



Executive Council Mid-Year Meeting Minutes
Sheraton Denver—Tech Center
7007 S. Clinton Street
Greenwood Village, CO 80112
April 1st, 2017

Attendants: Kevin Cloninger (Anthropedia Foundation) (President).; Bradley Conrad (Capitol University); Delane Ingalls Vanada (UNC Charlotte); Dana Haraway (James Madison University); Shelley Harris (Texas A & M University—San Antonio); Todd Hodgkinson (Drake University) (Executive Secretary); Meg Jacobs (Cornell College); Megan Kennedy (Westfield State University); Christy McConnell (University of Northern Colorado); Paul Parkison (University of Northern Florida); John Pecore (University of West Florida); William White (James Madison University); Jodie Wilson (Denver University) (2017 Conference Chair).

Remote participants: Drew Kemp (Augusta University); Michelle Tenam-Zemach (Nova Southeastern University).

- **President Kevin Cloninger called the meeting to order.**
- **General Announcements:**
 - President Kevin Cloninger introduced the new conference chair, Jodie Wilson.
 - John Pecore asked the board to reach out to AATC members and ask for nominations for the Executive Council.
 - John Pecore asked the board to reach out to AATC members to ask for nominations for the John Laska dissertation award. The due date for nominations is the end of April 30th.
 - John Pecore reviewed the process for selecting Dallas as the site for the 2018 AATC Annual Conference.
- The committee voted to approve the minutes from October (Paul Parkinson abstained).
- **Finances and Corporation Update**
 - Todd Hodgkinson (Executive Secretary) gave an overview of AATC finances. The organization currently has \$53,354.07 in its checking account (and \$100 in savings). The total debits (to date) have been \$22,479.16. The total debits (to date) have been \$30,816.
 - We spent \$21,145.96 on our annual conference and made \$30,817.72.
 - We have filed our tax postcard and renewed our Sunbiz account corporation status.

- **Webpage and Social Media Update** (John Pecore and Brad Conrad)
 - John Pecore gave an update on the website. He discussed the changes made to the conference page (additions of local sites, transportation options to conference). John also asked if there was anyone interested in taking over control of the managing the website. Both Paul Parkison and Kevin Cloninger volunteered.
 - Bill White asked how we are using social media to promote the conference.
 - Brad Conrad updated the committee on efforts to increase the visibility of the organization. He is still looking for a graduate student to help with this.

- **CTD Update** (Christy McConnell)
 - Christy McConnell updated the committee about Volume 19 of Curriculum and Teaching Dialogue.
 - We received 32 uninvited submission and have accepted 13 articles to date.
 - The volume will include Bill White's Presidential Address, as well as the keynote speech from Kenneth Saltman.
 - Associate Editor Kate Kauper is in charge of reviewing manuscripts for the Hunkins Award.
 - Graduate student, Tara Meister, has filled the position of Assistant Editor (one-year appointment). The council approved a \$500 stipend last October for her work, saving the organization \$1500 (A \$,2000 was paid to graduate students for proofing the journal).
 - This is Christy Moroye's last year as editor. She thanked the committee for the opportunity to serve as editor.
 - This is also Kate Kauper's last year as Associate Editor.
 - Megan Kennedy asked if there were any authors who might be considered for the O.L. Davis Book Award.
 - Bill White asked about the readership of the journal and how the journal was being accessed electronically.

- **2016 Conference Review** (William White/Drew Kemp/Todd Hodgkinson)
 - Bill provided the council with an overview of the 2016 annual conference in Grand Rapids. He discussed the focus on saving money by keeping the food and beverage orders manageable. We made \$9671.76 on the conference last year.
 - 117 people attended the conference.
 - Bill White recommended that the FINAL program only be published on the website AFTER the conference (to deter authors from getting accepted but not attending the conference). He also recommended that we explore the

viability of a digital conference application to use in addition to the printed program.

- Jodie Wilson discussed the conference app (Whova) we plan on using at the Denver conference (how we can make bulletin board announcements)
- Both Christy Moroye and Dana Haraway reminded the council of the importance of having a printed copy of the program (for participants, as a receipt for records)
- Christy Moroye suggested that we consider other ways to encourage people commit to attend the conference (e.g., having people submit their papers prior to the conference, a more formal overview of their presentation, increasing the rigor of the proposal acceptance).
- Drew Kemp wondered how asking participants to submit their work prior to conference makes us more like AERA and other conference. He stated that one of the great things about AATC is that it is less formal than other conference (which makes us more intimate).
- Drew Kemp asked if we might “up” the rigor of the proposal acceptance by revamping the rubric reviewers use. Out of the 240 proposals that were submitted, only 4% were rejected.
- Dana Haraway talked about how she encouraged some conference participants to revise their proposals or resubmit them in a different format (e.g., Ideas and Issues).
- Meg Jacobs and Christy Moroye reiterated the importance having Executive Council members counseling participants in their submission.
- The committee discussed the extent to which we might utilize session discussants for the purpose of improving the quality of conference presentations and supporting new members.
- Bill White asked about the conference exit survey. John Pecore explained that—because the survey was sent out late—only 8 people replied to the survey. The council discussed how we might utilize a digital application to disseminate a survey to conference participants. Delane asked if we could do that after each session.

- **2017 Conference Planning (Council)**

- Kevin Cloninger announced that the keynote speakers for the 2017 conference will be David Orr and Louise Chawla.
- The day before the conference, there will be a professional development seminar available to local teachers at Colorado University.
- There will also be an emphasis on having invited panel discussions.
- Kevin Cloninger discussed the importance of increasing conference attendance.
- Bill White asked if might incentivize the conference attendance for these invited panels by waiving conference fees, providing stipends, etc.

