To: Deb Delisle, ASCD Executive Director

From: Affiliate Executive Directors Meeting at L2L

On: July 29, 2016

Re: ASCD and its Affiliates…Communication and Collaboration

The leaders of the affiliates of ASCD wish to continue to work together and with ASCD to promote ASCD’s mission and goals (as well as their own) to advance the collective and individual growth of ASCD and its affiliates.

Our desire is to continue to support a climate of trust and cooperation that yields productivity in the areas that affect both ASCD and the affiliate organizations. We greatly appreciate ASCD’s willingness to entertain and respond to our ideas and recommendations.

In the symbiotic relationship which exists between ASCD and the Affiliates, the Affiliate Executive Directors are the lynch pin that supports and advances this productive relationship, a relationship which is complicated by such factors as affiliate size, location and local politics. In addition, Affiliate Executive Directors work with volunteer boards and may be paid employees or volunteers themselves.

The Affiliate Executive Directors believe that their role and perspective would be more effectively communicated to the ASCD Board and leadership if the Executive Directors have a voice at the table. Four possible scenarios are:

•Creation of an ASCD Board member position for an Affiliate Executive Director with term limits of two or four years to represent the Affiliate Executive Directors’ and Affiliates’ point of view

or

•Appointment of an Affiliate Executive Director as an ad hoc non-voting member to the ASCD Board in consultation with the Affiliate Executive Directors

or

•Within the current voting process ensure that Executive Directors are recruited to run for the board and thus affiliates are represented

or

•Developing a process by which once a year a representative of the Executive Directors delivers a report to the ASCD Board regarding the interests, needs and priorities of affiliates based on information collected from the Executive Directors

Specifics for each of these options would be developed though discussions between the ASCD leadership and the Affiliate Directors.

Other areas of cooperation which would be mutually beneficial are:

1. Mentoring and orientation for new Executive Directors.
2. A plan for affiliates/Executive Directors to support each other through mentoring.
3. Orientation to be provided for new Executive Directors.

As has been noted in numerous research studies, mentoring is a key element of the success of an individual and/or an organization (Wallace Foundation, February 2016). It is critical to provide training for new Executive Directors and ongoing professional learning for experienced Executive Directors. It is also important to have a transition plan in place for Executive Director replacement. The job of Executive Director varies from affiliate to affiliate, but the fact remains that this key leadership position is crucial for the success of any affiliate. Mentoring can be a formal or informal program, it can be for a brief or an extended period of time, and it can be voluntary or with small compensation.

1. Monthly and other Meetings
2. Restructuring of monthly online meetings to be more topic-driven, affiliate-driven and interactive, conducted by a combination of ASCD staff and Executive Director leadership for sharing important information and seeking input.
3. Meetings to be collaborative and decentralized
   1. All points of view to be considered and respected.
   2. Information from ASCD staff to be provided during first half of meeting. Topics to be relevant and of interest to the Executive Directors.
   3. The second half of meeting to be hosted and facilitated by an Executive Director. The Executive Directors take turns with this responsibility.
   4. Topics to be issue-oriented, relevant, diverse and engaging.
   5. Topics to be planned in advance by the Executive Directors using the guiding question, “What do affiliate leaders need to know?” Brainstorming and selecting topics for the year could take place through an online survey or at L2L.
   6. Topics to be published ahead to enable Executive Directors to be prepared for each online meeting.
4. For regularly scheduled online meetings, the day and time of the month should vary, not only on Tuesdays.
5. The meeting schedule and topics to be sent out to all Executive Directors for the school year.
6. Meetings to continue to be recorded and archived, enabling Executive Directors to access them on their own time. We see that Walter McKenzie has already started a google docs prototype: “In an effort to coordinate our planning with your programming, we have created a Google Doc where everyone can post their significant event dates through 2017. Please go to <https://docs.google.com/spreadsheets/d/1ouBeXhNLoUuJ_Sash3SJgngsiBPk2020ViA63wyy1m0/edit?usp=sharing>”
7. An annual professional development calendar that lists Executive Director meetings throughout the next year and schedules four opportunities to meet face-to-face., e. g. ASCD Annual Conference (Empower 17), L2L, a Regional Fall meeting and LILA.
8. The Executive Directors to be involved with planning of these meetings. The calendar also includes professional development for Executive Directors focusing on current issues both national and state, and best practices with excellent presenters for the Executive Directors to consider.  These include areas that impact education such as labor demands, career options, and U.S. Office of Education initiatives.   Professional development about millennials and how to best meet their needs at the affiliate level are also to be considered as is ASAE as a provider of P.D. for affiliate leaders. Their programs can be helpful to affiliate leaders.
9. Affiliates would like to share information about outstanding speakers and professional learning opportunities with one another.  A system for doing so to be developed.

Signed by those in attendance at the impromptu meeting at L2L 2016:

Bill Dodds - IL

Yolanda Rey - TX

Colin Cameron - OR

Marcelle DeFreitas - ON

Laurie McCullough – VA

Isa Zimmerman - MA

Sue Copley - NH

Kathy Clayton - WA

Jane Cobia - AL

Rich Nilsen - PA

Rex Anderson - NE

Denise Pheifer - WI

Faith Washburn – HI