

AMEA Governing Board Meeting
August 16, 2014
Mountain Brook Junior High School
Mountain Brook, Alabama

The AMEA Governing Board met at Mountain Brook Junior High School on August 16, 2014. The meeting was called to order at 10:00 a.m. by AMEA President Carl Hancock. Present at the meeting: Carl Hancock, Sara Womack, Susan Smith, Garry Taylor, Carla Gallahan, Rusty Courson, Michael Holmes, Sarah Schrader, Carl Davis, Pat Blackwell, Stacy Daniels, Ted Hoffman, James Zingara, Harry McAfee, Pat Stegall, Samuel Norlund, Mark Foster, Karla Hodges, Becky Lightfoot, and Danielle Todd.

The minutes of the June 12, 2014 meeting of the AMEA Governing Board were read by Recording Secretary, Carla Gallahan. A motion was made to approve the minutes as read (Courson, Smith). Passed.

Garry Taylor presented and discussed the AMEA Financial, General, and Editorial Reports.

Results of an AMEA Conference Study were distributed and presented by Danielle Todd, a student from the University of Alabama.

Scroll down for officer, and division reports.

Unfinished Business

Sara Womack presented and discussed the new Strategic Plan. The Plan establishes AMEA's mission and vision, as well as goals, objectives, and action steps, to ensure the success of the association and its membership. A motion was made to adopt this Strategic Plan (Smith, Courson). Passed.

Garry Taylor led a discussion on the 2015 AMEA Conference Planning including scheduling, room considerations, and facilitators.

New Business

AMEA Award nomination materials were distributed and reviewed. These awards will be presented at the 2015 Conference.

MOTION 1: The AMEA will spend \$350.00 to print recruiting materials to send to 500 non-AMEA affiliated music teachers currently teaching in Alabama schools. Only those schools without a member of the AMEA will be contacted. Non-AMEA affiliated means they have not held membership in the AMEA for two or more years and are still actively teaching. Support for funding to pay for postage will be secured from the board through

an electronic vote cast in two weeks. These materials will be used to support an electronic campaign using email.

A discussion occurred and the motion was accepted (Womack, Smith). Passed.

MOTION 2: The AMEA will spend \$300.00 to have the organization logo redesigned. A discussion occurred and the motion was accepted (Smith, Womack). Passed.

MOTION 3: The AMEA will offer a special discounted registration to the 2015 AMEA Inservice Conference to former AMEA members after joining AMEA by December 15, 2014. They will have the choice of receiving \$20.00 off registration or one free ticket to attend the AMEA Leadership Breakfast on Thursday morning of the conference.

A discussion occurred and the motion was accepted (Womack, Smith). Passed.

MOTION 4: The AMEA will solicit and encourage the use of lightning sessions for the 2016 conference. Lightning talks are fast, multi slide presentations where at least 6 speakers have 10 minutes to present a single idea or technique very well. We will create a new conference application for these types of events.

A discussion occurred and the motion was accepted (Smith, Womack). Passed.

MOTION 5: The AMEA will publish the names of the conference session selection committee(s) and performing group selection committee(s) in the May issue of the Ala Breve. The committees will adopt and use a simple rubric for assessing sessions and ensembles based on the criteria the divisions feel reflect their values and standards. A sample rubric will be available to the public, however, results will be stored for 1 year by the President or Executive Officer and then archived or destroyed.

A discussion occurred and the motion was tabled (Smith, Womack).

MOTION 6: The AMEA will include on the conference session application a field for applicants to state specific learning objectives for the session.

A discussion occurred and the motion was accepted (Smith, Womack). Passed.

MOTION 7: The AMEA will invest in the creation of large banners, posters, and signs displaying the name of our Association and our organization logo at the annual conference. The purchasing of materials will occur over multiple years. The first year, materials built to display the AMEA and NafME logo on stage during performances and sessions will be purchased. The following year, banners and large signs will be purchased to display in the hallways at the convention hotel.

