

# THE COLLEGE MUSIC SOCIETY

Meeting of the Board of Directors

November 18, 2012

Manchester Grand Hyatt Hotel  
San Diego, California

- MINUTES -

- I. **Call to Order.** President Williams called the meeting to order at 8:10 p.m. Present were: David Williams (President), Patricia Shehan Campbell (President-Elect), William Everett (Vice President), Mary Anne Rees (Treasurer), Terry Lynn Hudson (Secretary), Art Gottschalk (Board Member for Composition), Susan Wharton Conkling (Board Member for Music Education), John Koegel (Board Member for Musicology), Gail Hilson Woldu (Board Member for Music in General Studies), Claire Boge (Board Member for Music Theory), Carol Babiracki (Board Member for Ethnomusicology), David Myers (At-Large Board Member), Deborah Nemko (Board Member for Performance), and Robby D. Gunstream (Executive Director).
- II. **Welcome by the President.** Williams affirmed that there were numerous positive aspects of the 55<sup>th</sup> National Conference, and expressed his appreciation for the Board members' attendance and involvement.
- III. **Approval of the Agenda.** There was one edit: VI.E. (National Conference Prospectus) will include a "debriefing" of the current conference, with input solicited from all members of the Board. The Agenda for this meeting was *Moved and Approved* (Boge/Campbell).
- IV. **Approval of the Minutes of the February 2012 Meeting of the Board of Directors.** Accepted with no additions or corrections. *Moved and Approved* (Everett/Rees).
- V. **Review of 2012-2013 Quick Start Progress**
  - A. **Continue to expand the number of student chapters and support their growth with CMS resources.** There are 10-12 student chapters in the works, and 6 now in place. A record number of students attended this conference, with presentations and compositions by and for students programmed and a number of activities specifically targeted to students. These included the first Student Presentation and Composition Awards (a Quick Start from 2011-2012). On a related note, the point was raised that Student Award winners should be present at the Annual Meeting of the Membership.
  - B. **Continue to build a CMS ambassador program to establish connections to faculty and tertiary institutions worldwide.** Working with the Executive Office and the President, the International Initiatives Committee has extended invitations to an initial list of ambassadors, and a general Call for Ambassadors has been broadcast

to the CMS membership. 16 CMS members have accepted the invitation to become CMS ambassadors representing music education in countries around the world. A list of ambassadors (including contact information and bios) will be made available; see Engagement Center > International Initiatives on the CMS website.

**C. Develop a network of liaisons, one for each CMS committee, to pursue strategic partnerships, alliances, and mutually beneficial relationships with selected professional music societies.** Committee and Advisory Council chairs are already at work identifying at least one organization within their scope, designating a liaison, and developing a plan for establishing contacts and developing a relationship. As these relationships evolve, Pat Campbell and Robby Gunstream should be kept informed of new developments. The nature of the liaison will vary from group to group; for instance, NAMM is offering free admission to its trade show and will advertise positions in the Music Vacancy List. Continued and expanded joint conferences are desired on both the national and regional levels. A master affiliate list will be on the website by the end of January; see Engagement Center > Strategic Partnerships and Alliances.

**D. Increase the visibility and prestige of The Society through communication with music administrators regarding CMS events, resources, and a newly developed institutional package of services.** The Academic Leadership and Administration Committee (with James Scott as Chair) is working with the Executive Office in developing and marketing a package of services.

**E. Develop a programmatic emphasis within the Society to enhance awareness of underrepresented racial and LGBTQ2 populations through scholarship and professional activities.** Initial discussions have taken place. Ideas generated during the meeting on how to continue included:

1. Adding a member to David Myers' Advisory Council to represent Cultural Inclusion.
2. Expanding this idea to appoint one Cultural Inclusion member to each Advisory Council.
3. Asking Advisory Councils what relevant issues they notice and how these issues can be explored.
4. Promoting the formation of various "special interest" groups or organizational caucuses.
5. Using WebEx technology for a meeting of interested parties.

**F. Develop a program to recognize excellence in collaborative and interdisciplinary faculty scholarship at regional and national levels.** An ad hoc task force will be created to develop guidelines for this initiative, and Janet Sturman has agreed to chair this task force.

**G. Enhance the Society's YouTube channel in terms of content and traffic to better share and communicate the wide spectrum of activities of The Society.** CMS hosted a video recording opportunity during the San Diego conference, generating short taped segments of those in various CMS leadership roles. As a result, we gained much video footage both of individuals and of the conference. Thanks to all those who participated!