- Delane suggested that we reach out to the professional organization A2RU.
- Kevin Cloninger discussed the importance of using the conference to experiment with different revenue streams and presentation formats.
- Jodie Wilson announced how she was able to secure \$1200 gift for the purchase of the digital application (Whova) to promote conference attendance and create a more integrated experience for participants.
- Jodie Wilson asked if she could use a local printer to create the program using sustainable ink.
- We have 35 proposals to date. Jodie asked for the council's help in disseminating the call for proposal submissions. The council agreed that we should extend the call for proposals to April 30th.
- Jodie Wilson will put together a draft email announcing the keynote speakers and sharing the call for proposals.
- The council brainstormed a list of individuals with whom we might be contact to promote the conference.
- Jodie Wilson shared the possibilities for advertising the conference: \$50 for a banner ad on the conference app; \$175 for a half-page ad/\$300 for a full-page ad in the program; \$500 for vendor tables.
- Kevin brought up the topic of having alternative revenue streams for the conference, possibly individual rates for some of the keynote speakers.
- Megan Kennedy announced that the first call for O.L. Davis Award nominations was sent out at the end of March. She mentioned the importance of including the names of all nominees in *Curriculum and Teaching Dialogue*.
- Bill White asked if we are continuing the book fair this year. The committee also discussed whether or not we simply sell the O.L. Davis book nominees, as well as books from the keynote speakers.
- Jodie Wilson agreed to help coordinate this book sale. Dana suggested that the program chair utilize graduate students to help her with this. Last year, we gave out ten graduate assistant scholarships to help with the book fair. We might be able to do the same for this book sale.

- **AATC Historians**

- The committee discussed the role of AATC historians and the need to put out a call for a new historian to take over the work completed by Vicki Ross, Candace Schlein, and Elaine Chan whose terms have expired.
- The committee agreed that the new historian would be required to maintain the records of the association, publish those records, and to attend the mid-year and end-of-year meeting.

- **Curriculum and Teaching Editor Discussion (Council)**

- The committee picked up the discussion tabled from October about who will take over as editor for *Curriculum and Teaching Dialogue (CTD)*. The editorship is a three-year position. The new editor will have the opportunity to enlist the help of an associate or assistant editor.
- Paul Parkinson motioned that the committee open up the discussion about electing a new editor. Michelle Tenam-Zemach seconded the motion.
- Michelle-Tenam-Zemach inquired about the criterion for electing an editor. Kevin Cloninger identified the following criterion: prestige/name recognition, research agenda; vision for the journal; ability to grow the readership of the journal; respect for the scholarly research of curriculum and teaching.
- Michelle Tenam-Zemach asked Christy Moroye to explain the duties associated with CTD.
- The council discussed the characteristics of being a quality editor and identified the following: commitment to the organization; attention to detail; ability to meet deadlines; ability to recognize the merits of an article; ability to foster/support new researchers/authors).
- Delane Ingalls Vanada motioned that the committee vote on electing a new editor. Brad Conrad seconded the motion.
- After carefully reviewing the qualifications of each candidate, the council voted to elect Chara Bohan as the new editor of CTD.

- **Discussion of Public Responsibility (Council)**

- Kevin Cloninger raised the question of our public responsibility as an organization. Given our core mission of dialogue, education, and professional scholarship (and our 503c status):
 - How do we dialogue with the public at large?
 - How do we impact work happening in schools or discussions in the media about education and educational issues?
 - What, if anything, do our discussions and publications do to influence policy decisions, school curriculum, discussions by parents or administrators about the quality of education and its impact on health, human development, social justice, and equity?
 - How can we as scholars, researchers, and educators have an impact in these areas?
- Kevin Cloninger identified the following ways that other organizations influence public discourse through their scholarly work:
 - Via social media
 - Policy statements
 - Writing to the NY Times and other print media outlets

- Professional Development (online learning opportunities for CEU's, etc.)
- Events in the areas we visit that generate discussion around important issues
- Arts-based Projects that raise visibility of important issues in education and make us more human, speak at an emotional level, and participate in culture.
- Writing joint books/pamphlets/websites on specific themes that we then publicize and disseminate.
- Press Releases related to specific issues that we feel should be addressed (NEPC at Boulder: could approach about a blog).
- Drew Kemp and Michelle Tenam-Zemach updated the council on the work of the ad-hoc committee formed in October for this exact purpose.
- Paul Parkison stated that our mission is to emphasize dialogue on topics important to the organization.
- Bill White wondered if we could create a blog on issues that are important to AATC members.
- Kevin Cloninger wondered if a new webpage might be created for such a purpose—to be paired with a social media campaign—and added that our “brand” could be to educate the public on important issues related to the organization.
- Kevin Cloninger asked if the council would be open to creating a new staff position tasked with carrying out this objective. This individual would be appointed by the Executive Council and would be a non-voting member.
- Michelle Tenam-Zemach put forth a motion to appoint a new staff member to help AATC carry out its mission as a 503c. Paul Parkison seconded the motioned. The motion carried.
- The council tasked Michelle Tenam-Zemach and Drew Kemp with developing the role and function of this staff position to be approved by the Executive Council in October.
- **Alternative Conference Models**
 - Bill White shared the findings of the ad-hoc committee tasked with exploring alternative models for the annual conference.
 - The ad-hoc committee found that our current model is the most cost-efficient for the organization.
- **Dana Haraway motioned to adjourn the meeting. Delane seconded the motion. The meeting was adjourned.**