A discussion occurred and the motion was accepted (Womack, Smith). Passed.

The AMEA Board reviewed the Recording Proposal submitted by ProCAT for the 2015 AMEA Conference. A motion was made to accept the proposal (Womack, Schrader). Passed.

A discussion took place on a variety of new Board policies, including: Conflict of Interest Policy, Code of Conduct, Whistleblower Protection Policy, and a Confidentiality Agreement.

Announcements:

- Southern Division NAFME Leadership Meeting: 9/7/14 - 9/8/14 in Atlanta, GA
- AMEA Board Meetings: Pre-conference, 1/21/15 at 6:00 p.m.
 Post-conference, 1/24/15 at 1:00 p.m.
- Ala Breve column Deadlines: 9/15 for October 2014, 1/15 for February 2015, 4/15 for May 2015

A motion was made to adjourn (Womack, Courson). The AMEA Governing Board meeting was adjourned at 2:28 p.m.

Respectfully submitted,
Dr. Carla Gallahan
AMEA Recording Secretary



**National Association
for Music Education**

Alabama Music Educators Association
ABA • AVA • AOA • ELEM • HED • Collegiate

Dr. Carl B. Hancock, President
3404 Kennebec Street
Northport, AL 35473
(205) 657-2624

alabamamusiceducators@gmail.com

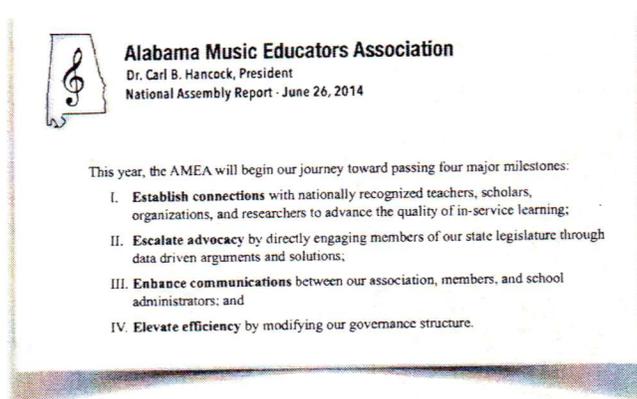
PRESIDENT'S UPDATE SINCE JUNE MEETING

August 16, 2014

- I. **NAfME Hill Day in Washington DC - The Broader Minded Campaign, Advocacy, Survey Results, and NAfME.**
 - A. Congressional connections
 - B. Association connections
 - C. See agenda
- II. **All-National Honor Bands**
 - A. Concert Band
 1. Charlie Mercer, 12th grade at Chelsea High School on Trombone
 2. Lian Remley, 11th grade at Jefferson County International Baccalaureate on Oboe
 3. Alternate: Miranda Ward, 12th grade at Randolph School on Flute
 - B. Jazz Band
 1. Adam Thomas, 10th grade at Mountain Brook High School on Trombone
 2. Alternate, Gus Arnold, 12th grade at Huntsville High School on Alto Sax
- III. **US All-American Army Marching Band (SECRET)**
 - A. Morgan Sweatman, Clarinet, KDS DAR High School, director Jody Stiles
 - B. Students from 34 states and 105 different high schools
- IV. **Conference Updates**
 - A. 2015 Conference - Robert Duke, confirmed. Deborah Sheldon now Confredo, confirmed. Musical Guests, UA Trombone Choir and Crimson Slides, confirmed. Reading band will confirm pending scheduling. I invited the UA Trombone Choir to perform at the Leadership Breakfast, opening of the exhibits, first night conference reception, and at the beginning of the general meeting to play the

national anthem with attendees singing. I would like to have the President of the AVA conduct the singing of the National Anthem at the beginning of the General Meeting.

- B. 2016 Conference - Christopher Woodside, the dynamic and supremely intelligent leader and public face of NAfME's Advocacy Campaign accepted an invitation to attend the 2016 Conference. He will join Dr. Tim, and SD President Maribeth-Yoder. I would like to secure a clinician for a reading band and reading choir for 2016.



