

**MUSIC TEACHERS NATIONAL ASSOCIATION
BOARD OF DIRECTORS MEETING**

**Cincinnati, Ohio
December 3 - 4, 2010**

MINUTES

ATTENDEES

Present

President Ann Gipson, President-elect Benjamin Caton, Vice President Sigrid Luther, Secretary-Treasurer Cheryl Pachak-Brooks, Immediate Past President Gail Berenson, Executive Director & CEO Gary Ingle (ex officio without vote), Diane Birr (Eastern Division), Marianne Bryan (West Central Division), Ethel Iwasaki (Southwest Division), Charles Jones (South Central Division), Peter Mack (Northwest Division), and Richard Scott (Southern Division)

Absent

Amy Rose Immerman (East Central Division)

Staff Present

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

CALL TO ORDER

President Ann Gipson called the meeting to order at 9:00 a.m. on Friday, December 3, 2010.

MINUTES

The minutes of the July 2010 Board meeting were approved via email on August 16, 2010. There were no further corrections.

AUDIT PRESENTATION

Kerry Roe of Clark, Schaefer, Hackett was introduced. Roe is the partner in charge of the MTNA audit. He reviewed with the Board pertinent elements of the FY 2010 audit conducted by his firm. His presentation included a financial statement analysis of the audit of MTNA as well as his professional views of the economy and MTNA's excellent financial position. The opinion letter issued by the audit firm stated that, "in our opinion, the consolidated financial statements present fairly, in all material respects, the financial position of Music Teachers National Association, Inc. as of June 30, 2010."

Motion from the Finance Committee to approve the June 30, 2010 audited Financial Statement from Clark, Schaefer, Hackett & Co.

PASSED

INVESTMENT PRESENTATION

Howard Kaplan and Donald Kaplan of Kaplan, Litwin, Kaplan presented a financial overview of the MTNA investments: the long term reserves, Foundation Fund Endowment, McHose Trust, and Certification investment accounts. Much of the presentation was devoted to issues related to the current economy and the recovery from the financial crisis. The Board expressed its confidence in the work and guidance he and the firm provide MTNA.

REPORTS

National Officers

Written reports from the Elected Officers were reviewed: President Ann Gipson, President-elect Benjamin Caton, Immediate Past President Gail Berenson, Vice President Sigrid Luther and Secretary-Treasurer Cheryl Pachak-Brooks.

Secretary-Treasurer Pachak-Brooks recognized Executive Director Gary Ingle to lead a review of the financial reports. The October 31, 2010 financial reports were the most recent reports available. Assets of MTNA are \$3,079,426.11 with liabilities of \$46,194.10, and income of \$1,710,254.50 with expenses of \$522,962.43. Unrestricted long-term investments are \$699,853.18. The Foundation Fund Endowment Account has assets of \$710,720.42 and the McHose Trust has assets of \$552,043.84.

Division Directors

Written reports from all seven Division Directors were reviewed: East Central (Amy Immerman), Eastern (Diane Birr), Northwest (Peter Mack), South Central (Charles Jones), Southern (Richard Scott), Southwest (Ethel Iwasaki) and West Central (Marianne Bryan).

National Program Chairs

Written reports from the Composer Commissioning chair (Ann Witherspoon) and National Group Piano/Piano Pedagogy Forum (Susanna Garcia) were reviewed. It was noted that the GP3 Forum made a small surplus for the first time.

Standing Committees

Written reports from the following standing committees were reviewed: Finance Committee (Cheryl Pachak-Brooks), Membership Committee (Sigrid Luther), and Nominating Committee (Gail Berenson). There were no reports from the Development Committee (Brian Chung) and State President's Advisory Council (Jani Peterson).

Vice President Sigrid Luther informed the Board of the significant and substantial efforts related to membership recruitment and retention of the Division Directors-Elect. Their active involvement has initiated the person to person contact approach and strengthened the bond between the locals, states, and national organizations. She expressed her gratitude for their great work. President Gipson recognized Luther's excellent leadership of the recruitment and retention efforts.

It was announced that there are three new Collegiate Chapters: Carson Newman College (TN), Missouri State University (MO), and Northwestern State University (LA). There is one reinstated Collegiate Chapter: Shorter University (GA).

The meeting was recessed at 12:00 p.m.

The meeting was reconvened at 1:45 p.m.

