

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

**Orlando, Florida
June 25 – 28, 2007**

MINUTES

ATTENDEES

Present

President Gail Berenson, President-elect Ann Gipson, Vice President Janice Wenger, Immediate Past President Paul Stewart, Executive Director Gary Ingle (ex officio without vote), Kenneth Christensen, Diane Higgins, Deborah Martin, Mary Ellen Moore, Ruth Pitts, Carmen Shaw

Absent

Secretary/Treasurer Judith Price (Monday, Wednesday)

Staff Present

Senior Deputy Executive Director Marge Bengel, Deputy Executive Director and Chief Information Officer Julianne Miranda

CALL TO ORDER

President Gail Berenson called the meeting to order at 9:00 a.m. on Monday June 25, 2007.

ADOPTION OF AGENDA

The agenda was adopted as presented.

MINUTES

The minutes of the March 2007 Board meeting were approved with the following correction: Page 4, second last bullet point, Pfeiffer to Pieffer.

BOARD ORIENTATION AND PLANNING

President Berenson and Executive Director Ingle led the Board in an orientation session. Berenson shared her experience at the American Society of Association Executives (ASAE) Symposium for Chief Elected and Chief Staff Officers that she attended in February with Executive Director Ingle. Berenson stated that the conference is held for the CEO partners of non-profit associations offering an in depth opportunity to discuss the issues involved in shared leadership.

Executive Director Ingle led a discussion on the three key stages in a nonprofit board's life cycle: from an Organizing board to a Governing board to an Institutional board. As organizations mature and grow, the role of the Board changes to meet the particular needs of the organization during the particular stage in its life cycle.

REPORTS

National Officer Reports

Written reports were received from the following National Officers: President Gail Berenson, President-elect Ann Gipson, Immediate Past President Paul Stewart, and Secretary/Treasurer Judith Price.

Treasurer Price reported as of May 31, 2007, Current Assets of MTNA are \$2,859,915.77 with liabilities of \$627,715.19 and income of \$2,569,870.01 with expenses of \$2,461,896.83. Unrestricted long-term investments are \$795,767.10. The Foundation Fund Endowment Account has assets of \$739,800.18 and the McHose Trust has assets of \$645,764.69. Current assets of the MTNA Certification Program, as of May 31, 2007, are \$69,691.33 with liabilities of \$2,550.31 and income of \$60,539.73 with expenses of \$56,255.56. Price indicated that, while the MTNA statement reflects a surplus at April 30, year end projections prepared by the MTNA Staff reflect a deficit of approximately \$244,000. This projected deficit is directly attributable to three extraordinary items; 1. The need for a Content Management System at a cost of \$75,000, approved by the Board of Directors in January 2007. This, in addition to expenses incurred beyond budget to bring all systems current, will cause the Information Technology projection to be approximately **\$104,400** over budget; 2. Four meetings this fiscal year of the Board of Directors versus a budget for our usual three meetings reflects an approximate \$31,500 over budget for Board Meetings. This is due to our participation in the Centennial Congress in Orlando. 3. The net impact of the 2007 Collaborative Conference was a deficit of \$128,000. Our projected surplus was \$208,355 versus an actual surplus of \$80,352. These three items totaling **\$263,900** are directly attributable to this deficit. Price further stated that she was pleased to report that no money will need to be taken from the long term reserves to cover this deficit, as money in our short term investment accounts was sufficient to cover these major expenditures.

Vice President Wenger reported that her Pedagogy Saturday Committee is made up of Jean Barr, Diane Birr and Kenneth Christensen.

Division Director Reports

Written reports were received from directors of all divisions: East Central (Carmen Shaw), Eastern (Deborah Martin), Northwest (Kenneth Christensen), South Central (Ruth Pitts), Southern (Diane Higgins), Southwest (Cheryl Pachak-Brooks) and West Central (Mary Ellen Moore).

National Forums

Written reports were received from all Forum chairs: Arts Awareness and Advocacy (Carmen Shaw), Collaborative Performance (Kenneth Christensen), College Faculty (Deborah Martin), Collegiate Chapters (Ruth Pitts), Independent Music Teachers (Mary Ellen Moore) and Local Associations (Diane Higgins).

Vice President Wenger suggested that the Conference program book should indicate what a forum is and why it should be attended. This could also be a topic of discussion at the Summit for MTNA Leadership.

National Program Chairs

Written reports were received from the following national program chairs: Composer Commissioning (Ann Witherspoon), 2008 Conference Planning Committee (Ingrid Clarfield).

Standing and Special Committees

Written reports from the following standing and special committees were reviewed: *AMT* Editorial Committee (William Westney), Foundation Fund Development Committee (Brian Chung), Finance Committee (Judith Price), Membership Committee (Ann Gipson), Nominating Committee (Paul Stewart), Summit for MTNA Leadership Planning (Ann Gipson), and the MTNA State Presidents Advisory Council (Darlene Vlasek).

The Board discussed the report of the AMT Editorial Committee with reference to the student-art AMT covers.

At the request of the MTNA Board, the committee considered a proposal to revamp AMT cover design by discontinuing the professional artwork we now use and substituting amateur art submissions by MTNA members and/or their students. After a lively discussion, a consensus was reached as reflected in the following memo submitted by Bill Westney to the MTNA Board:

The AMT Editorial Committee considered Diane Higgins' proposal RE student-art AMT covers. Those present at the meeting expressed strong and unanimous support for the quality, "classiness" and brand-recognition of AMT's present covers and did not wish to see them changed at this time. But impetus behind Ms. Higgins' proposal, perhaps through MTNA's new website. Before we make a formal recommendation for a future Board meeting, however, I ask for a few more weeks for the purpose of polling the members who could not be at our meeting.