V. Milestone Updates

- A. Establish Connections: Professional Outreach: "A" *Ala Breve* Guest Authors Secured and Invited*
1. Carlos Abril, Elementary/General Music, University of Miami
 2. Judy Bowers, Middle School Choir, Lowell Mason Fellow for 2014, Florida State University
 3. Shelly Cooper, Elementary/General Music, Editor of General Music Today, University of Arizona
 4. Virginia Davis, Secondary General Music Specialist, University of Texas Pan American
 5. Rodney Dorsey, Band Specialist, Member of the Midwest Board of Directors, Univeristy of Oregon
 6. Jeremy Lang, Choral and Voice Education - Specialist in Conducting Gestures, University of Iowa
 7. Edward Lisk, Instrumental Music Education/Advocacy, Midwest Board of Directors, Retired
 8. Rebecca MacLeod, String Education, Univeristy of North Carolina
 9. Mark Montemayor, Band and Rehearsal Specialist, University of Northern Colorado
 10. *Steve Davis, Wind Band Conducting, University of Missouri Kansas City
 11. *Jessica Napolis, Choral Music Education, University of Utah
 12. *Timothy Oliver, Conducting and Wind Bands, Arkansas State University
 13. *Ann Porter, Instrumental Music Education, University of Cincinnati, Conservatory of Music
 14. *Michael Raiber, Teacher Education/Bands, Past President OMEA, Oklahoma City University
 15. *Nicole Robinson, Elementary/General Music/Urban Education, University of Utah
 16. *DaLaine Chapman, Middle School Band Education, Florida Atlantic University

- B. Establish Connections: Classroom connections: "delayed" While we have a band interested in serving as a opening clinic ensemble Brandon Peters at Hewitt-Trussville Middle School and a renowned clinician who will rehearse the group, Steven Tyndall (Midwest Clinic Band Director) and Kim Bain (Pizitz Middle School), I do not think we can fit it in the schedule for 2015 due to space considerations.
- C. Establish Connections: Special Clinicians Fund: "C" The Alabama Vocal Association was able to secure a clinician for the 2015 conference. The fund for the Alabama Bandmasters Association will be differed until 2016.
- D. Establish Connections: Business Connection: "B" Our current number of Industry members are up by 14%, according to our from page website metric. With FJH sponsoring our reading band, I am hoping we will get at least one more partner.

