

MUSIC TEACHERS NATIONAL ASSOCIATION BOARD OF DIRECTORS MEETING

**Bar Harbor, ME
July 9 – 11, 2012**

MINUTES

ATTENDEES

Present

President Benjamin Caton, President-elect Kenneth Christensen, Vice President Rebecca Johnson, Secretary/Treasurer Celinda Hallbauer, Immediate Past President Ann Gipson, Executive Director Gary Ingle (ex officio without vote), Gerardo Ascheri (East Central Division), Scott Beard (Eastern Division), David French (Northwest Division), Cheryl Norman, (Southwest Division), Mary Sallee (South Central Division), Timothy Shook (West Central Division) and Martha Thomas (Southern Division).

Staff Present

Senior Deputy Executive Director Marge Bengel and Deputy Executive Director and COO Brian Shepard

CALL TO ORDER

President Benjamin Caton, NCTM called the meeting to order at 2:00 p.m. on Monday July 9, 2012 and welcomed the new directors to the Board.

Recording of Minutes

President Caton requested that the Board clarify its desire as to how motions are recorded in the minutes.

Motion and second that the names of the persons who move and second motions NOT be included in the minutes.

PASSED (unanimous)

MINUTES

The minutes of the March 2012 Board meeting were approved via email on April 18, 2012. There were no further corrections.

REPORTS

National Officer Reports

Written reports from the following officers were received and reviewed: President Benjamin Caton, President-elect Kenneth Christensen, Immediate Past President Ann Gipson, Vice President Rebecca Johnson and Secretary-Treasurer Celinda Hallbauer.

Secretary-Treasurer Hallbauer recognized Executive Director Gary Ingle, who led a review of the current financial reports. The May 31, 2012 financial reports were the most recent reports available. Assets of MTNA are \$3,306,987.32 with liabilities of \$685,345.05. The bulk of the liabilities are Advance Dues collected for FY 2013 in the amount of \$614,479.25. Income is \$2,314,242.69 with expenses of \$1,994,573.10. MTNA's unrestricted long-term investments are \$714,252.83. The Foundation Fund Endowment Account has assets of \$780,713.02 and the McHose Trust has assets of \$563,230.93

Division Director Reports

Written reports from all seven Divisions were received and reviewed: East Central (Gerardo Ascheri), Eastern (Scott Beard), Northwest (David French), South Central (Mary Sallee), Southern (Martha), Southwest (Cheryl Norman) and West Central (Timothy Shook).

Executive Director & CEO Report

The Board received and reviewed the written report submitted by Executive Director & CEO Gary Ingle that also contained the reports of Marge Bengel, Brian Shepard, Elaine Donaldson, Marcie Lindsey, and Linda Stump. He reported that his work since the last Board meetings at the MTNA National Conference in New York has focused on both the internal and external aspects of his role as Executive Director & CEO of MTNA:

Major Internal Activities

Conference

1. Wrap-up of the highly-successful 2012 National Conference in New York City.
2. Final site visit to Anaheim and the Disneyland Resort Hotel for the 2013 National Conference. Also visited with Colburn School to invite chamber orchestra to perform for the conference.
3. Meeting of the 2013 Conference Planning Committee in Cincinnati.
4. Site visit to Las Vegas as possible location of the 2015 National Conference.

State Affiliates

1. Attended the Arizona State MTA annual conference in Phoenix, Arizona. This was the 49th state in which he has represented the national association at a state affiliate annual conference. Overall, it was his 70th state conference.

Programs

1. Attended the second MTNA/CFMTA Wellness Symposium in New York City.
2. Worked with Charlotte Herrmann to establish her endowment.

3. Worked with James Norden to establish his sponsorship of the MTNA Chamber Music-Strings first place award.
4. Worked with the chairs of the Bylaws, Competitions Study, and One for All task forces to organize their groups.
5. Visited Jane Snow in Albuquerque for her 98th birthday.

Finance and Governance

1. Worked with Marge and Brian in developing and presenting to the Finance Committee the FY 2013 MTNA and MTNA Certification budget proposal.
2. Interviewed in an article for *SmartMoney*, an online magazine of the **Wall Street Journal**.
3. Worked on two substantial Ethical Concerns issues and a plagiarism complaint related to the *American Music Teacher* magazine.
4. Heard no word on the status of the Ohio Attorney General investigation.