Special Committees

Written reports for the following special committees were reviewed: 2011 Conference Planning Committee (Benjamin Caton), 2011 Pedagogy Saturday & Year of Collaborative Music Committee (Janice Wenger), Exhibitors Committee (Heidi Steeno), AMT Editorial Committee (William Westney), e-Journal Editorial Committee (Lesley McAllister), and Partnership Review Committee (Benjamin Caton).

Report of the Executive Director & CEO

Executive Director Ingle reported that the economy and its uncertainties remain the driving forces consuming most of our attention. The "Great Recession," as it is now called, began three years ago (December 2007). Although, officially, the recession ended in June 2009, the effects still linger and impact the decisions currently being made. He indicated that the uncertainty of the future has required the continuation of the current austerity measures in order to save cash.

Ingle reported that, as a result of these measures, MTNA now has a record amount of cash in the bank. But, he cautioned that there is a down side to "hoarding": we are not doing our part to speed recovery of the economy as a whole, and it diminishes our ability to accomplish our mission and priorities as quickly and efficiently as we want. But, the economic scars of the recession run deep. However, he expressed confidence that the accumulation of cash now is laying a secure foundation for a renewal of MTNA's aggressive agenda as the recovery continues.

In conjunction with his report, he and President Gipson reviewed the status of the ten priorities established for FY 2011 and elicited ideas from the Board related to the priorities. For clarity and conciseness, the Minutes reflect his written report.

MTNA's economics is closely tied to membership. Approximately 60 percent of our revenues are derived from membership dues. So membership recruitment and retention is Priority One. MTNA is fortunate to have dedicated officers who are willing to spend hours upon hours of their personal time for MTNA. I particularly want to commend and thank our Vice President

Sigrid Luther and our Division Directors-elect who serve as our Membership Committee. Sigrid, along with Ann Gipson, Brian Shepard, and me developed and implemented a recruitment and retention plan focused on active member renewals and collegiate member recruitment. The Division Directors-elect were the primary implementers. There is no doubt in my mind that their dedicated involvement prevented an even larger attrition. I believe that what we are seeing right now is the shedding of those members on the periphery. All organizations have them, and economic events such as those we have experienced tend to be the catalyst. Thank you, Sigrid for your leadership in this challenging area.

Priority Two is technology. Our internal systems are now the most stable in memory. We are very satisfied and pleased with the quality of work and the focused attention given us by our outside vendor. The website remodel is in progress. Brian and staff are developing a proposed architecture of the site. They will be seeking input from multiple sources within MTNA as to features, content, and usage. Things will begin to move quickly after the first of the year.

Our marketing, communication, and research activities are Priority Three. AMT advertising sales are exceeding our budgeted numbers. The elimination of the MTNA Marketplace has allowed us to reallocate tasks and streamline some operations. A process is underway to do a survey of non-renewals to get data on their reasons for not renewing.

Of particular significance in the area of research is a potential partnership with NASM. On November 20, Ann and I met with NASM leadership to discuss ideas for collaborating. We have identified a couple of areas of research related to the NASM pedagogy requirement we would like to investigate: how the requirement is interpreted and implemented by NASM schools and how current pedagogical training correlates with actual teaching practice. We will report at our December meeting.

I discussed staffing, our fourth priority, earlier. The efforts to “right size” our staff with our programs is key. There is only so much bandwidth in the staff (and in our association). We must use it wisely.

Priority Five focuses on partnership and globalization. MTNA maintains an extensive partnership roster. Our relationships have expanded as a result of our Year of Collaborative Music. Multiple organizations across the world will participate in our International Day of Collaborative Music on January 22, 2011. Our collaboration with the Canadian Federation of Music Teachers Associations continues to grow with the potential joint Wellness Symposium in 2012. Work continues with the Chopin Foundation of the U.S. on a possible competition sponsorship.

Priority Six, Conferences and Meetings, is so important because of its high visibility within the profession and the educational value to music teachers. Our Group Piano/Piano Pedagogy Forum, held in Austin in August, was a success in every way, including financially. It was the first time the event produced a surplus. Negotiations have taken place for locations of the national conferences in 2013 and 2014. These recommendations are being presented at our Board meeting.

