

AASL Board of Directors

2004 ALA Annual Meeting
Orlando, FL
June 25, 2004

Session III

- Board Members Present: Dawn P. Vaughn, Fran Roscello, J. Linda Williams, Elizabeth Haynes, Virginia L. Wallace (*sitting in for Ann Martin*), Joanne M. Proctor, M. Jan Weber, A. Elaine Twogood, Sylvia K. Norton, Sara Kelly Johns, Kathleen V. Ellis, Jo Ellen Misakian, Dee Gwaltney, Claudia Myers, Cassandra Barnett.
- Board Members Absent: Ann M. Martin, Melissa P. Johnston, Carrie Gardner, Kathy Latrobe
- Staff Present: Julie A. Walker, Robin Ely, Jennifer Locke, Jared Cohen, Keidra Chaney, Andrea Parker, Steven Hofmann.
- Directors-Elect Present: Irene Kwidzinski, Floyd C. Pentlin, Janice Ostrom, Mary Ann Harlan, Patricia T. Bauer, Alison E. Almquist
- Directors-Elect Absent: Hilda K. Weisburg, Jim Hayden
- Guests and Observers: Rosina Alaimo

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- Call to Order** Session III of the AASL Board of Directors meeting was called to order on Tuesday, June 29, 2004 at 12:00 p.m. in room 311d of the Orange County Convention Center, Orlando, Florida by President Dawn Vaughn.
- ISS Brochure** Independent Schools Section Representative, Kathleen Ellis, presents to the Board the new ISS brochure.
- Board Orientation** President Dawn Vaughn presents a slide show that includes highlights of the 2004 Board Orientation Handbook.

Agenda Item #28
Strategic Planning
Proposal

President Dawn Vaughn presents the AASL Strategic Planning web page on the AASL website. Strategic Planning Sessions will be held at the 2005 Midwinter meeting for a full day on Friday and a half day on Saturday. The AASL office will alert the leadership as soon as the schedule is final so that everyone will have time to make travel arrangements.

**Mega Issue
Discussion**

President Dawn Vaughn breaks the Board and Directors-elect into smaller groups for discussion of Mega Issue Handout.
[transcription is attached]

**Election of At-
Large Member to
the AASL
Executive
Committee**

Sylvia K. Norton was elected as the At-Large to the AASL Executive Committee.

Motion
Resource Guides
Editorial Board

It was moved by Sylvia K. Norton to approve the AASL Website Resource Guides Editorial [Board] description as written.
Motion carried.

Motion
Adjournment

It was moved by Joanne Proctor to adjourn Board III at 3:01 p.m.
Motion carried.

Transcription of flip charts.

Introduction

We are going to practice knowledge-based governance by discussing an issue related to gathering information for the strategic planning process.

MEGA ISSUE

To what extent should non-member data inform our strategic planning process?

Phase 1

4 key Questions

1. What do we know about our members/prospective members/customers - needs, wants, and preferences – that is relevant to this decision?
2. What do we know about the current realities and evolving dynamics of our members' marketplace/industry/profession that is relevant to this decision?
3. What do we know about the “capacity” and “strategic position” of our organization that is relevant to this decision?
4. What are the ethical implications of our choices?

What do we wish we knew but don't?

Phase 2

What are our choices?

Pros & cons – choices and implications

Evaluate choices.

Implementation?

Tips

Dialog – explore what we know

1. Discuss for inquiry.
2. Suspend your natural inclination to immediately judge and sort.
3. Promise to ask and answer.
4. Own your answer.

MEGA ISSUE

To what extent should non-member data inform our strategic planning process?

Group 1

Key Question

What do we know about our members/prospective members/customers - needs, wants, and preferences – that is relevant to this decision?

Perceptions of Group 1:

- Generally care about whole profession
- Need support beyond confines of school
- Don't see connection
- Don't understand the process
- Difficult for LMS to participate at national level
 - Financial
 - Physical
 - Job related
 - Lack of knowledge
 - Perceived lack of need

What do we wish we knew but don't?

- We don't have hard data.

MEGA ISSUE

To what extent should non-member data inform our strategic planning process?

Group 2

Key Question

What do we know about the current realities and evolving dynamics of our members' marketplace/industry/profession that is relevant to this decision?

- Budget cuts, lack district support
- \$\$\$\$\$\$\$
- Don't know what organization has to offer – not priority
- Cut travel budget
- Focus conference as only benefit
- 10,000 members > Diverse Group > Representative

What do we wish we knew but don't?

- Percentage non-members have reason vs. "don't want" to be members.
- Information – do they need to be members; will they be active members?
- Percentage who belong to state who don't belong to national.

MEGA ISSUE

To what extent should non-member data inform our strategic planning process?

Group 3

Key Question

What do we know about the “capacity” and “strategic position” of our organization that relevant to this decision?

- State organizations – have tons of AASL non-members (prospective members) available to us through Affiliate Assembly leadership.
- Virtual and face-to-face access.
- State Affiliates survey data – identify groups.

What do we wish we knew but don't?

- Do most states have a method of reporting out data?

MEGA ISSUE

To what extent should non-member data inform our strategic planning process?

Group 4

Key Question

What are the ethical implications of our choices?

****BIG****

What do we wish we knew but don't?

- Non-members – would be stagnant organization if we didn't try.
- Why not?