Major External Activities

National

1. Represented MTNA at Arts Advocacy Day in Washington DC during which attended White House Policy Briefing on the Arts and Commerce and visited with David Christopher, Chief of Information and Records Division of the Library of Congress.
2. Re-presented the MTNA Citation for Leadership to Melvin Stecher and Norman Horowitz at their annual competition foundation gala at the Lotos Club in New York City.
3. Attended the annual conference of the Retail Print Music Dealers Association in Los Angeles, CA.
4. Represented MTNA on the Music Education Policy Roundtable in Baltimore, MD. This group is an alliance of music education organizations designed to provide a collective voice for music education across the country.

International

1. Serve as Executive Vice President for the International Music Council and attended the IMC Executive Board meeting in Tripoli, Lebanon.

Standing Committee Reports

Written reports were received from the Nominating Committee (Ann Gipson), Finance Committee (Celinda Hallbauer), State Presidents Advisory Council (Kathleen Theisen), 2013 Conference chair (Rebecca Johnson), Membership Committee (Lezlee Bishop), *AMT* Editorial Committee (James Litzelman), Composer Commissioning Program (Ann Witherspoon), Pedagogy Saturday Committee, Foundation Fund Development Committee (Brian Chung), National Group Piano/Piano Pedagogy Committee (Courtney Crappell), Partnership Review Committee (Kenneth Christensen), *MTNA e-Journal* Editorial Committee (Lesley McAllister), Arts Awareness and Advocacy Forum (David French), Collaborative Performance Forum (Marianne Bryan), College Faculty Forum (Charles Jones), Collegiate Chapters (Richard Scott), Independent Music Teachers (Ethel Iwasaki) Local Associations (Amy Immerman) and Wellness (Diane Birr).

There was no report from the Exhibitors Committee.

Meeting was recessed Monday at 5:20 p.m.

Meeting was reconvened Tuesday July 10 at 9:00 a.m.

By general consent, the Board went into Executive Session with the Executive Director not present in order to perform the annual review of the Executive Director.

The President declared the Board out of Executive Session at 11:30 a.m.

President Caton reported the following items from the Executive Session and directed that they be recorded in the minutes:

First, the MTNA Board of Directors continues to have the highest respect and regard for the work of Executive Director & CEO Gary Ingle. The Board took a formal Vote of Confidence in his leadership, and President stated that it was unanimous in its support of him.

The MTNA Board of Directors also conveyed its deepest appreciation and gratitude for the work of Marge Bengel and Brian Shepard.

In his remarks, President Caton indicated that MTNA would not function in the exceptional and efficient way it does without their dedicated day-to-day service and highly professional work. He acknowledged that the events of the past year had taken a significant toll on their professional and personal lives.

The Board of Directors is deeply grateful to them for their exemplary commitment to MTNA and for their substantial accomplishments at all levels of the association.

Special Committee Reports

Written reports from the Bylaws Task Force (Celinda Hallbauer, chair), Competitions Study Committee (Ingrid Clarfield, chair), and One for All Commission (Wayne Gibson, chair) were received and reviewed. It was noted that the One for All Commission and the Competitions Study Committee may have recommendations for bylaws revisions. Their recommendations will come to the Board for its action at the Winter meeting. Therefore, it is important that the Bylaws Task Force delay its work in order to consider any Bylaws recommendations from these committees.

Motion and second that the final recommendations of the Bylaws Task Force be submitted to the Board after the recommendations of the One For All Commission and the Competition Study Committee have been approved by the Board.

PASSED (unanimous)

Presidential Appointments

Motion and second to ratify the following appointments:

AMT Editorial Committee 2013–2015

Re-appointments

James Litzelman (chair)

Catholic University

Washington, D.C.

