

# THE COLLEGE MUSIC SOCIETY

## Meeting of the Executive Committee

April 20-21, 2012

The Omni Austin Hotel Downtown  
Austin, Texas

– MINUTES –

- I. **Call to Order.** President Williams called the meeting to order at 10:07 a.m. Present were: David Williams (President), Patricia Shehan Campbell (President-Elect), William Everett (Vice President), Mary Anne Rees (Treasurer), Terry Lynn Hudson (Secretary), and Robby D. Gunstream (Executive Director).
- II. **Welcome by the President.** Williams expressed his appreciation for the Committee's presence. The Dallas Board meeting was productive; this weekend we plan to continue the momentum and deal with other issues that have surfaced since then. The San Diego conference, 2013 Summit, new logo, and revamped publications are all part of a full agenda. Additionally, Quick Starts for next year will be resolved.
- III. **Approval of the Agenda.** There will be a few additions to VI.A.1. The Agenda for this meeting was *Moved and Approved* (Campbell/Rees).
- IV. **Approval of the Minutes of the April 2011 Meeting of the Executive Committee.** Comments/Corrections: (1) p. 3, VII.A.4: \$250 awards—can we confirm where these funds will come from? This will be an organizational rather than a CMS Fund project, and we are able to move ahead with plans for San Diego. (2) p. 3, VII.A.4: Babiracki misspelled, no hyphen in Terry Lynn. (3) p. 5, VII.D.2.b: Lamond misspelled. *Moved and Approved* (with corrections, Rees/Hudson).
- V. **Review of the February 2012 Meeting & Minutes of the Board of Directors.** Are there additional items based on these Minutes that should be included in this Agenda?
  - A. **Advocacy Statement.** Now that the statement has been completed, where should it be published? This document will be included in the next Report to Members, the Annual Report for 2012, and will be the focus of Forums and Dialogues in San Diego. How else will we move this forward? A note was made to request a hard copy of Ben Cameron's address.

- B. Future Trotter Lecturers.** In their report, the Higher Education Committee recommended inviting a prominent book author to present the Trotter lecture. Another request coming out of the recent Board meeting was for a female lecturer. (See also VI.C.1.b.)
- C. Committee Mission Statements.** To be included at the top of annual committee reports. Gunstream will include this information in his instructions to committee chairs.
- D. Forums and Dialogues.** Will be an Agenda addition under New Business.
- E. Alternate Membership Category.** This is an issue to be addressed by the Membership Committee.

## **VI. Discussion of Current Action Items**

- A. Quick Starts from the CMS Strategic Plan**
  - 1. 2011-2012 Quick Starts.** Updates provided.
    - a. Develop a statement of the value of music in higher education to share as an advocacy statement.**  
Should we ask the involved committee chairs how they wish to further address this, and how can this action plan be coordinated with other organizations? It was suggested to correspond with Douglass Seaton so that the document can most effectively be used in the upcoming Forums and Dialogues session, and that table leaders be selected from the two committees involved.
    - b. Create at least twelve new student chapters.**  
Peter Park will be the Executive Office point person. How can we bring the current student chapter possibilities to fruition? Suggestions are to (1) make contact; ask for a progress report and timeline, (2) set a deadline, (3) offer a Skype meeting with Williams to encourage the process, and (4) host a group meeting of possible participants.
    - c. Create a CMS diplomat (ambassador) program to build connections to faculty and institutions worldwide.** This ambassador program has proven challenging to get off the ground, and continued coordination between International Initiatives co-chairs is needed. It was recommended to spotlight the work of members active in international settings through profiles and “testimonials.”
    - d. Create awards for interdisciplinary faculty presentations and for student presentations at the National Conference.**  
The student award component of this Quick Start is moving forward. The procedure for the selection of recipients was discussed. How should we handle individuals who applied as students, but have since graduated? It was determined that they would still be considered students; this information will be forwarded to Faun Tiedge.

**e. Develop and host at least one webinar on the National Topics for 2011 and 2012.**

Everett will use the format as a meeting tool with regional chapter presidents (May 1-2), and the Executive Committee will receive invitations. Otherwise, the initiative is still struggling.

Action plan: Offer a 2012 National Topic (ADVOCATE!) webinar to include prepared presenters with attendees listening in on the audio and participating in a chat window. Williams will be administrator; Campbell will help assemble participants. A mid-June date will be set.

