of candidates for the 2012 Election for Vice President-Elects as presented.

Motion 9 was MOVED and CARRIED by Barry Shauck, seconded by Barbara Laws, to accept **NAEA Policy, Part I, Section B Committees, B.7**, as presented.

Motion 10 was MOVED and CARRIED by Barry Shauck, seconded by Kim Defibaugh, to accept **NAEA Policy, Part II, Section A General Policy Statements, A.10**, as presented.

Motion 11 was MOVED and CARRIED by Kathryn Hillyer, seconded by Pat Franklin, to accept **NAEA Policy, Part II, Section C Communications, C.1 and C.2**, as presented.

Motion 12 was MOVED and CARRIED by Barbara Laws, seconded by Lynn Felts, to accept **NAEA Policy, Part III, Section A Professional Meetings, A.1 - 3; A.7 – 15**, as presented.

Motion 13 was MOVED and CARRIED by Kathryn Hillyer, seconded by Linda Kieling, to accept **NAEA Policy, Part III, Section B Publications, B.A 1-3; B.C 1- 2; B.D 1-2; and B.E**, as presented.

Motion 14 was MOVED and CARRIED by Kim Defibaugh, seconded by Deborah Barten, to accept **NAEA Policy, Part III, Section C Recognition Programs, C.1-2**, as presented.

Motion 15 was MOVED and CARRIED by Barbara Laws, seconded by James Rolling, Jr., to accept *Dr. Thomas Brewer* and *Dr. Christine Ballengee-Morris* into the Class of 2012 *Distinguished Fellows* as recommended by the Distinguished Fellows.

Motion 16 was MOVED and CARRIED by Kirby Meng, seconded by Lynn Felts, to further analyze the request from the Retired Art Educators to revise Retired Active membership eligibility requirements and the potential fiscal impact of the proposed change for further discussion at the March 2012 NAEA Board of Directors meeting.

Motion 17 was MOVED and CARRIED by Lynn Felts, seconded by Linda Kieling, to present the proposal for a Community Arts Caucus Issues Group to the 2012 Delegates Assembly for review and action.

I extend my very special thanks to you for your many contributions that advance both NAEA and art education! We are fully committed to doubling our membership—please invite those who are among the 70,000 who are not *yet* NAEA members to join us in our deep-held belief in the power of the visual arts to develop human potential.

[Happy Holidays and best wishes for a bright 2012](#)—I'll see you in NYC where we will celebrate and revel in our shared passion!

Sincerely,



Deborah B. Reeve, EdD
Executive Director