This topic was discussed with members of the Editorial Committee who were not at the meeting. The overwhelming response was to keep the present covers."

Motion (Wenger) and second (Gipson) to accept the report of the Editorial Committee.

PASSED (6 YES, 4 NO)

Motion (Stewart) and second (Higgins) to establish a task force with Board representation to study all areas and venues student artwork can be incorporated into MTNA.

PASSED

Meeting was recessed at noon on Monday June 25, 2007.

The meeting was reconvened at 9:00 A.M. on Wednesday June 27, 2007.

Executive Director Report

A written report was received from Executive Director Gary Ingle. He reported that since the March Board meeting, his work has been focused on:

- 1) Follow through on the final details of the Collaborative Conference in Toronto
- 2) Meetings with MTNA President Gail Berenson to develop the MTNA Strategic Plan and to consider ideas and goals for the 2007-09 biennium.
- 3) Preparation for the 2008 National Conference in Denver, Colorado, including Lang Lang as featured artist and master class teacher.
- 4) Developing the FY 2008 budget drafts for MTNA and MTNA Certification.
- 5) Continuing development of the Recreational Music Making program with the National Piano Foundation, the Piano Technicians Guild, and the Retail Print Music Dealers Association. Four regional workshops are planned over the two months: Madison, WI; Harrisburg, PA; Seattle, WA; and Raleigh-Durham, NC. A grant from NAMM was received in the amount of \$30,000 to support development of the RMM program.
- 6) Developing the Certification College of Evaluators along with the restructure of staff to add a part-time position "Director of Member Development" for certification and member recruitment and retention to be filled by Phyllis Pieffer.

In May Ingle was elected to an unprecedented third two-year term as President of the National Music Council and presided over the American Eagle Awards presentations to Clive Davis (producer of American Idol), Sheldon Harnick (writer of "Fiddler on the Roof"), and VH1 Save the Music Foundation. He was re-elected to the Board of Trustees of the American Classical Music Hall of Fame and asked to serve as chair of its Professional Organizations Advisory Council. He also was asked by the International Society for Music Education (ISME) to serve as the advisor for its new Commission devoted to performance teaching.

Finally, in reflecting on the Collaborative Conference, Ingle believes it was one of the greatest organizational accomplishments in our 131 year history. He quoted his closing remarks: "We will never know how far-reaching the results of the conference will be for the future of the three collaborating organizations. But we can be certain that this event will ensure our role in the future of music teaching in North America."

He indicated that the conference was not the financial success we had hoped. But he emphasized that the value of the collaborative conference is more than economic, as is the case

with all great achievements. All of us remember the historic event when astronauts landed on the moon. This accomplishment wasn't achieved by people asking, "What is the economic value?" If you go down that road, economics always wins and aspiration loses every time.

Ingle believes MTNA lives on "crazy" things like the collaborative conference with Canadian music teachers. Playing it safe does not lead to spectacular accomplishments. We must be willing to take chances that always accompany big dreams. As one successful business executive put it: "You have to think anyway, so why not think big?" The economics will work themselves out – you can count on it. But it's the scope of the aspiration that matters. Ingle concluded that he is grateful to be working with and for an organization that supports and encourages the highest aspirations of the music teaching profession.

Travel and Meetings

April 6, 2007	ISME Meeting New York, NY
April 14-15, 2007	West Chester University Dedication West Chester, PA
April 23-24, 2007	Site Visit Denver, CO
April 27-28, 2007	Strategic Planning Meetings Cincinnati, OH
May 14-16, 2007	Competitions Meetings Cincinnati, OH
May 21-22, 2007	Certification Meetings Cincinnati, OH
May 24, 2007	NMC Eagle Awards New York, NY
June 2-3, 2007	PMTA Leadership Summit West Chester, PA
June 8-10, 2007	Conference Planning Committee Meeting Princeton, NJ
June 22, 2007	PTG Conference Kansas City, MO
June 25-29, 2007	MENC Centennial Congress/Board Meetings Orlando, FL

Marge Bengel, Senior Deputy Executive Director and Chief Operations Officer

- Continued work with the Executive Director in all MTNA areas.
- Coordination of Annual Budget – MTNA and MTNA Certification with Five Year Actual Vs Budget Comparison Report for Finance Committee
- Prepared reports for Internal Revenue Service of the information required on an annual basis to maintain our group exemption. Letter received from IRS stating we are in compliance. Worked with the Executive Director of NATS to help them in their decision making process to establish a Group Exemption as MTNA has done.
- Attend National Conference in Toronto and attend meetings for the Board of Directors (prepare minutes), Development Committee, Local Association Forum, Membership Committee, Summit Planning Committee, Local Association Grant Committee, and State Presidents Advisory Council.
- Worked with Whatcom County Bellingham WA and Kalispell Area MTA Kalispell MT for inclusion in the 501 (c) (3) Group Exemption. Began discussions and review of Constitution and Bylaws with Indiana MTA president and Illinois MTA president. There are now 141 members in the group resulting in a combined total savings of \$70,500 for the members of the group.
- Met with Linda Stump on various issues while she was in Cincinnati for the competition annual meeting.
- Continued the monthly email communication to the Presidents of the State and Local Associations on topics of interest to their membership and associations.