Format (2 hours): Opening intro–Everett talks about what is being discussed on the regional level–include a regional-level exemplar–four San Diego participants (suggested by Hudson) present 5-minute talks–discussion of the Advocacy Statement–Forums and Dialogues–the NAMM initiative–Imagining America.

**f. Create a plan for revised publication formats and delivery.**

**i. Report to Members:** Issued September-February-May (fall-winter-spring), and the process has been ironed out to allow for on-time delivery in the future. This is a means to communicate what is going on in CMS–opportunities, events, new officers, etc., with these same articles pushed out to eCODA. Ads will be included at the bottom of the page. Feedback was solicited from Executive Committee, and they are pleased with the results.

**ii. This Month at CMS:** To arrive on the first of each intervening month, and we will train members to look for it. Will include CMS news and happenings in the profession (at a cost to those advertisers).

The Executive Committee expressed approval of these two publications–move ahead!

**g. Redesign the website to improve navigation and make it more visually compelling.**

Gunstream introduced the beta form of the new Web page and provided a walk-through. He requested that Executive Committee members further explore the site (beta.music.org) and send him suggestions. Could we also send the Web address to members and solicit feedback via Twitter? This new site has been three years in the making, and will go “live” in June.

**h. Link the MVL with Career Services initiatives to alert subscribers to other benefits of CMS membership.** These enhancements are on hold until the new Web site has been launched.

**i. Create CMS RSS news feeds and a CMS App for iOS and Adroid smartphones and tablets.**

Williams showed the Committee the update for iPhone and iPad, and this will also be demonstrated at the fall Membership Meeting. (Could the new publication formats also be displayed, perhaps in the exhibit area?)

## **2. 2012-2013 Draft Quick Starts from the Spring 2012 Board Meeting**

**a. Continue to expand the number of student chapters and support their growth with CMS resources.**

Resources: Student Advisory Committee, Peter Park.

**b. Continue to build a CMS ambassador program to establish connections to faculty and tertiary institutions worldwide.**

Resources: International Initiatives Committee.

**c. Pursue mutually beneficial relationships with professional music societies, with each CMS committee establishing a liaison with related organizations to explore strategic partnerships and alliances.** (reworded)

With 361 organizations serving the music field, this can seem quite overwhelming! Relationships have already been developed with a number of groups including NAMM, MTNA, NASM, ATMI, and Imagining America. Are there natural links with existing committees and advisory councils—NASM with Academic Leadership, MTNA with Performance, obvious connections with SMT, SEM, AMS, NAFME, SCI? We can use committee/council members as liaisons; each Board member will appoint someone from their Advisory Council to identify organizations within their subject area (with committee chairs doing the same with their groups), and then draft a plan for contact and connection. Also, could there be more joint meeting opportunities (3 instead of 2 groups concurrently, for instance)?

Resources: Board members and committee chairs; Past Presidents Council will provide oversight.

**d. Increase the visibility and prestige of the Society through communication with music administrators regarding CMS resources and conferences, and develop and offer a new institutional package of services.** (reworded)

The proposed Package of Services for Institutions includes a wide range of online data resources. There will be a subscription fee for the service, and subscribers will save time through access to information accumulated and organized by CMS.

Organizational benefits: will create revenue, ties to the Society.

Resources: Academic Leadership and Administration Committee.

**e. Develop a programmatic emphasis within the Society to enhance awareness of underrepresented racial and LGBTQ2 populations through scholarship and professional activities.** (reworded)

Resources: Cultural Inclusion Committee, Academic Citizenship Committee, Member at Large Board Member.

**f. Develop a program to recognize excellence in collaborative and interdisciplinary faculty scholarship at regional and national levels.**

(reworded). Could this be tied in to the national topic for Boston and included in the Call for Proposals?

Resources: Appoint an ad hoc 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.**

Gunstream showed us a sample video he generated; this is not an expensive or difficult process, and a set of simple instructions could be provided. Types of videos: (1) Interviews with Board members sharing the work of the Society (no longer than 5 minutes, including some still shots to break up the monotony). Garage Band, iMovie, and other video software are worth exploring for this purpose. (2) Lectures, recitals, and lecture-recitals to be peer reviewed/refereed as part of the *Symposium*. These might work best with a dissemination platform other than YouTube. Again, we could begin with high quality samples from former Board members, officers, and others. (3) Also desired—more active demonstrations. Start with information sessions, recitals, and lecture-recitals, and focus on non-refereed examples at this time. An additional suggestion: use Richmond footage (still shots and video) in combination with music to generate a video capturing the essence of our most recent CMS conference.