Priority Seven relates to Certification. The MTNA Certification program has had a very good year. The number of certified teachers is up significantly over this time last year. And the financial assets of the program more than doubled. Initial steps are underway in the development of a credentialing program for the specialized area of Recreational Music Teaching. In partnership with the National Piano Foundation, a work group from MTNA and NPF is developing the concept and will be making a recommendation to the Board, hopefully in July 2011.

Priority Eight: Publications. The quality of the AMT is a constant we have come to expect. Although strong competition exists, it serves only to motivate us to make our journal even better. The MTNA e-Journal has completed its first year of publication. Like all fledgling efforts, it has had its ups and downs. But one thing is certain: it has established itself securely over the year. Over time, it will become an indispensable resource for the members of our profession.

Our national competitions, Priority Nine, are underway for the 2010-2011 year. The number of entrants this year exceeded last year's number. Linda Stump and her committee do exceptional work. The stability of tenure of this group enables the program to run more effectively and efficiently from year to year. Work continues on the division of the Chamber Music competition as approved by the Board earlier this year.

Finally, Priority Ten, the MTNA FOUNDATION Fund. Contributions to the Fund as of October 31 were up 48 percent over this time last year. A generous planned gift of Aart and Robert Hennekes in the amount of \$100,000 will add substantially to the Fund and be used to support teachers and students across the country. And the FOUNDATION Fellow program continues to exceed expectations. Currently, there are 26 Fellows to be conferred in March.

Ingle concluded his report by distributing a "Frequently Asked Questions" document developed by MTNA's accountants and attorney related to new IRS 990 requirements that potentially impact our state and local affiliates and that have led to many questions from our affiliates seeking our guidance.

BUSINESS

Presidential Appointments

Motion and second to ratify the following appointments:

American Music Teacher Editorial Committee 2011 – 2013

| | | |
|------------------------|------------------------------|-----------------|
| James Litzelman, Chair | Catholic University | Arlington, VA |
| Carolyn Bridger | Florida State University | Tallahassee, FL |
| Tracy Cowden | Virginia Tech | Blacksburg, VA |
| Immanuela Gruenberg | Private Studio | Potomac, MD |
| Beth Klingenstein | Valley City State University | Valley City, ND |
| Jennifer Snow | UCLA | Los Angeles, CA |
| Brenda Wristen | Univ of Nebraska-Lincoln | Lincoln, NE |

Reappointments

| | | |
|--------------------|-------------------------|---------------------|
| Tony Caramia | Eastman School of Music | Rochester, NY |
| Scott Conklin | University of Iowa | Iowa City, IA |
| Geri Chaney Gibbs | IMT | North Salt Lake, UT |
| Jacqueline Herbein | IMT | Export, PA |
| Debra Perez | IMT | McAllen, TX |
| Carolyn True | Trinity University | San Antonio, TX |

e-Journal Committee 2011 – 2013

| | | |
|-----------------|-------------------------|-------------------|
| Michael Benson | Ohio State-Lima | Bowling Green, OH |
| Donna Brink Fox | Eastman School of Music | Ithaca, NY |
| Patricia Powell | West Chester University | West Chester, PA |

Reappointments

| | | |
|--------------------------|------------------------|--------------|
| Lesley McAllister, chair | Baylor University | Waco, TX |
| Malcolm Bilson | Cornell University | Ithaca, NY |
| Barbara Fast | University of Oklahoma | Norman, Ok |
| Andy Hisey | St. Olaf University | St. Paul, MN |

Exhibitor Committee 2010 – 2011

| | | |
|----------------|-------------------|---------------|
| E.L. Lancaster | Alfred Publishing | Calabasas, CA |
|----------------|-------------------|---------------|

(to fill the unexpired term of Janet Steen of Alfred Publishing)

PASSED

2013 Conference Site

Motion from the Finance Committee that the Board of Directors accept the offer from the Disneyland Hotel in Anaheim, California to host the 2013 MTNA National Conference from March 9-13, 2013, and to authorize Executive Director Ingle to enter into contracts with appropriate hotels and other vendors as required and necessary.

PASSED

2014 Conference Site

Motion from the Finance Committee that the Board of Directors accept the offer from the Marriott Hotel in Chicago, Illinois to host the 2014 MTNA National Conference from March 22-26, 2014, and to authorize Executive Director Ingle to enter into contracts with the hotel and other vendors as required and necessary.

PASSED

The meeting recessed at 5:00 p.m.