Carolyn Bridger	Florida State University	Tallahassee, FL
Scott Conklin	University of Iowa	Iowa City, IA
Tracy Cowden	Virginia Tech	Blacksburg, VA
Immanuela Gruenberg	IMT	Potomac, MD
Beth Klingenstein	Valley City State University	Valley City, ND
Nan Richerson	Music Institute of Lexington	Lexington, KY
Jennifer Snow	UCLA	Los Angeles, CA
Brenda Wristen	Univ. of Nebraska-Lincoln	Lincoln, NE

New Members

Marianne Bryan	IMT/former college faculty	St. Paul, MN
Robert Spillman	University of Colorado	Boulder, CO
Brad Beckman	University of North Texas	Denton, TX
N. Mason Conklin	IMT	Canton, GA

e-Journal Editorial Committee 2013–2015

Appointed as chair for one term:

Andrew Hisey	University of St. Thomas	St. Paul, MN
--------------	--------------------------	--------------

Retained for second terms:

Michael Benson	Malone University	Canton, OH
Donna Brink-Fox	Eastman School of Music	Rochester, NY
Patricia Powell	West Chester University	West Chester, PA

New Members appointed for one term

Linda Cockey	Salisbury University	Salisbury, MD
Andrea McAlister	Oberlin Conservatory	Oberlin, OH
Pamela Pike	Louisiana State University	Baton Rouge, LA

PASSED (unanimous)

FY 2012 Audit

The Finance Committee reported that it evaluated the work of Clark, Schafer, Hackett & Co. It was noted that this firm has performed the audits since FY 2002 and knows the MTNA operations and software programs. In addition, the company has advised MTNA management throughout the year on various American Institute of Certified Public Accountants (AICPA) rulings and also provided timely seminars, free of charge, on pertinent operational issues.

Motion from the Finance Committee that the Board of Directors approve Clark, Schaefer, Hackett & Co. as the auditors for FY 2012.

PASSED (unanimous)

Meeting recessed at noon.

Meeting reconvened at 2:00 p.m.

FY 2013 Budget Proposal

Executive Director Ingle, on behalf of the Finance Committee, made a presentation of the FY 2013 MTNA budget. The MTNA Budget proposed income of \$2,334,378 and net cash expenses of \$2,341,768, with additional capital expenditures of \$15,400. The resulting potential deficit of \$22,790 would be covered with a transfer from the surplus at the end of Fiscal 2012.

The budgets were constructed with the following priorities in mind:

BUDGET PRIORITIES 2012-2013

Introduction

MTNA's mission is to advance the value of music study and music making in society and to support the professionalism of music teachers. The embodiment of our mission is the allocation of our resources. There must be adequate resources to further our mission, to ensure that those resources are meeting the needs and desires of our membership, and to provide for review and oversight of the expenditures. The economic crisis has required MTNA to take substantial actions to reduce expenditures and streamline operations. The continued uncertainty of our revenue streams, along with maintaining a high level of services that our large and diverse membership has come to expect, make budgeting a very challenging endeavor.

Background

Approximately 56 percent of our total revenue (combined MTNA and Certification revenues) comes from membership dues. MTNA is by and large, a dues-driven association. Therefore, member recruitment and retention are paramount. Furthermore, our members are by and large, the consumers of our non-dues revenue streams. Income comes from the following additional sources: national conference (ca. 20%), advertising (ca. 10%), competitions (ca. 6%), fund raising (ca. 6%), miscellaneous income (ca. 3%), and Certification (ca. 1%). The Foundation Fund is part of MTNA but its income is kept in a separate checking account and used only for Foundation Fund operations, grants, and awards. MTNA absorbs all of the "soft costs" (overhead costs, salaries attributable to fundraising, and the like). The Certification program is a separate 501(c)6 corporation and therefore MTNA as a 501(c)3 not-for profit cannot absorb any of the costs; therefore, Certification is required by law to reimburse MTNA for any and all costs associated with the program, including salaries and overhead attributed to the program.

On the expense side, personnel accounts for approximately 35% of MTNA's expenses. The remainder is administration and technology (ca. 16%), the national conference and meetings (ca. 14%), AMT (ca. 8%), competitions (ca. 7%, not including awards paid by FOUNDATION), membership (ca. 7%), governance (ca. 6%), grants and awards (ca. 5%), and Certification (ca. 2%). From a budgeting perspective, many of our expenses are "entitlements" and are uncontrollable. Furthermore, the MTNA conference is in the third quarter of the fiscal year, providing only one quarter to make up any deficit in the anticipated margin. Given the large part of the income and expense budget that is dependent on the conference as well as the uncertainty of revenues and costs associated with it, an extremely cautious approach is required for any discretionary expenses in the first three quarters.

Budget Priorities for FY 2013

PRIORITY 1: PERSONNEL

The stability and retention of staff has never been more crucial for the association. The MTNA staff was reduced by 30%, but the workload wasn't. The average length of service of our current staff is 12 years.