March 2007	Give us names of potential members
April 2007	Website and Newsfeeds
May 2007	Repository for Important Documents, ASCAP reminder, Send MTNA your newsletters

- Meeting with Don Kaplan of Stifel, Nicholas with regard to the MTNA Investment portfolio and their quarterly performance.
- Coordination of the Board of Directors Agenda Book for the June 2007 meeting.
- Attend Board of Directors Meeting in Orlando, FL
- Begin work on the renovation of the 31st FL – color selections, etc.
- On going day-to-day oversight of operations and the accounting area.

Information Technology

Julianne Miranda, Deputy Executive Director and Chief Information Officer

The website upgrade was completed in March 2007. The following tactical goals were achieved during this time:

- Completion of all top tier content areas
- Incorporation of existing functionality from current site
 - Conference, Marketplace, Find a Teacher, Foundation Donations, etc.
 - Databases – (AMT, Intermediate Chamber Music, Wellness, etc.)
 - Site wide search capability
- Membership join and renew forms rewritten

Third and fourth quarter strategic technical goals include:

- Integration of Membership management function with authentication and user management functions of DotNetNuke
 - Deployment of discussion boards
 - Prototype “members-only” area of the site
- Completion of competitions application and reporting updates
 - Reporting tools yielded significant numbers of errors last year
 - Enhancements include division and state-level **coordinator management tool** that automates the materials preparation cycle (recital programs, letters, reports, etc.)
 - Distribute Competitions Handbook electronically with merge-capable forms and documents for use with the new coordinator management tool
- Development of mechanics to support the AMT Online Journal
 - Template and structure for article storage and retrieval
 - Development of security feature that makes the journal a “members only” tool
 - Exploration of eBook publishing
- Substantive review of iMIS membership management tool
 - Evaluation of current implementation
 - Identification and adoption of *iMIS Business Objects (iBO's)* for event management and fundraising.

Programs and services strategic and tactical goals achieved during this time period include a similar upgrade to the Association in a Box™ content management system, continued work on the Virtual Collegiate Chapter Initiative (VCCI) and the development of new membership management tools.

Currently there are **11** states and local associations that use the **Association in a Box™** content management system. While AIB provides a professional site to our affiliates, it also meets the strategic and higher order goals of improving communication between MTNA and its affiliates, improving the affiliate’s access to information and professional presence, and helping the affiliate adopt a fiscally and operationally streamlined business model. By offering AIB free, we are in essence providing budget relief so that funds typically devoted to hosting and maintenance can be used for association events and programming.

The **Virtual Collegiate Chapter Initiative (VCCI)** was unveiled at the MTNA conference. While there was significant interest on the part of college students in particular, sustaining the forward motion of the initiative has been challenging. During the third and fourth quarters, we will explore ways to market the program and renew interest in VCCI. Because it is a truly new initiative and the content development has not been substantial, the web presence is not as engaging as it could be and it is not an effective marketing tool. I will be consulting with other associations who have started online communities to discern some best practices that will help

Finally, we have developed **membership management** modules for use by state and local associations. These are databases that are connected directly to MTNA's membership database. When information is updated at the national level, the state or local association membership database is also automatically updated. The public module is used on the association website as a searchable Find a Teacher function. The secure module requires authentication and has an additional management tool that allows the state dues contact to perform basic functions such as creating mailing labels for official state or local mailings, send "blast" emails to the membership, etc. In the third quarter of 2007, State dues contacts will be able to access these membership modules to review renewal information over time. States using this tool include AL, MD, NC, OH, PA, WY

Third and fourth quarter strategic program goals include:

- Development of a Leadership Portal for State and Local presidents
 - Clearinghouse of most useful information for governance
 - Resource area for best practices
 - Tools and templates for meetings, communications etc
- Establishment of an online "newsletter trading post"
 - Local associations seek a mechanism to share articles for newsletters
 - Short MTNA articles that can be used in state and local newsletters
 - Searchable online repository of any state and local electronic newsletter
- Professional development resources for members
 - Identify and adopt an appropriate vehicle for developing technology competency skills among MTNA members
- Promotion of MTNA members services and resources
 - Focus on content development for the MTNA website
 - Coordinate with Marketing and Public relations to review marketing strategies and identify ways electronic communications can play a role improving brand recognition
 - Use analytics to develop more targeted outreach to non-members

Personal professional development

Invited Presentations:

- Ohio University, May 11, 2007 "The Piano Class in the 21st Century" (*or "I have a feeling we aren't in Kansas anymore"*)
- Valparaiso University, May 21, 2007
 - Keynote address, "The Social Life of Education – How Social Software is Transforming the Learning Experience"
 - Plenary session, "Effective Online Discussions"

- Southwest Ohio MTA, June 1, 2007 – Update on MTNA programs and services
- Iowa Music Teachers Association, June 2-5, 2007
 - Where No Association Has Gone Before, version 2

Competitions

Linda Stump, Director

I thank all of the staff for their help with the 2006-2007 competitions, printing of programs, and general support culminating with the National Finals in Toronto.

