

THE COLLEGE MUSIC SOCIETY

Meeting of the Board of Directors

October 24, 2011
Board Room
Omni Richmond Hotel
Richmond, Virginia

–Minutes–

- I. Call to Order. President Williams called the meeting to order at 8:35 a.m. Present were: David Williams (President), Cynthia Crump Taggart (Past President), William Everett (Vice President), Maud Hickey (Secretary), Mary Anne Rees (Treasurer), Sam Magrill (Board Member for Composition), Susan Wharton Conkling (Board Member for Music Education), John Koegel (Board Member for Musicology), James Perone (Board Member for Music in General Studies), Claire Boge (Board Member for Music Theory), Carol Babiracki (Board Member for Ethnomusicology), Deborah Nemko (Board Member for Performance), and Robby D. Gunstream (Executive Director).
- II. Welcome by the President. Williams welcomed all to the meeting and began by thanking the Board for helping make this Richmond conference successful.
- III. The Agenda for the meeting was **moved and approved** (Perone/Babiracki).
- IV. The Minutes of the April 2011 Meeting of the Board of Directors were accepted with no additions or corrections.
- V. Debrief of the Richmond Conference. The Board discussed the strengths of the 2011 National Conference and made suggestions for improvements for future conferences. Among suggestions for improvement:
 - The individual 25-minute paper sessions seemed to be appreciated this year and it was felt that this structure helped to keep the sessions moving on time. (The thematic indexing of papers is still desired and needs to be better articulated in the program).
 - Lecture-recitals need more time than 30 minutes. Two lecture recitals in a 90-minute period were suggested.
 - There should be no other activity scheduled during the Trotter lecture (including CMS committee meetings or mentoring).
 - The transition to the fishbowl activity after the Trotter lecture felt awkward. In the future less movement should be needed.
 - The tweets during the Trotter lecture were a great idea but the screen was not in a good visible location and it is suggested that more screens be placed around the room if this tradition continues in future meetings.
 - Because of the success of the Twitter activity it is suggested that there be Twitter screens scattered throughout public spaces at the conference (“Twitter Zones”) with encouragement for attendees to tweet often in response to sessions or discussions.
 - Related to the previous item, there is a desire for more public gathering areas with chairs for sitting and discussing (and tweeting).
 - Popular performance groups need larger rooms.
 - Lavalier mics should be provided for presenters (rather than the fixed podium mics).
 - It was not ideal for the “Forums & Dialogues” to take place at the same time as other discussion forums. Perhaps the “Forums & Dialogues” take place during the student brown bag lunch with the Trotter lecturer. The brown bag discussions around other open forums should take place on

- another day. These should only be one hour. Include box lunch option (and payment) on the conference registration form.
- The overall schedule of the conference was discussed. The Thursday morning papers were not well attended and so it is suggested that no papers take place on Thursday morning. Alternatives to Thursday morning included Panel Presentations or pre-conference professional development sessions. There was discussion of having a major speaker (Trotter or ATMI) kick off the conference at 1:00 on Thursday, followed by fishbowl discussion, panel presentations and forums for discussion, culminating with the opening reception/expo. Or another: start the afternoon with forums and panels (1:00 to 3:00 p.m.), then have the Trotter lecture at 3:00 p.m., followed by fishbowl from 4:00 to 5:00 p.m.
 - It was suggested that there be more sessions related to the Trotter lecture (Conkling suggested the *Society for Music Teacher Education* conference as a model).
 - The Expo was set up nicely but it was decided that to do any announcements *after* the expo begin has proven futile. Next year it would be good to include music (by local cultural musicians) and dancing! Ted Solis was mentioned as a person who may be able to suggest and make connections to community music groups. It was also suggested that Conference Attendee's partners somehow be made more welcome at conference social gatherings.
 - The following are topics suggested for joint sessions with NASM at the 2012 San Diego meeting under the general rubric of "assessment."
 - Overall assessment strategies for music administrators
 - National outcomes for entrepreneurship education (facilitated by Gary Beckman)
 - Technology competencies for undergraduate music students
 - Pre-service and current teacher assessment and licensure issues *or* alternative types of music education for the future.

Action: Williams will forward all of these comments and suggestions to the Program Committee Chairs for 2012 and 2013 and Peter Park as they prepare for the 2012 conference in San Diego and 2013 in Boston.