PRIORITY 2: ADMINISTRATION AND TECHNOLOGY

An attractive association headquarters and a high quality web presence are necessary.

PRIORITY 3: CONFERENCE AND MEETINGS

The MTNA annual conference is without equal for the music teaching professional. It must remain a high-fidelity experience for the profession.

PRIORITY 4: PUBLICATIONS

The AMT is the standard by which other teacher publications are judged, so much so that it is imitated by other publications. The MTNA e-Journal is fulfilling a unique role as a digital-only publication to collegiate music teachers.

PRIORITY 5: COMPETITIONS

MTNA student competitions are the preeminent educational and performance competitions in the world. These competitions are the source of the great majority of news articles about MTNA and the students.

PRIORITY 6: MEMBERSHIP AND PARTNERSHIP DEVELOPMENT

Membership drives the association; therefore recruiting and retaining members are crucial. The Summit for MTNA Leadership has been reinstated as a weekend event in Cincinnati. A strong marketing and communications program to our members, the profession, the industry, and the public-at-large is also vital. Research and surveys will be developed in order to drive strategic planning and in order for MTNA to serve as the primary source of statistical information on the music teaching profession. The connection between the national association and our state and local affiliates must be supported through personal contacts and visits. MTNA must maintain the recognition and respect it receives from the partnerships with other national and international organizations.

PRIORITY 7: GOVERNANCE

In addition to three board meetings per year, the Board established three new task forces: Bylaws, Competitions, and One for All. Although face-to-face meetings are being kept to a minimum, the large One for All Commission has planned two meetings in Cincinnati. It is

possible that the other two task forces may require meeting funds in order to do their work effectively.

PRIORITY 8: FOUNDATION FUND

Our focus on fundraising and giving grants and other financial assistance to independent and collegiate music teachers and their students must continue.

PRIORITY 9: CERTIFICATION

Certification is an indicator of a fully qualified music teacher to the public. In addition, MTNA has the opportunity to establish credentials for teachers in the growing area of Recreational Music Making.

Motion from the Finance Committee that the Board approve the FY 2013 budget as presented.

PASSED (unanimous)

Financial Policy Review

The Finance Committee reported that it had reviewed the current financial and investment policies for MTNA and that it recommends no changes to the existing policies.

Motion from the Finance Committee that the Board make no changes in the existing financial policy.

PASSED (unanimous)

The Finance Committee reported that, at the June Budget meeting, it discussed the idea of using surpluses and the long-term investments as an income stream for operations. The MTNA Foundation Fund already has such a policy, which authorizes the use of up to five percent of the three-year rolling average for grants and awards. It was felt that this policy could also be the basis for a more general policy related to MTNA.

Motion from the Finance Committee that the Board of Directors establish a policy by which up to Five (5%) of the three-year rolling average of the MTNA Investment accounts market values as of March 31 of each year may be used for operational purposes.

PASSED (unanimous)

2015 Conference Site

The Finance Committee reported that it had reviewed the financial aspects of the proposal from the Rio Hotel in Las Vegas, Nevada to host the 2015 MTNA National Conference. The Board also discussed several other elements of the proposal.

Motion from the Finance Committee to approve the offer from the Rio Hotel in Las Vegas, Nevada to host the 2015 MTNA National Conference from March 21-25, 2015 and to authorize

the Executive Director to enter into contracts with appropriate hotels and other vendors as required and necessary.

PASSED (unanimous)

2013 Distinguished Service Award

President Caton recommended Phyllis Pieffer, NCTM (Aberdeen, WA) to be the recipient of the 2013 MTNA Distinguished Service Award.

Phyllis Pieffer, NCTM, is an MTNA past president and has been actively involved in MTNA for more than 40 years.

Motion and second to confer upon Phyllis Pieffer the 2013 MTNA Distinguished Service Award.

PASSED (unanimous)

2013 Achievement Award

Two nominees were presented to the Board of Directors for its consideration for the 2013 MTNA Achievement Award:

1. **Morty and Iris Manus**, who led Alfred Music to become one of the largest and premier publishers of instructional music for all instruments, ages, and styles. They have been extremely supportive personally of the music teaching profession and MTNA. They are respected and beloved by music teachers around the world; and
2. **Seymour Bernstein**, who has taught piano from the age of fifteen, has an international concert career, and has written two books: *With Your Own Two Hands* and *20 Lessons in Keyboard Choreography*, which have been published in German, Japanese, Korean, and Russian.