The national finalists in the performance competitions were as follows:

Junior: Brass (4); Piano (7); String (7); Woodwind (7)

Senior: Brass (6); Piano (7); String (7); Voice (7); Woodwind (7)

Young Artist: Brass (6); Piano (7); String (7); Voice (7); Woodwind (7)

Chamber Music: 7 ensembles

Items discussed by the Competition Committee:

1. California proposals about composition judges (from Darlene Vlasek in 2006): the competitions committee recommends no changes in the number of judges required for the Composition Competition.
2. Diane Higgins agenda item regarding reducing the composition entry fees and award amounts: the competitions committee recommends no changes in the composition fees and award amounts since they have just gone into effect.
3. Debbie Martin agenda item regarding need for additional staff help at division competitions:
 Competitions committee is constantly evaluating procedures for volunteers and to make jobs easier. For example, we are working to combine the competition judges' reports and compensation forms to eliminate double entry of information. The Director of Competitions sent a template to the Eastern Division Competitions Chair for making clear labels with student and teacher names that can be printed on a laser printer prior to the competitions and can be peeled off and attached to the certificates very quickly. The Director of Competitions will work with any division who feels they need more assistance.

Following the national conference, I have been working in the following areas:

- Working on changes to the Competitions Handbook for next year
- Updating the Handbook for Division Competitions Chairs. Handbook will be available only on the MTNA website starting in the 2007-2008 competition year.
- Working with staff in updating the online applications for the website
- Working to secure an up-to-date list of state competitions.

Foundation Fund

Joan Reist

Since the conference, I have been working with the head of the Lincoln Music Teachers Association's Music Outreach program and the Lincoln Community Learning Centers' directors. We are hoping to expand their relationship in order to develop music programs in several learning centers, where after-school programs are positively impacting both individual students and entire communities. The Foundation will use this program as a pilot for its focus on assisting existing programs to advance to a higher funding level.

This summer, letters will be sent to parents of the 2007 MTNA competition winners, encouraging them to nominate their child's teacher for a Foundation Fellow honor. This is another "trial run" in the Development Committee's efforts to broaden the scope of Foundation Fund support.

Plans are also in the works to encourage Legacy Society members to "recruit" new members. A model letter will be developed for their use.

I am working on ways to better communicate with Fellows, Endowment donors and Legacy Society members. The monthly Foundation Moments will continue, in the hope that state and local associations will keep their membership "in tune" with the Foundation.

Information Services

Marcie Lindsey, Director of Publishing

Publications/Printing

- Revised BOD Handbook
- Revised State/Division Handbook
- Produced Competitions Handbook
- Designed BOD agenda book covers
- Revising Studio Communications Guide
- Edit/layout parent/teacher/student guide
- Designed/printed recital program covers

AMT

- Produced June/July and August/September issues; working on October/November
- New Products Directory in August/September
- Preparing Pedagogy Proceedings for publication in October/November issue
- Updated Article of the Year database
- Updated AMT database

Membership

- Revised and printed 6-month membership search piece
- Redesigned and printed Marketplace coupons
- Redesigned and printed Conference Discount coupons
- Designed ads for other publications
- Edited StAR Newsletter

Conference

- Developing Exhibitor Kit
- Developed logo, selected fonts, colors, etc. for 2008 Conference
- Redesigned and updated advertising rate card
- Updating presenter, exhibitor and showcase forms

FOUNDATION FUND

- Revised grant application materials

Marketing and Public Relations

Brian Shepard, Director

2008 MTNA National Conference

- Finalized contract with Lang Lang's agent to include a master class and recital on April 1, 2008.
- Held conference planning committee meeting June 8–9 in Princeton, New Jersey.
- Began developing promotional and exhibitor materials.
- Worked to digitalize as many conference processes as possible.

2010 MTNA National Conference

- Began sending out requests for proposals, targeting Midwest cities.

2007 Summit

- The 2007 Summit for MTNA Leadership will be held September 7–9, 2007, at the Hilton Netherland Plaza Hotel in Cincinnati.
 - Programming will include an MTNA Board and Staff Talent Show

Special Projects

- Finalized the MTNA corporate video and Profiles Series segments with Infinity Media Group.
- Working on tentative plans for a Young Artist Piano Winners Recital in New York.

Partnerships/Exhibiting

- MTNA and PMAI will partner to sponsor four Recreational Music Making Teacher Training Seminars during June, July and August in Madison, Wisconsin; Seattle, Washington; Harrisburg, Pennsylvania; and Raleigh, North Carolina
- MTNA sponsored the International Association for Jazz Education Teacher Training Institutes. This sponsorship will included providing mailing information and arranging ad swaps in each association's magazine.
- MTNA continued to promote its partnership with RPMDA by sponsoring the entertainment at the closing banquet. The conference took place from May 2–5, 2007, in Milwaukee, Wisconsin.

Membership Development

- For a complete listing of membership development activities that the marketing and public relations department coordinated, please see Ann Gipson’s membership committee report.

Certification

- Developed a marketing strategy for the new collegiate certification initiative.
- Coordinated monthly Certification Moments with chair.

Competitions

- Began developing a digital poster template to promote competitions in a cost effective manner.

Advertising

- Consistently made sixty or more advertising contacts weekly.
- E-mailed advertisers reminding them of deadlines.
- Arranged advertising swaps for membership and conference advertisements.
- Sold the following dollar amounts of advertising for the 2006–2007 *AMT* year, and the 2007 program book:

Issue	FY 2006–2007
A/S	\$41,875.00
O/N	\$38,639.50
D/J	\$42,245.50
F/M	\$56,398.50
A/M	\$34,637.50
J/J	\$20,689.00
Totals	\$234,485.00
Program Book	\$35,250.00

Public Relations

- Placed articles in National Association News in *AMT*
- Answered media inquiries for music teaching information
- Continued keeping clipping reports of MTNA in the news. Below are the number of clips and impressions for this past year as of May 23, 2007. (The number of impressions now reflects online impressions, which accounts for the increase.)