VI. The 2012 National Conference and Forum & Dialogues.

- A. The National Topic for 2012 is "ADVOCATE!" Joe Lamond, President and CEO of NAMM, will give the Trotter Lecture.
- B. Discussion about the Forums & Dialogue activity at the conference resulted in several ideas. These include:
 - i. Frame the Forums and Dialogue discussion with a reading or series of quotations (perhaps have this on a screen or on the website during the meeting for those who did not read ahead of time)
 - ii. For the 2012 meeting in San Diego connect the discussion with arts/political activities in California.
 - iii. Perhaps themes are not necessary. Allow tables to simply discuss the national topic. E.g. frame tables with: Advocate within your own campus? To the community? Within CMS?
 - iv. Or organize by WWWWWH (**W**hat **W**here **W**hy **W**hen **W**ith whom and **H**ow) to Advocate?
 - v. Or Advocate by discipline? (It was noted that this goes against the interdisciplinary spirit of CMS).
 - vi. Provide point/counterpoint quotes to jumpstart discussion.

Action: Williams will forward these suggestions on to Douglass Seaton.

VII. Review of Strategic Goals and Quick Starts. Gunstream and Williams have met with different committees and asked them to push their own Quick Starts (within the framework of the strategic plan). The Board went through the status of the quick starts (as outlined in the document: "*QUICK STARTS*

UPDATE AND REPORTS”). The following Quick Start overviews provide a brief summary as well as feedback and/or action suggested from The Board members.

- A. *Develop a statement of the value of music in higher education to share as an advocacy statement.* The Academic Leadership and Administration and the Higher Education committees are working together to create this statement thanks to the leadership of James Scott and Laurence Kaptain. **Feedback:** It was suggested that related committee chairs and boards should send feedback directly to James and Laurence. Final ideas should come back to the Board of Directors at the February meeting for a final review before posting to the membership.
- B. *Create at least twelve new student chapters.* Under the leadership of Jennifer Snodgrass and Gene Trantham, the Student Advisory Committee has created the formal documents necessary to guide campuses in creating CMS chapters. **Feedback:** Each chapter should create stories to highlight the history and success and positive ideas that have flowed from the CMS student chapters (e.g. publish narratives on the CMS YouTube channel). Conkling suggested combining several schools (“consortium”) to create a student chapter (e.g. those in the Boston area). Have a special event for student chapters at the National Conference (such as a breakfast). Might we pair alumni mentors for the students?
- C. *Create a CMS ambassador program to build connections to faculty and institutions worldwide.* The International Initiatives Committee (IIC) led by Jack Oliva has a good start on a plan to expand the program, identify the values of CMS that would most attract international members, and create activities that would bring together the ambassadors with new connections internationally. A webinar was suggested and Pat Campbell will help coordinate that. **Feedback:** Board members should send names of CMS members to Jack Oliva (cc President Williams) who would be good diplomats to represent CMS for specific countries.
- D. *Create awards for interdisciplinary faculty presentations and for student presentations at the National Conference.* Faun Tiedge has agreed to chair an ad hoc group of members from various CMS committees to define the scope of the awards and the procedures for implementation. **Feedback:** Ask the committee to consider a purposeful way to do this (the procedures at this point are not clear and need to be worked out carefully). This group should work with the program committee for ways to highlight this initiative in the call for papers/presentations at CMS meetings. It was suggested to examine the way in which SMT does this (**ACTION:** Boge will send this information to Tiedge). A question was raised whether this is too late for the 2012 conference – (specifically the “interdisciplinary faculty presentations”). It was suggested to focus on the current call for “Building Bridges” and to highlight student presentations at the 2012 conference and then faculty presentations for the 2013 Boston conference.
- E. *Develop and host at least one webinar on the National Topics for 2011 and 2012.* Through Frank Clark, chair of the music program at Georgia Tech, committee members have been able to experiment with a WebEx platform for delivering webinars and the offer has been extended for CMS webinars. The technology is now in place. While several people have shown interest in producing webinars, nobody has proposed one for the National Topic ADVOCATE! Proposals for webinars must go through the Professional Development committee. **Feedback:** Perhaps a tech person familiar with webinars be on the Professional Development committee (or consultable in the case of a proposal coming forth). **ACTION:** Conkling will put together a Boston team for an ADVOCATE! Webinar.
- F. *Create a plan for revised publication formats and delivery.* The various articles in the inaugural “CMS Report to Members” reinforce the considerable progress made toward this goal with more new directions and features to come, especially in terms of electronic delivery. The CMS Publications committee is being expanded to cover the new publications initiatives under David Woods leadership as chair. **Feedback:** Will anybody assess the impact and success or not of the various technologies (e.g. on membership, conference attendance)? If so these metrics should be included in the annual technology report.
- G. *Redesign the website to improve navigation and make it more visually compelling.* From the ITIS committee’s report under Peter Webster’s leadership one will note that three teams have been created to oversee the extensive work on this QS: Web, Social Computing, and the CMS App and RSS Development teams. **Feedback:** Williams would like every Board Member to do a short