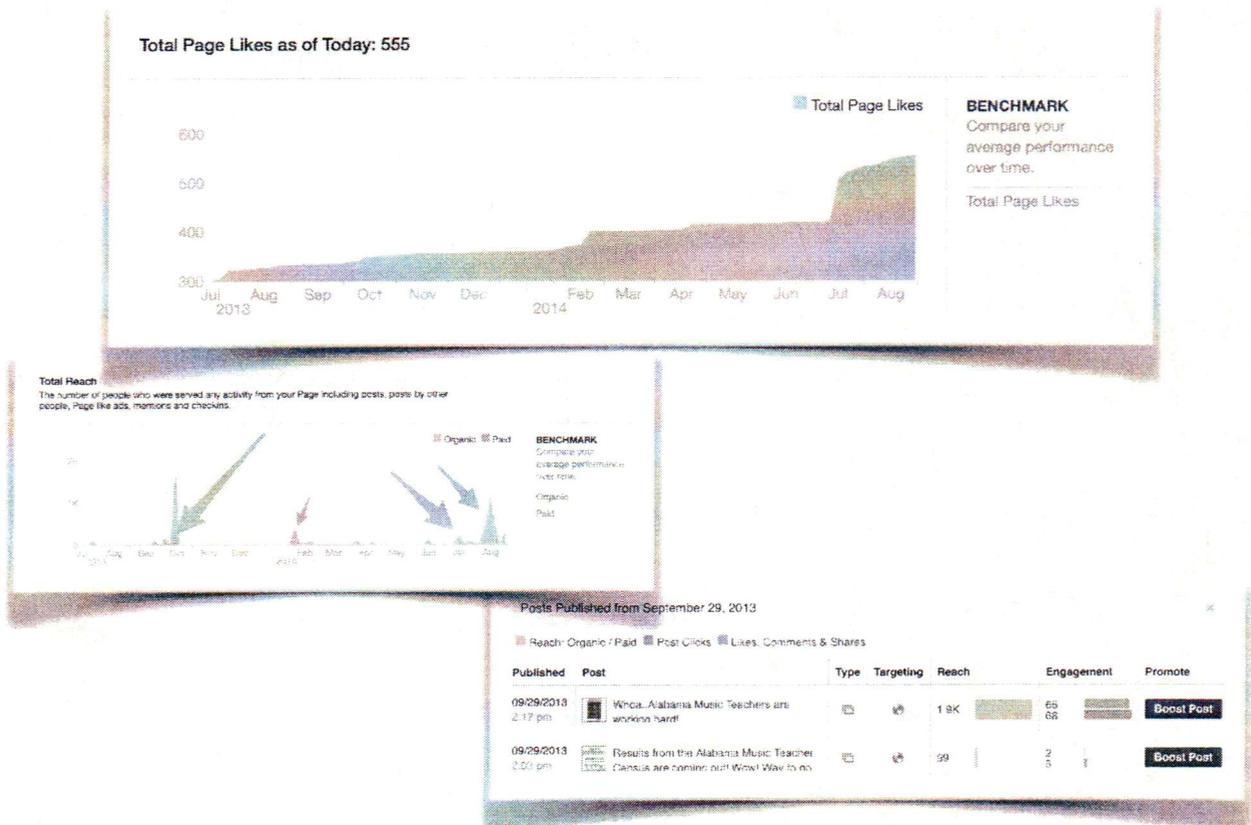


- E. Escalate Advocacy: Music Education Day: "IP" A clear plan is coming into focus. I have great confidence in Susan Smith to tackle this task with the aplomb she is known for. She will report more in a few minutes.
- F. Escalate Advocacy: Non-Member Survey: "IP" Khristina Motley sent me preliminary results from her study, which will present at the upcoming fall AVA conference. I will share some of her results under new business.
- G. Escalate Advocacy: Conference Survey: "A" Some of the results of this study will be presented today. The rest will be in a paper to be sent to a peer-reviewed research journal. I am already thinking about how these results will guide our future conference planning.

H. Enhance Communication: Twitter Feed: "A" 340 Tweets, 439 followers including @tbice! Advertising Goal...highlight one of our Industry Members every weekday.



I. Enhance Communication: FB Feed: "A" - 555 Likes, Heavy Bump in July - Aug 2015. Specifically targeting recruitment and news of interest to the Association. I added a report on the live stream of the AL DOE School Board Meeting.



Graphics specific to the site will continue.

Alabama Music Educators Association (AMEA)
 Posted by Carl B Hancock · Yesterday

Keep up with the latest AMEA News, Reports, and Events by helping us acquire MORE followers! Tell your colleagues and peers to like us! Also, let them know about our Twitter account! @ALMusicEd Let's build capacity and keep everyone in the loop!



Did you hear what is going on with the Alabama Music Educators Association?

Stay in the loop!

Tell your colleagues and friends to like us on Facebook and follow us on Twitter! @ALMusicEd

Like · Comment · Share

Denese Odegaard, Debra Smith and Hal Murphy like this.

Write a comment...
 Press Enter to post.

Alabama Music Educators Association (AMEA)
 Posted by Carl B Hancock · 2 hours ago

Agenda for the August AMEA Governing Board Meeting.