	2006–2007	
	Clips	Impressions
July	51	1,575,378
August	74	1,146,359
September	49	2,140,264
October	86	67,378,639

November	66	6,567,509
December	94	73,001,117
January	80	7,305,341
February	112	7,640,066
March	174	22,105,020
April	111	11,011,758
Totals	897	199,871,451

Member Information Services

Elaine Donaldson, Director

Below is the Paid Membership Count for the 2006-07 membership year as of May 31, 2007 with comparison figures from 2005-06. The total membership is down by 119 members representing a 0.5% decrease. However, there is a 6.1% increase in the student category.

The certified member count shows a breakdown of certified members as of May 31, 2007 with comparison figures for the last four years. On 6/30/2007, 256 members are due to renew their Professional Certificate with documentation of points and fee and 128 to renew their Permanent Professional Certificate with a fee only. Both groups have until September 1, 2007 to renew their certification. After that time their certification will be dropped but they can reinstate it by paying an extra fee for each year it has lapsed.

PAID MEMBERSHIP COUNT MAY 31, 2007

<u>MEMBER TYPE</u>	<u>CURRENT MONTH</u>	<u>PREVIOUS YEAR MONTH</u>	<u>% CHANGE +/-</u>	<u>PREVIOUS YEAR END</u>	<u>% CHANGE +/-</u>
ACTIVE	17,974	18,273	-1.6%	18,273	-1.6%
SENIOR	3,189	3,086	3.3%	3,086	3.3%
STUDENT	1,339	1,262	6.1%	1,262	6.1%
SIX MONTH	419	434	-3.5%	437	-4.1%
ST	22,921	23,055	-0.58%	23,058	-0.6%
CORPORATE	50	43	16.3%	43	16.3%
INSTITUTIONAL	52	44	18.2%	44	18.2%
ST	102	87	17.2%	87	17.2%
Total	23,023	23,142	-0.5%	23,145	-0.5%
HONORARY	12	12	0.0%	12	0.0%

Teacher of the Year Award

Ruth Pitts	TX	SC	Chair
Geri Cheney Gibbs	UT	SW	
Philip Autry	TN	SO	

Local Association Grant Committee

Joanna Burnside	MS	SO	Chair
Pierce Emata	NV	SW	
Grace McFarlane	DC	E	

Teacher Enrichment Grant Committee

Benjamin Caton	TN	SO	Chair
Marilyn Brossard	WA	NW	
Susan Connor	TX	SC	

Studio Teacher Fellowship Award

Terry McRoberts	TN	SO	Chair
Sara McDaniel	CO	SC	
Joanna Grace	WI	EC	(former recipient)

Development Committee

Brian Chung	CA	SW	Chair
Wayne Gibson	GA	SO	
Phillele McBrayer	OK	SC	
Ben Whitten	PA/DE	E	
Jeanne Grealish	NM	SW	

Exhibitor Committee 2007-2009

Jane Calder	Making Music Fun
David Gereghty	Neil A Kjos Music Co
Kevin Hackinson	FJH Music Company
Karen Koch	Music Educators' Marketplace

State Affiliate Grant Committee (reappointment)

Amy Rose Immerman	OH	EC	Chair
Zelma Bodzin	NY	E	
Kenneth Christiansen	MT	NW	

Poster Session Review Committee (reappointment)

Michelle Conda	OH	EC
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Pedagogy Saturday Committee

Janice Wenger	MO	WC	Chair
Jean Barr	NY	E	
Diane Birr	NY	E	
Kenneth Christensen	MT	NW	

Partnership Review Committee

Mary Ellen Moore	Board Representative
Kenneth Christensen	Board Representative

PASSED

MTNA Strategic Plan

President Berenson and Executive Director Ingle presented the MTNA strategic plan and led the Board through the objectives and goals. Following is the document which reflects some minor modifications made by the Board:

MTNA Strategic Plan

The mission of Music Teachers National Association is to advance the value of music study and music making to society and to support the professionalism of music teachers. The association maintains two subsidiary programs: MTNA Professional Certification Program and the MTNA FOUNDATION FUND. The Professional Certification Program exists to improve the level of professionalism within the field of applied music teaching and helps the public readily identify competent music teachers in their communities. The MTNA FOUNDATION FUND supports programs to financially assist teachers and students with their educational pursuits while providing an opportunity for individual and corporate support of MTNA and its programs.

Objective I: To increase the number of individuals of all ages involved in the study and making of music in the United States.

Goal: Promote the musical and non-musical benefits of music making and music study through multiple internal and external media/communication sources.

Goal: Promote MTNA Certification to the public as an indicator of fully qualified music teachers.

Goal: Provide funding to qualified outside organizations to leverage the impact of MTNA support.

Goal: Provide student recruitment and retention strategies to members of the profession.

Goal: Expand MTNA's agenda for advocacy through partnerships with other appropriate national and international organizations.

Goal: Promote the image and purpose of MTNA as the most valuable and respected source for information on the music teaching profession.

Objective II: To insure the long term future of the profession.