Resources: Video Publication Committee (although all Board members and committees can contribute), secure outside assistance to produce a Richmond Conference highlights video and provide a how-to tutorial.

**h. Encourage collaboration in scholarship and performance between faculty and their graduate and undergraduate students through professional development activities, Webinars, and conference events.**

(reworded). The Student Research Presentations session is a good example of this. It was decided to strike this Quick Start, but in the Call for Proposals for Boston, to solicit presentations and performances that represent collaboration between students and faculty members. This will be discussed with Keith Clifton, Program Committee Chair.

**i. Expand the current CMS mentoring opportunities to provide career mentoring for members at regional conferences and for new or aspiring music administrators.**

Everett will discuss regional possibilities with chapter presidents in the upcoming virtual meeting. We will continue to build upon conference and online mentoring services already provided to those at various career stages, including those considering or involved in administration.

Resources: Administration and Leadership Committee, Academic Careers Committee. We should also utilize materials/presentations/workshops prepared by the Administration and Leadership Committee in the past (available in CMS Archives), as well as the *Musical Chairs* handbook.

**j. 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 develop key areas of need for the Society.**

(reworded). Fund assets can be used to support programs such as student travel to conferences, funding for ambassadors, international visiting scholars, or lectureships. A list of possible uses of these funds should be provided in order to demonstrate tangible results and motivate potential donors.  
Resources: The CMS Fund Board.

**B. New Committee Membership**

**1. Emerging Technology Committee.** This committee is the result of a plan discussed in Dallas for restructuring the Instructional Technology Committee; we now have the IT Committee plus a new Emerging Technology Committee. The group will address whether or not particular technologies have relevance for CMS and push us in new and needed directions. Meetings will be encouraged at national conferences and via WebEx, email. Peter Webster and David Williams recommended committee members (including some with expertise outside of academia), and their slate of recommendations was approved. Is a chair necessary at this time? It was decided to leave it open for now, and that Gunstream and Williams would convene the group to get started.

**2. Books and Monographs Committee.** Background was provided—the Publications Committee was recast with the organization’s new publication plan. Current editors will remain; other potential members were discussed.

**C. Continuing Issues and Concerns**

**1. National Conferences and Summits**

**a. CMS National Conference in San Diego 2012 Program Schedule.**

Updated schedule distributed.

**i. Student Concerns.** An individual will be listed as a student if in school at the time of the proposal. The Committee discussed the number of student proposals submitted and programmed. Could additional student proposals be accepted as posters?

**ii. Webinar Possibility.** Could a Webinar be developed based on the year’s poster sessions and/or lightning talks? This idea will be forwarded to Peter Webster and the IT Committee.

**iii. Forums and Dialogues.** Session to be moved to the noon hour on Thursday, with attendees asked to bring a sandwich and enjoy the discussion.

**iv. Annual Meeting.** No change in scheduling.

**v. Awardees Presentations.** To occur as part of the Friday morning (expanded) coffee service.

**vi. David Cope lecture.** Now a plenary session.

**b. Potential Trotter Lecturers.** Suggestions were discussed for 2013 and beyond.

**c. 2014 National Conference.** Recommendations were made for Program Committee Chair and members.

**d. 2015 National Conference.** Recommendations were made for Program Committee Chair and members.

**e. CMS National Conferences–2013-2020.** Austin in 2017 *Moved and Approved* (Campbell/Hudson). Possibilities for future years: 2018-Wild Card Year-Vancouver or Halifax (Nova Scotia). 2019-Savannah. 2020-Vancouver (if not in 2018), Seattle.

**f. Summit 2013 on “Developing the Artist Citizen”.** To be held on Martin Luther King weekend at Southern Methodist University. Bill Everett (University of Missouri, Kansas City) will serve as Chair of the Steering Committee for this initiative. Everett relayed highlights of his discussion with Bob Weirich; those who attend will already be interested—how do we attract others? Creation of an actionable outcome is desired. Five areas will be explored: on campus, local efforts, regional, global initiatives, virtual/Internet community. In short, what is an artist citizen, both defined concisely and in greater depth? Corporate support will be researched.