**H. Expand the current CMS mentoring opportunities for members at regional conferences and for new or aspiring music administrators.** Administrative mentoring opportunities were again offered at the San Diego conference through the efforts of

the Academic Careers and Academic Leadership committees. A special session for potential administrators was also offered and successful.

**I. Support the efforts of The CMS Fund to attract additional gifts, donations, and grants to continue to build the assets of the Fund, and work with the Fund to identify key areas of need for the Society.** Tayloe Harding and The CMS Fund Board (Mary Anne Rees, Executive Director) will develop a list of key Society needs. Rees reminded the CMS Board that The Fund now has its own website.

## VI. Current Issues

**A. Declining Membership and Membership Committee.** Terry Lynn Hudson will put together and lead this committee; potential committee members were discussed. We must be certain that our organization effectively reaches out to diverse populations - as an example, soliciting presentations relevant to adjuncts.

**B. Election of the President of The CMS Fund.** Tayloe Harding's presidency will be renewed for three years. *Moved and Approved* (Babiracki/Nemko).

**C. Report on 2013 Summit at Southern Methodist University.** Bill Everett distributed a handout for the Summit. An excellent group of presenters has been assembled for this interactive event, most of whom will be there for both days. There are links to both Imagining America and Playing for Change, among others. The budget is still in the works, and aspects to be explored are the possibility of broadcasting the event and how it can best be publicized.

**D. Timing and Planning Proposal for Future Summits.** A two-year lead is recommended, which would put the next event in 2015. Could this year's Summit be developed into a preconference workshop for next year?

**E. National Conference Prospectus.** Will incorporate San Diego conference comments and follow-up ideas mentioned below, with a detailed discussion deferred until the February meeting of the Board. Feedback related to this conference included:

**1. Presentations:** The fine quality and diversity of programming was noted, helped by increased selectivity on the part of the Program Committee.

There were many idea-oriented sessions, fewer traditional papers - highlighting what the organization does best. Many sessions were well attended; others had small audiences. Might a hybrid session model be possible, one including both grouped and stand-alone presentations?

**2. Concerts:** It should be reinforced that performance groups selected must supply their own equipment. But the caliber of performances was spectacular, and the prescreening and selection of ensembles allowed for this level of quality. Evening concerts worked well, and all major concerts had strong attendance. Ideas include a performer's concert (with participants selected via recording through the proposal screening process), lunch concerts for Cambridge, and concert etiquette signage.

**3. Discussion Opportunities:** There were both positive and negative reactions to the Fishbowl format, and it was observed that many left before it started. A call and response format (in various settings) could be another way to promote interaction. Adequate audience discussion time should be allowed

at panel discussions. Could there be pre-allotted evening time slots for forums? Attendance at the Forums and Dialogues session continues to be a concern.

**4. Networking Opportunities:** The Trotter Lecture - Fishbowl - Welcome Reception sequence flowed nicely. Combining the Welcome Reception with the Expo concept is still problematic, and most information tables got little traffic. (How might the Expo information be delivered differently - posters, for instance?) The breakfasts were well received, but prohibitively expensive. Sponsorship is needed, and perhaps the full breakfast spread could be offered only in conjunction with the Annual Meeting of the Membership.

**5. Exhibits and Sponsorship:** The exhibit room worked well for attendees, although exhibitors may have preferred a location with higher traffic (such as the lobby). Coordinating the exhibits and the Welcome Reception was successful. Donations from multiple-time sponsor Yamaha were limited, and several technology pre-conference sponsors are no longer active.

**6. Additional Points:** Overall it was a strong conference, and kudos to Terry Lynn Hudson for her work as Program Chair. Board members had positive reactions to the conference mentoring sessions, poster sessions (can be expanded), focus groups, and Guidebook (could this be made synchable?). More chairs are needed throughout the conference venue. Could there be more diverse voices involved in conference planning?

- VII. Thank You to Departing Members of the Board of Directors.** Great appreciation was expressed for the fine service of Susan Conkling, Mary Anne Rees, and David Williams. Williams passed the President's gavel to Patricia Shehan Campbell.
- VIII. New Business.** Deborah Nemko's new Performance Advisory Council members were announced and approved.
- IX. Adjournment.** The meeting of the CMS Board of Directors was adjourned at 10:45 p.m.

Respectfully submitted,

Terry Lynn Hudson  
December 5, 2012