- Goal: Promote the music teaching profession as a worthwhile and viable career.
- Goal: Promote the value and stature of professional music teachers as worthy of significant compensation and respect.
- Goal: Support university pedagogy programs in curriculum development and delivery to promote well-educated graduates.
- Goal: Provide multiple training opportunities to music teaching professionals to enhance and expand their pedagogical repertoire to include both traditional and non-traditional approaches.
- Goal: Promote openness to non-traditional teaching approaches.
- Goal: Identify demographic trends and preferences that influence pedagogical approaches.
- Goal: Promote networking opportunities as well as avenues for pursuing continuing education.

Objective III: To enhance and expand member programs and services to meet and exceed member needs and expectations.

- Goal: Utilize the Forums and other committees for member input regarding their needs, issues and interests.
- Goal: Maintain commitment to member research through the use of appropriate member surveys.
- Goal: Provide professional development resources and training for all member segments of MTNA, including students.
- Goal: Expand benefits and services for the music teacher professional, especially for the self-employed member.

Objective IV: Globalize the products and services of MTNA to better serve an increasingly international music teacher community.

- Goal: Develop an appropriate strategy for globalization.
- Goal: Establish MTNA as the pre-eminent music teacher association in the world.
- Goal: Position the MTNA website as the home for the global music teacher community.
- Goal: Pursue further opportunities for MTNA meetings outside of the United States.

Goal: Establish and maintain relationships and partnerships with other international music teacher organizations, institutions and corporations.

Objective V: Strengthen organizational effectiveness and operating efficiency.

Goal: Apply and integrate technology into designated MTNA programs and services.

Goal: Maintain an ongoing process of long and short range planning.

Goal: Identify and cultivate skilled and committed leadership at all organizational levels of MTNA.

Goal: Integrate the appropriate contributions of volunteer and paid staff in all member programs of the association.

Goal: Enhance volunteer and staff satisfaction within the organization.

Goal: Create and implement an appropriate and effective development plan for the Foundation Fund.

Goal: Conduct biennial reviews of the competition program.

Goal: Continue the ongoing enhancement of the Certification program and its governance.

Goal: Enhance the connection between the national association and our state and local affiliates through our leadership training, communication and personal contact.

Goal: Explore and develop avenues for expanding non-dues revenues.

Goal: Continue an effective membership recruitment and retention plan.

Goal: Increase diversity within the membership, both demographically and musically.

Goal: Develop and implement a comprehensive internal and external marketing and public relations/communications plan.

Motion (Higgins) and second (Christensen) to adopt the MTNA Strategic Plan for the 2007 – 2009 biennium.

PASSED

FY 2008 Budget Proposal

Executive Director Ingle, on behalf of the Finance Committee, made a presentation of the FY 2008 MTNA budget. The proposed budget projected income and expenses of \$2,472,370.00, including among other things, the \$2.00 active membership dues increase effective July 1, 2007.

Motion from the Finance Committee that the Board approve the FY 2008 budget as presented.

PASSED

Review of Current Financial Policies

Executive Director Ingle led the Board through a review of the current financial policies in effect.

Motion from the Finance Committee that there be no changes to the current financial policies.

PASSED

Audit

Motion from the Finance Committee that the Board approve Clark, Schaefer, Hackett & Co. as the auditors for FY 2007. PASSED

2008 Achievement Award

This award is given to an individual who has made significant and lasting contributions to music teaching.

Motion (Higgins) and second (Christensen) to confer on Jean Barr the 2008 MTNA Achievement Award.

PASSED

Jean Barr is Professor of Accompanying and Chamber Music at the Eastman School of Music. Barr is the first keyboard artist in the United States to be awarded a doctoral degree in accompanying. As a collaborative pianist, Barr has performed in the United States and abroad with many distinguished artists. She is also in much demand as a guest lecturer and master teacher, and has given classes throughout the world. Barr is considered by many to be a pioneer in her field. In 1994, the Eastman School of Music honored Barr with the prestigious Eisenhart Award for Excellence in Teaching and in 2004 the University of Rochester awarded her the Susan B. Anthony Lifetime Achievement Award.

2008 Distinguished Service Award

This award is given to an individual who has made significant and lasting contributions to MTNA through service to the national association.

Motion (Moore) and second (Pitts) to confer on Martha Hilley the 2008 MTNA Distinguished Service Award.

PASSED

A longtime member of MTNA, Hilley has served on the Board of Directors (2005-2007), on the Pedagogy Committee (2003-2005), was awarded an MTNA Foundation Fellow for the state of Texas in 2002 and awarded the Outstanding Collegiate Teacher Award by the Texas Music Teachers Association. With the assistance of Julianne Miranda, she was responsible for spearheading the creation of VCCI (Virtual Collegiate Chapter Initiative), after serving as an exemplary Collegiate Chapter Committee Chair for a number of years. She has served as conference clinician for countless state MTA conferences, influencing the pedagogical perspective of teachers throughout the country.

Wellness Policy

With wellness more and more a focus of musicians and music organizations, it seems especially timely for MTNA to develop a wellness policy, making a clear statement about the importance and value of wellness education to our membership. President Gail Berenson represented MTNA on the Health Promotion in Schools of Music project.