video on her/his involvement in CMS for the YouTube channel. **ACTION:** There will be a sharing session at the upcoming board meeting in Dallas and Williams will model some of the techniques for doing this. Robby Gunstream will provide the URL for the guide sheet.

- H. *Link the MVL with Career Services initiatives to alert subscribers to other benefits of CMS membership.* James Perone is heading up an ad hoc group to explore the potential ways that the MVL could be expanded to make the membership aware of the related services CMS offers to support and enhance the career advancement of its members. **Feedback:** Include appropriate papers or webinar videos as well. In its basic form, have “teasers” on the MVL to direct people to other areas.
- I. *Create CMS RSS news feeds and a CMS App for iOS and Android smartphones and tablets.* As noted under QS 7, a CMS App and RSS Feed Team (made up of CMS members, the executive office staff, and Georgia Tech participants) has been working for over six month on these new delivery technologies. Look for these new tools to emerge soon. Feedback is important for participants.

VIII. Initiatives for Board Consideration

- A. *Imagining America Membership.* The Board examined the summary notes from CMS participation at the Imagining America conference in a document titled “*NOTES FROM CMS PARTICIPATION IN “IMAGINING AMERICA” CONFERENCE.*” A proposal from the Board to join Imagining America was **moved and approved** (Magrill/Everett) and passed unanimously. As a result of joining, CMS members will get benefits from the organization (e.g. reduced conference registration fees, grants, awards). Babiracki volunteered to be the CMS liaison and Kristin Wendland has also volunteered.
- B. The slate and terms of Officers and Directors of The CMS Fund was **moved and approved** unanimously (Taggart/Magrill). These are: Secretary: David G. Woods (2012-2013); Treasurer: Diane Follet (2012-2014); Director: Mary Anne Rees (2012-2014); Director: James Scott (2012-2013).
- C. *CMS/NAMM Summit.* The Board examined the outline of the conference that will take place in Anaheim in January 2012. A complete program will be available soon.
- D. Williams provided the ATMI/CMS Technology Lecture Speaker for 2012 as well as the background on the new procedures for finding a speaker. The ATMI suggestions will be coming later and will be sent to Board Members by email for feedback. **Feedback:** The Board made a point that there should be sensitivity toward inclusiveness when selecting speakers.
- E. Board Member for Performance, Deborah Nemko provided the slate of her advisory committee members (Roberto Capocchi, Joyce Hall Wolf and Nick Phillips). It was suggested that she contact the previous advisory committee person to also join this group, which Nemko plans to do. The committee was unanimously **moved and approved** (Magrill/Taggart).
- F. Magrill provided background on the process of connecting performers and composers for the next conference. It remains to be clarified whether ensemble members must be CMS members. It was suggested that CMS require one conference registration from at least one member of the ensemble (including the composer). It was pointed out however that CMS should not go back and change the rules now but see how the current procedure works for San Diego in order to affect the call for St. Louis. It was **moved and unanimously approved** (Taggart/Everett) to go ahead with the current procedures and evaluate the registration issue as well as continue to monitor this as CMS move toward the 2013 conference in St. Louis.
- G. Hickey made a motion to the Board to consider switching future conference locations. Specifically, she suggested switching the 2020 “Great Lakes” location with the 2015 “South Central” location so that the 2015 CMS National Conference can be held in Evanston or Chicago, Illinois, to commemorate the 50th anniversary of the 1965 “Seminar on Comprehensive Musicianship.” The Board charged Hickey with creating an ad hoc committee to investigate more closely the possibility of doing this (**moved and approved** by Hickey/Nemko).

IX. Departing Board Members Taggart, Magrill, Hickey, and Perone provided their (all positive!) reflections from their time serving on the CMS Board.

X. Adjournment of the meeting took place at 12:01 pm.

Minutes submitted by Maud Hickey, Secretary

A handwritten signature in black ink that reads "Maud Hickey". The signature is written in a cursive style with a large, stylized initial "M".