National Association for Music Education
 1200 North 17th Street
 Tallahassee, FL 32310
 Phone: 904.437.2222
 Fax: 904.437.2223
 Email: nmea@nmea.org

Agenda for the August Meeting - Friday, August 15, 2014

1. Call to Order - August 14, 2014 at 10:00 AM
2. Welcome
 - 1. Executive Director: Dr. Michael W. Smith
 - 2. Board President: Dr. Michael W. Smith
 - 3. Board Vice President: Dr. Michael W. Smith
 - 4. Board Secretary: Dr. Michael W. Smith
 - 5. Board Treasurer: Dr. Michael W. Smith
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Like · Comment · Share

Terry Ownby, Lindsay Folsom Underwood and Hal Murphy like this.

Write a comment...
 Press Enter to post.

72 people reached

Boost Post

Interest in our operations clearly shown.

FB and Twitter will eventually serve as a tool for us to build more capacity for Music Education Day in 2016.

Need more of the AMEA involved.

Eventually, we will need a booster/supporter/student page & more contributors

Alabama Music Educators Association (AMEA)

Page Activity Insights Settings Build Audience Help

NAME HILL DAY 2014 ALABAMA LEADERSHIP DELEGATION VISITS CAPITOL HILL AND ADVOCATES FOR MUSIC EDUCATION!

Alabama Music Educators Association (AMEA)
 Non-Profit Organization

Timeline About Photos Likes Manage Tabs

ABOUT

- AMEA, an affiliate of NAME, promotes the advancement of music education through professional development, curricular support, and advocacy.
- http://www.alabamamea.org/ **Promote**

PHOTOS

What have you been up to?

Alabama Music Educators Association (AMEA)
 Posted by Carl B Hancock · 2 hours ago

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Recent

- 2014
- 2013
- 2012
- 2011

10. **Enhance Communication: AMEA Website: "IP"** Since the June Leadership Assembly meeting, Garry and I have discussed the importance of using NAFME's new website engine. We have reset our goal to launch sometime in January 2015. However, it looks like we may need to provide funding to secure the service from the National Office.
11. **Enhance Communication: Presidents travel budget: "IP"**

FALL SEMESTER

- a. AVA Fall Conference (TBA)
- b. ABA District II on 8/19 or District XIII on 8/18 (location?)
- c. ELEM/GENERAL on 10/3 Elementary Music Festival or 10/4 for AMEA/AOSA Fall Workshop
- d. CNAfME Fall - 10/11/14

SPRING SEMESTER

- a. AOA: All-State Festival 12-15, 2015
- b. ABA: TBD
- c. AVA: All-State Choir 4/8 -4/11
- d. ABA: TBD



**Governing Board Meeting
August 16, 2014
Executive Director/Editor's Report**

Ala Breve

The August issue of *ala breve* went to the printer on August 4 and should be in the mail any day now. It may be viewed online in the yudu format or as a PDF. The deadline for the October issue is September 15. The October issue will include complete conference information: bios, photos conference schedule, hotel info, etc. In addition, it will include the usual - division articles, calendar of events, directory, forms, college/university news, and hopefully some news/feature articles. Please let me know if you have suggestions or submissions. The August issue sold **18** ads and should generate an income of **\$6205.00**.

Exhibits

Exhibitor packets were mailed out in July to all prospective exhibitors. As of today, we've sold 36 booths. Visit the AMEA website www.alabamamea.org if you need an exhibitor's packet or know of anyone who does.

Industry Membership

As of today, we have 16 Industry members signed up for 2014-15. This is up from 14 total last year. Our Industry partners are: Andy's Music, Arts Music Shop, AWB Apparel, Bailey Brothers Music Company, Gadsden Music Company, Group Travel Network, JW Pepper, Marchmaster, Mouchette Enterprises, QuaverMusic.com, Springdale Travel, Star Music Festivals, the University of Alabama Bands, Thomas Tours, UNA Department of Music, and the University of South Alabama.