As a result of our partnership with the Health Promotion in Schools of Music project, we invited the project's Executive Director, Dr. Kris Chesky, to draft a policy on our behalf. Dr. Chesky is co-founder and Director of Education and Research for the Texas Center of Music & Medicine, where he holds a unique joint faculty position within the UNT College of Music and the UNTHSC Department of Medicine in Fort Worth. He currently serves on the Board of Directors for the Performing Arts Medical Association, the Scientific Review Board for the Medical Problems of Performing Artists Journal, and the Editorial Review Board for International Trumpet Guild Journal.

Dr. Chesky has drafted a similar health-related policy for MENC.

MTNA Health in Music Teaching

POSITION

Like other focused educational activities or pastimes, learning, performing and listening to music can produce possible negative health consequences when undertaken incorrectly or excessively. Music teachers need to be health conscious and to engage in prevention education with the students in their charge. Health promotion, as defined at the 1986 World Health Organization Conference and in the Ottawa Charter for Health Promotion, must go beyond

simply “delivering” instruction or “disseminating” information and must address issues that affect music students’ values, beliefs, and motivations. Working in collaboration with individuals and groups outside of music, music teachers can contribute to the development of injury-free musicians by informing and teaching health-conscious habits to music students.

CONCERNS

Music teachers provide students with studio experiences, lessons, and performance opportunities designed to develop a wide range of knowledge and skill. Like teachers of any other subject, music teachers focus on the educational outcomes of their efforts. Music teachers guide students through educational interactions that involve and influence the well-being of students in three specific areas:

- *Hearing health.* Exposure to loud music for long durations can lead to noise-induced hearing loss, a problem that is increasingly prevalent among children due, in part, to changing listening habits associated with personal listening devices.
- *Physical health.* Overuse or misuse of the body when playing a musical instrument or singing can lead to health problems. Musculoskeletal and vocal performance injuries are preventable. Healthy playing and singing involves the correct physical manipulation of the voice and of instruments.
- *Psychological health.* The performance of music, especially the public performance of music, involves a host of social and emotional factors that are key to the importance we place on music—and a potential source of stress in the student.

THE MUSIC TEACHER'S ROLE

Music teachers are the primary channels for changing how music is taught and played. In the effort to reduce performance injuries and encourage good auditory, physical and emotional health in their students, music teachers need to become substantially involved in injury prevention by teaching health-conscious music-related practices to students.

GUIDELINES FOR MUSIC TEACHERS

As part of helping students develop knowledge and skills in music, music teachers should adopt the following practices:

- Recognize that noise-induced hearing loss is a widespread and serious public health issue and that music is implicated as a causal factor. Music teachers can contribute significantly to resolving this growing problem by addressing it in lessons.
- Arrange lessons and teach children how to practice in ways that avoid injuries. These strategies can include using appropriate warm-ups; breaking up intensive, repetitive practice sessions with short rest periods; and insisting on proper posture while playing or singing.
- Provide good musical preparation for students and encourage appropriate attitudes toward music so that students’ stress is kept to manageable levels.
- Actively monitor their students for incipient physical problems and insist that students adopt good practices to stop the development of severe problems.
- Seek more pre-service and in-service education in the health aspects of music, which is

- consistent with the Health Promotion in Schools of Music (HPSM) project and the National Association of Schools of Music.
- Be a source of information to colleagues in other fields. Music teachers need to know when and where to go for help. While the music teacher will likely be the first “go-to” person for problems, other professionals should be aware of performance injuries and available to assist students in dealing with them. Local physicians, speech and hearing centers, mental health counseling centers, school nurses, and others need to know that music students may have unique and challenging health situations and that there are resources and performing arts medicine experts willing to help if needed.
 - Demand high quality teaching materials. As practices designed to address health issues among music students are developed and refined (recognizing that each music teaching scenario is unique), high quality teaching materials will need to be designed and developed.

Motion (Christensen) and second (Higgins) to adopt the Wellness Plan and to post to the MTNA website.

PASSED

Young Artist Voice Requirements

Current Young Artist Voice requires a minimum of only five (5) selections (1 aria, 1 German Lied, 1 French Mélodie, 1 Art song written after 1900, and 1 additional song of entrant’s choice), which is only one more than the Senior Voice requirement. Young Artist Voice students should perform programs of greater difficulty and length than the Senior students. The Young Artist Voice requirements beginning in the 2008-2009 competition year would be (revisions are in bold):

- Maximum performance time: thirty-five (35) minutes.
- The program [**minimum of eight (8) selections**] must contain repertoire in the original language from each of the following categories: (include the name of any identifying work from which a song is taken):
- **Two (2) arias** from opera or oratorio repertoire, sung in the original key
- German Lied
- French Mélodie
- Art song in English written after 1900
- **At least three (3)** additional song(s) or aria(s) of the entrant’s choice in the original language or in English translation

Motion (Pitts) and second (Pachak-Brooks) to increase the Young Artist Voice requirements beginning in the 2008-2009 competition year.

PASSED

Repertoire Requirement Addition

The Competition Committee feels it is very important that students perform music written in the second half of the 20th Century.

Although many recognized the value in this recommendation, many board members felt that the suggested rule was too ambiguous. There were issues with instructing judges on how to consider (or not consider) a student complying with the suggested repertoire.

Motion (Moore) and second (Shaw) to add the following sentence to all repertoire requirements beginning in the 2008-2009 competition year, per the recommendation of the Competition Committee: “Students are encouraged to include music written after 1945.”

FAILED

Review of Competition Rules and Regulations

Executive Director Ingle led the Board through the current rules and regulations of the MTNA National Competitions. The Competitions Committee proposed no changes at this time. The Board made no revisions.