**g. Summit 2014 and 2015.** We are particularly looking for topics that are emerging or have been neglected. 2015-Outgrowth of current and future discourse on synthesis. Additional possibilities discussed: Technology, Arts education in the schools, Improvisation as an art and in the curriculum, Ethics in music teaching.

**2. Follow up on CMS Video Initiatives.** An Editor is needed for refereed videos; Matthew Shaftel will be invited to serve (*Moved and Approved*, Williams/Everett). Steve Kreinberg will continue as Editor for non-refereed videos. The specific technical platform must be researched, with the Emerging Technology Committee to be formed and consulted.

**a. Videos about CMS**—discussed earlier in the Agenda (VI.A.2.g).

**b. Lectures, Recitals, and Lecture Recitals**—discussed earlier in the Agenda (VI.A.2.g).

**c. Developing Video Tutorials**—assemble loaner “kits” to get people started, including inexpensive cameras. (reference: College Music Symposium Prospectus)

**3. Follow up on Developing and Marketing eCODA.** Williams shared his article for the Report to Members. If an iPhone or iPad is not available, an RSS feed can be established on a computer. These are valuable alternative methods of information distribution; how will we get the membership to use them fully? (Members will use them as it becomes necessary; demos at the national conference will provide the basics and get people started.) What might this look like in the future (10 years from now)? We hope our app becomes constantly more comprehensive, ultimately serving as a music alternative to Google. As a model, the British Library put their complete nineteenth-century collection online. The technology is in place for such growth!

**4. 2012 Pre-Conference Workshops.** There are currently four accepted proposals for pre-conference workshops. How do we deal with competition between these? A minimum registration must be met, and a caveat that reformatting may be requested should be added for next year. The possibility of a synthesis “umbrella” over all the workshops was discussed.

**5. CMS Logo Design.** Two designers continued to flesh out the ideas initially presented at the February Board meeting. We will embark on a trial run with one of Jason’s designs through the end of the year (including the San Diego conference), after first presenting variations to the Board for a vote.

**D. CMS Affiliations and External Relationships**

**1. NAMM.** January’s Summit established a fine working relationship; more details can be found in the Dallas Minutes (February 2012).

**2. Imagining America.** We hold informal membership as they currently do not accept organizations; Gunstream and Williams plan to continue discussions with their Executive Director. There is a clear Community Engagement Committee tie-in. A proposal for their October conference has been submitted by a number of CMS members (an “Engaged Music” round table that profiles six different examples of music engagement).

**3. NASM.** This year’s collaborations include the overlapping meeting in November and the synthesis discussions.

**4. Role of Past Presidents Council.** Involvement discussed earlier in the Agenda (VI.A.2.c, alliances with other music organizations) and below (VIII.A., establishing international ties).

**VII. Review of Executive Office Staff Compensation.** The organization is financially on track for this year’s budget. Last year a flat raise was approved for part-timers, a percentage raise for full-timers. For this year: a percentage raise across the board, for both full and part-time personnel, *Moved and Approved* (Campbell/Everett).

**VIII. New Business**

**A. Invitation to the China Conservatory’s International Music Institutions Leaders Forum.** Williams shared his invitation to participate as well as his research on the forum, conservatory, and key players involved. The affiliation with ISME was also discussed. Possible further research steps were addressed, but ultimately it was decided that Williams would decline and issue an invitation to our next conference. It was determined that a specific strategy for establishing international ties and for working with the leadership of international institutions



and organizations should be formulated, and that the Past Presidents Council will provide leadership.

- B. Creative Roles for the Forums and Dialogues initiative.** Should Forums and Dialogues be continued in its current form? The suggestion was made that the Forums and Dialogues Committee screen all forum proposals and fit the selections into a pre-established time block on the conference schedule. This would require that the committee be reworked (divorced from the current Board). President Williams will consult with the current Forums and Dialogues Chair on this matter.

**IX. Adjournment.** The meeting of the Executive Committee was adjourned at 5:07 p.m.

Respectfully submitted,

Terry Lynn Hudson  
May 5, 2012