Website

The AMEA website has been updated with new 2014-2015 info. Please visit the site, www.alabamamea.org, and check for errors or omissions. In addition to printable PDFs, many of the forms may now be submitted online (Adobe FormsCentral).

Board Policies

Four Board policies are available for signing today; Code of Conduct, Conflict of Interest, Whistleblower, and Confidentiality.

Conference Pre-Registration

On-line conference pre-registration is now open. The on-line pre-registration form has been updated using Adobe FormsCentral and payments will again be processed through PayPal. All pre-registration (mail and online) will be processed through AMEA's Muscle Shoals office (PO Box 3385, Muscle Shoals, AL 35661).

Conference

Letters of acceptance and rejection letters for conference performers and session presenters were mailed in mid-July. The complete schedule is available today and hopefully will be finalized during today's planning session. Division presidents should submit presider information by Nov. 1. Send name, address, phone, and email address. Please review the Presider Info sheet included in your conference materials.

Garry Taylor
Executive Director

<p>Important Deadlines: September 15 – <i>Ala Breve</i> deadline November 1 – Presider info is due</p>

9:11 AM
 08/13/14
 Cash Basis

Alabama Music Educators Association
Profit & Loss
 June 18 through August 16, 2014

	<u>Jun 18 - Aug 16, 14</u>
Ordinary Income/Expense	
Income	
5 · Earned revenues	
5180 · Prog. Svc. Fees	
5182 · Conference Exhibitors	7,035.00
Total 5180 · Prog. Svc. Fees	<u>7,035.00</u>
5210 · Membership dues - individuals	
5211 · Industry Membership Fee	2,450.00
5210 · Membership dues - individuals - Other	5,937.00
Total 5210 · Membership dues - individuals	<u>8,387.00</u>
5450 · Advertising rev. - Alabreve	1,687.50
Total 5 · Earned revenues	<u>17,109.50</u>
5461 · Reimbursements	-50.00
Total Income	<u>17,059.50</u>
Expense	
7000 · Grant & contract expense	
7015 · Scholarships	1,000.00
Total 7000 · Grant & contract expense	<u>1,000.00</u>
7500 · Other personnel expenses	
7520 · Accounting/Legal fees	75.00
7540 · Professional fees - other	
7541 · Honorarium - Exec. Dir.	3,008.26
7541.5 · Payroll taxes - AMEA	893.35
Total 7540 · Professional fees - other	<u>3,901.61</u>
Total 7500 · Other personnel expenses	3,976.61
8100 · Non-personnel expenses	
8110 · Office Supplies/Equipment	166.74
8112 · Rent	600.00
8130 · Telephone & Internet	211.18
8140 · Postage, shipping, delivery	147.00
8170 · Printing & copying	
8175 · Ala Breve Layout and Design	1,800.00
Total 8170 · Printing & copying	<u>1,800.00</u>
Total 8100 · Non-personnel expenses	2,924.92
8300 · Travel & meetings expenses	
8310 · Travel	
8312 · Outside Meeting Travel	2,778.11
Total 8310 · Travel	<u>2,778.11</u>
8320 · AMEA Conference	
8324 · Conference Registration Refund	-50.00
Total 8320 · AMEA Conference	<u>-50.00</u>
Total 8300 · Travel & meetings expenses	2,728.11

9:11 AM
08/13/14
Cash Basis

Alabama Music Educators Association
Profit & Loss
June 18 through August 16, 2014

	<u>Jun 18 - Aug 16, 14</u>
8500 · Misc expenses	
8560 · Outside computer services	
8561 · Website	143.88
Total 8560 · Outside computer services	<u>143.88</u>
Total 8500 · Misc expenses	<u>143.88</u>
Total Expense	<u>10,773.52</u>
Net Ordinary Income	<u>6,285.98</u>
Net Income	<u><u>6,285.98</u></u>

Account Balances (as of 8-15-2014)

Checking Account: \$31,619.80
Investment Account: \$60,465.25
(transferred \$5,000 from checking to investment acct. on 6-30-14)