The meeting reconvened at 9:00 a.m. on Saturday December 4, 2010

F/Y 2011 Dues Adjustment

Executive Director Ingle informed the Board of the pending dues adjustment of an additional \$1.00 for the 2011-2012 membership year, commencing July 1, 2011. Pursuant to Board policy, the dues adjustment is automatic and is determined by multiplying the current active dues amount (\$66.00) by the average Consumer Price Index (CPI) rate of inflation for 2010 and rounding to the nearest dollar. The current average CPI through October is 1.77%. Once the average CPI for 2010 is released in January 2011, the amount of the dues increase will be finalized and announced to the membership.

Proposal for CFMTA/MTNA Wellness Symposium

The Board discussed a proposal for a wellness symposium sponsored by MTNA in partnership with the Canadian Federation of Music Teachers' Associations in 2010. The opportunity to partner with international organizations is a stated objective of the MTNA strategic plan. Globalization efforts increase the visibility of MTNA on the world stage among all music organizations and serve to position MTNA to become the most influential music teacher association throughout the world. In addition, international outreach efforts increase MTNA's credibility and prominence among music organizations within our own borders. The partnership between the two organizations continues to benefit teachers from both organizations and the joint Wellness Symposium in July 2008 was a tremendous success.

In addition, the promotion of musician's wellness is a stated objective of our strategic plan. While wellness sessions are consistently included in MTNA national conference programming, this event devotes the entire content to the issues of wellness.

The three-day event would follow a similar format as the 2008 Wellness Symposium with each morning session addressing a unique aspect of wellness. The afternoons and evenings would remain free for participants to explore the city. The symposium will remain a small-scale event with an intended cap of no more than 150 participants.

MTNA would provide administrative support for the event and keep a portion of the proceeds to cover those expenses, with the remainder of the proceeds to be split between the two organizations. During the 2008 Symposium, space for the meeting was provided by Yamaha, and a reception was provided by Steinway at Steinway Hall, helping to keep costs to a minimum. Both companies will be approached again for their assistance and sponsorships.

Motion from the Finance Committee to approve a Wellness Symposium to be held in New York City in July 2012 hosted in partnership with the Canadian Federation of Music Teachers' Associations. It is further moved that the Board ratify the appointment of Gail Berenson as the MTNA co-chair of the event to serve with the CFMTA co-chair Pat Frehlich.

PASSED

Approval of Affiliation of American Samoa

Executive Director Ingle reported on the desire of music teachers in the U.S. territory, American Samoa, to affiliate with MTNA. The process is currently underway, and it is hoped that a formal affiliation proposal will be presented for formal Board approval at the March 2011 meeting.

Establishment of Editor-in-Chief Position

The Board discussed a proposal regarding a new editorial position for MTNA. The establishment of the *MTNA e-Journal* has created a new challenge within the publications area. The *AMT* and the *e-Journal* have separate and independent chairs and committees to review submissions, to recommend content, and to guide the development of their respective periodicals. This independence is desirable, even necessary, given the differences in the target audiences.

Despite these differences and the desirability of autonomy, the fact remains that both journals, and by extension, both of the chairs and committees, must be working toward common goals in service of MTNA as a whole, not just their individual constituencies.

Furthermore, it has been discovered over the past year (the first complete year for the e-Journal) that despite the differences in the periodicals, some articles submitted to the *AMT* are better suited for the *e-Journal* and vice-versa. Therefore, an administrative structure needs to be developed that ensures coordination of content and overall goals of these two independent entities.

The proposed solution is the creation of an “Editor-in-Chief,” whose role is to work with the Editorial chairs and committees, individually and collectively, to ensure coordination of both groups’ content and missions, while at the same time preserving the independence of the publications.

The Executive Director & CEO is the logical person for the position. In fact, he currently serves this function without the title. By adding the title (form always follows function) the Board will publically identify the CEO’s current role within the editorial processes of our two “peer-reviewed” journals. For Academia and its traditions and requirements for such journals, this acknowledgement will signify that a professional and ethical relationship exists between the independent editorial committees and the Board.

Motion and second to establish the role of Editor-in-Chief of MTNA publications and appoint Executive Director & CEO Gary Ingle to the position.

PASSED

ADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned at noon on December 4, 2010.

Respectfully submitted,

Cheryl Pachak-Brooks
Secretary-Treasurer