In March 2007, Diane Higgins submitted an agenda item to reduce the MTNA Composition Competition entry fees and to reduce the MTNA Composition Competition awards so that they are more in line with those of other national composition competitions. At that time, the discussion was postponed to June 2007.

Motion (Higgins) and second (Christensen) to table the discussion to the December 2007 Board meeting to allow time to analyze the numerical results of the 2007-2008 Composition Competitions.

PASSED

MTNA Program Development Project

The Foundation Fund Development Committee submitted a proposal recommending establishment of the “MTNA Program Development Project” designed to help innovative new or preexisting music participation programs grow and develop to the point where they can obtain funding from larger organizations (NAMM, NEA, Gates Foundation, etc). It is felt that this project will leverage the impact of MTNA support in working toward the goal of a “more musical tomorrow.” It will also provide a platform to encourage incremental giving to the MTNA Foundation Fund.

RATIONALE

- The art of music making faces an ever-increasing number of alternative activities that compete for people’s time and resources. These competing alternatives pose a serious threat to the future of the music teaching profession. As one of the chief advocates for

music teachers in America, MTNA should support its members by becoming a leader in the effort to increase the number of music makers across this country.

- Since the creation of large in-house initiatives (e.g. national after-school music programs) would require more professional staff time and financial resources than MTNA has available, MTNA should seek ways to create music makers through the expansion of new or pre-existing regional/local programs that are self-sustaining.
- Many large organizations (NAMM, National Endowment for the Arts, corporate foundations, etc.) are ready and able to support programs that create music makers. These organizations can provide significant funding – far above the levels normally seen in the music teaching profession and music products industry. However, these large organizations require strong, well-prepared proposals to justify their funding investment. Proposals typically include the following:
 - Evidence of proven success in impacting communities through music over time;
 - Evidence of a strong organization that will utilize the funding effectively and efficiently;
 - Evidence that the program can be reproduced in other communities;
 - A video or DVD presentation describing the program.
- Because most regional/local music participation programs are understaffed (or run entirely by volunteers) and have no budgets or personnel to prepare the proper presentation materials required to obtain large-scale funding, these programs never grow beyond the local level.
- MTNA can leverage its support to these programs (and to its members) by becoming an entity that provides the guidance and financial assistance necessary to help local/regional programs obtain significant funding from larger organizations. This would be the primary purpose of the “MTNA Program Development Project” – **to help worthy local/regional programs obtain the funding necessary to become influential national programs that increase the number of music makers.**
- Once this goal is accomplished and MTNA is helping to nurture smaller programs into national ones, the MTNA Foundation Fund Development Committee will utilize this success to encourage incremental giving to the Foundation Fund.

OPERATION AND FUNDING

Operational Details:

- MTNA to issue a “call for programs” among state and local associations and individual members.
- These programs would not have to be run by or developed by MTNA members. The objective is to find great programs that create music makers of all ages. All MTNA members will benefit from the growth of such programs.

- Nominated programs will be studied by a member of MTNA staff who will work with a Program Development Grant Committee (to be established) to determine the following:
 - Which programs have the best chance of creating & sustaining more music makers on a national level?
 - Which programs can be easily replicated without high cost?
 - Which programs best meet the parameters required for outside funding from larger organizations?

- Once the recommended programs are ratified by the Board, MTNA will provide the funding/assistance required to help these programs prepare a strong and credible grant request to larger funding entities.

Funding Request:

- MTNA to earmark \$20,000.00 from the Ada Belle Petterson Endowment for the coming fiscal year toward *establishing* the “Program Development Project.”

Motion from the Finance Committee that the Board approve the proposal from the MTNA Development Committee.

PASSED unanimously

The meeting was recessed at 2:45 p.m. on Wednesday June 27.

The meeting reconvened at 9:00 a.m. on Thursday June 28. (Deborah Martin absent, Judith Price present)

Annual Review of the Executive Director

President Berenson presented the Finance Committee’s report on the annual review of the Executive Director. Faced with several impediments to this year’s evaluation process, including a unique situation of the MTNA Board meeting being held in June and the committee’s inability to meet in early June as prescribed by the evaluation schedule, no committee evaluation of the Executive Director for FY 2007 was presented to the Board. However, Berenson indicated that the Finance Committee gave the Executive Director a raise in recognition of his continued excellent work for the association. She reaffirmed the Committee’s belief that he is an extremely valuable asset to MTNA. He continues to do an outstanding job, working with the officers, the Board of Directors and the extended leadership to continue to advance our mission and the reputation of our organization. He has the respect of our members, our industry partners and fellow organizations throughout the country for his exceptional leadership skills. Berenson indicated that MTNA is

fortunate to have Ingle as our Executive Director and looks forward to many more years of service as MTNA continues to pursue its strategic plan for the future.

National Children Helping Children

At the March 2007 State Presidents Advisory Council meeting there was a motion to send a proposal to the Board requesting the establishment of a national performathon where money could be raised for a local or national charity similar to Ronald McDonald House.

Motion (Stewart) and second (Price) that a task force be appointed to explore the idea of National Children Helping Children.

PASSED

Announcements

The winter board meeting will be December 6-9, 2007 in Cincinnati at the new headquarters.

The Conference Board Meeting will be March 27-28, 2008 in Denver, Colorado.

ADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned at 9:15 a.m. on June 28, 2007.

Respectfully submitted,

Judith Price, Secretary/Treasurer