Motion and second to confer upon Morty and Iris Manus the 2013 MTNA Achievement Award.

PASSED (unanimous)

Plagiarism Policy

As Publisher of the AMT and the MTNA e-Journal, Executive Director Ingle recommended a new MTNA Plagiarism Policy. The proposed policy had been reviewed and approved by the MTNA attorney, the chair of the AMT Editorial Committee, and the publications staff. After discussion, the Board approved the following policy:

Motion and second that the Board of Directors ratify the following MTNA Plagiarism Policy.

MTNA Plagiarism Policy

Plagiarism may include, but is not limited to:

- 1. Using concepts, ideas, text, charts, graphics or other works that were created by others without properly acknowledging the author who actually created the work**
- 2. Copying verbatim, or nearly verbatim the work of another person or persons without citation.**
- 3. Paraphrasing without crediting the source**
- 4. Not using quotation marks or indented paragraphs to indicate quoted material even if it is credited.**

If plagiarism is reported to MTNA or suspected by MTNA, the following steps will be taken:

- 1. MTNA will contact the Author informing him/her of the allegation.**
- 2. Author has 14 days to respond, in writing, to the allegation.**
- 3. After an investigation by MTNA, MTNA will determine if the allegations are substantiated.**
- 4. The degree of plagiarism, as determined by MTNA, will dictate the action taken.**

After investigating the allegations and the Author's response, MTNA will make a determination and inform the Author in writing of MTNA's findings and determination. If plagiarism is found to have occurred, MTNA may take one or more of the following remedial actions depending upon the degree of plagiarism and the culpability of the Author:

- 1. A notice of the plagiarism determination will appear in the publication where the violation occurred and will include:**
 - An apology from the Author; and**
 - An erratum.**
- 2. The Author will be banned from submitting manuscripts to any MTNA publications for 3 years.**
- 3. The Author will be ineligible to sit on any MTNA editorial committee/board.**

PASSED (unanimous)

SPAC Agenda Items

Three items were submitted to the Board of Directors by Martha Thomas, Director from Southern Division, for Diane Blanchard, President of the North Carolina MTA. The three items were proposals for the following: 1. Nominations and Elections for SPAC Chair; 2. SPAC Chair Status as Current State President; and 3. State Size-by-Size Meetings at the Summit. The Board referred the items to the State Presidents Advisory Council for its discussion and recommendations at the September 2012 meeting at the Summit for MTNA Leadership.

RMM Specialists Designations

The Board received a written document from Brenda Dillon and Ann Gipson with further information regarding the establishment of the MTNA Specialist Program. The document outlines

the process for application and projects for which prospective candidates are to be evaluated. After discussion, the Board referred the documents back to them in order to clear up a couple of points related to the recommendations.

MTNA Collegiate Piano Pedagogy Symposium

The Board reviewed a proposal from Executive Director Ingle to approve the Piano Pedagogy Symposium for MTNA Collegiate Chapters. MTNA has made a commitment to providing opportunities for our collegiate chapter members as they are the future of the profession. In the feedback received by the Board of Directors as well as the staff, collegiate members have expressed an interest in programming specifically addressing their needs as young professionals, designed by their peers.

In January, 2012, the University of Michigan Collegiate Chapter, under the direction of advisor John Ellis and president Jovanni-Rey de Pedro, hosted the first Piano Pedagogy Symposium for MTNA Collegiate Chapters. The event was very well received and attracted members from 16 chapters from around the country. The next Symposium will be November 3-4, 2012, at the University of Cincinnati-College Conservatory of Music.

To ensure the longevity of this event and its ability to be hosted around the country by different collegiate chapters annually, it is proposed that the Symposium become an MTNA program.

Motion and second to approve the Piano Pedagogy Symposium for MTNA Collegiate Chapters becoming an MTNA program, beginning with the November 3-4, 2012 Symposium in Cincinnati, Ohio.

PASSED (unanimous)

ANNOUNCEMENTS

The Winter 2012 Board of Directors meeting will be held in Cincinnati on November 29 – December 1, 2012.

ADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned at 11:25 a.m. on July 11, 2012.

Respectfully submitted,

Celinda Hallbauer, NCTM
Secretary-Treasurer