

August 4-6, 2015 JEN Board of Directors Minutes of Meetings

Jazz Education Network (JEN) Board of Directors Meeting August 4-6, 2015

**Jazz Education Network (JEN) Board of Directors Meeting
Galt House, Louisville, KY
Tuesday, August 4, 2015**

Present:

Board Members – President-Bob Sinicrope, President-Elect-Caleb Chapman, Past President-Andrew Surmani, Vice-President-Bob Breithaupt, Secretary Monika Herzig, Treasurer Tim Fellow, Sharon Burch, John Clayton, Rick Drumm, Dan Flores, Dan Gregerman, Todd Stoll, Mary Jo Papich, Tony White
Operations Administrator Lou Fischer

The meeting was called to order by Bob Sinicrope at 8:40am

1. Welcome and Introduction of new Board members

- a. Bob S. welcomed the board and new members with his president's message from the recent newsletter. New board members Sharon Burch, Rick Drumm, Dan Flores and Todd Stoll were introduced by fellow board members.

Review of the Year:

- b. Review of the successful annual conference in San Diego
- c. Introduction of ground work for Women in Jazz Committee
- d. Selection of first EFCE/ JEN Fellowship at the Smithsonian with Katherine Williams
- e. Review of strategic Partnerships with Jam of the Week, DownBeat, JAZZed, JazzTimes, ISME, Smithsonian, Chamber Music of America, MFA renewed, others in planning and work
- f. Operations Administrator
- g. New Governance Structure
- h. New magazine partnerships with DownBeat and Jazz Times in addition to continued partnership with JAZZed
- i. Deepened our committee offerings
- j. Trad Jazz Project
- k. Operated in black to date
 1. New \$15,000 Grant from Herb Alpert Foundation for Outreach Programs
- m. Conference contracts are signed through 2023

2. Board Orientation Review

Bob reviewed the board decision-making process and Caleb reviewed the board service goals with emphasis on

the need for recruiting board members that are willing to serve as executive officers. New committee initiatives include providing committee reports in advance of the board meetings for review by the board in order to use meeting time for brief presentation and discussion. A template for reports will be provided in the near future and reports will be posted a week in advance of board meetings. Committee meetings need to be posted on the website. We should promote and strengthen the notion that committee membership is an important opportunity to be involved with JEN.

3. Nominating Committee – Caleb Chapman, Chair

Caleb reviewed the current slate of the board. One position is vacant due to the resignation of Cheryl Slay Carr and the terms of Tony White and John Clayton will conclude this year. Also one of our current Past Presidents on the Board Mary Jo Papich or Andrew Surmani will have their board term conclude next year. Several issues with board terms are not resolved yet and need to be clarified, such as initial shorter terms of board members who joined due to the resignation of another board member. Bob S. asked for nominations to fill the vacant position with a focus on skills in marketing, website development, or fundraising. Caleb pointed out that the net for new board members should be cast wide in order to recruit outside of our current network and add needed skills.

Action Item: Bob B. will create a list of unresolved board term issues to be discussed and decided upon.

4. Website Special Committee - Tim Fellow, Chair

The goal of the committee is to identify current needs and provide a task force. The current mandate includes:

- Determine exactly what is needed by the board, committees, and general membership (both current and prospective) from the website
- Prioritize those needs
- Explore and select the best available options/providers for website redesign and platform changes
- Set timelines for development and final implementation of the improved site
- Present the recommended actions and budget for JEN
- Board approval (and modify the plan/budget if so directed by the board)
- Oversee the execution of the website improvements

The top action items collected from stakeholder surveys are:

- Website facelift
- Shared directory
- Customer-relationship management capability
- Webpages specific for JEN constituencies

Top membership requests from the recent membership survey are:

- Jazz education knowledge base
- Jazz performers knowledge base
- Music business knowledge base
- Directory of webinars and how-to-videos
- Connecting teaching artists and schools/ colleges

Tim asked the board to provide him with samples of possible website designs. Todd shared his experiences from the Jazz at Lincoln Center website revisions and will share further info with Tim. A partnership with Livestream could facilitate conference livestreaming.

Action Item: Tim will present a final proposal with budget and timeline including best available options/providers by the January board meeting.

5. Scholarships and Awards – Mary Jo Papich, Chair

The committee selects the scholarships and various awards presented at the conference. Award winners for this year are selected, scholarships are in progress. Input for the LeJENds in Jazz Education award is requested.

Initiatives include increasing the outreach for nominations and applications, and revising the scholarship descriptions and rewards. Dan Gregerman will take over as chair of the committee. Lou and Todd suggested increasing the number of awards and reaching out to further donors and tie awards to the donors' name and/or company.

6. Research Committee – Monika Herzig, Chair

The research track at the 2015 conference included 28 presentation, 12 poster sessions, and three panel discussions. Scheduling for the 2016 conference includes 28 presentations, 19 poster presentations, and panel discussions on grant resources, women in jazz, and advocacy organizations. A Jazz Research Mapping Survey with 104 participants was completed and results were aggregated to document an international directory of jazz researchers, the different categories and content of jazz research, umbrella organizations, a directory of research publications and resources, and an overview on current needs. The inaugural winner of the Fellowship is Dr. Katherine Williams, a UK researcher who is working on research on Ellington's live recordings and will result in a publication with Oxford University Press.

Upcoming initiatives include:

a. Fellowship Participation

In order to increase the response rate for the JEN/EFF Fellowship at the Smithsonian, the callout needs to be published in the conference program, and distributed earlier to a larger network with longer response time.

b. Newsletter

Participants at the San Diego meeting expressed the need for a central collection of news items and monthly newsletter summaries similar to the Edward Asmus newsletter for music education. This will need website features that allow submission of news item and dedicated personnel to monitor and collate the newsletter. Another option is to integrate this as part of the JEN newsletters.

c. Mentorship

Furthermore, committee members expressed the need for mentorship opportunities for young researchers through a forum that connects researchers by topics and similar interests. Again, this will need interactive website features.

d. Publication

An ongoing discussion is the option of publishing the papers presented at the conference, preferably in digital format. In addition, members have expressed the need for listings of current research projects in order to find collaborators.

e. Collaborations

Collaborative sessions and information exchange with JFC and FMC is ongoing and a partnership agreement with JFC will help solidify the efforts.

f. Research Keynote

Finally, committee members suggested the addition of a research keynote speaker as part of a mini symposium at the conference as part of the research track. A recognizable name in the research community and themed exchange will be a strategy to raise attendance, submission, and participation.

Action Item: Monika will compile info and needs for website and communication tools and work with Lou on establishing a website forum and newsletter. She will also provide the 2016 Fellowship callout to be included in the conference program.

7. Outreach Committee – Mary Jo Papich, Chair

The committee is working on a variety of initiatives for community outreach during the 2016 conference under the leadership of Diane Downs. Over 20,000 students have been reached with this initiative up to date. Jazz2U grants supported by the Herb Alpert Foundation had 29 applicants reaching of 8,000+ audiences. There are approx. \$2,500 left for further grants for this year. Mary Jo requested a program blurb on the Jazz2U grants and outreach for the 2016 conference. Suggestions included getting appreciation letters from the schools and principals and providing informational pieces to the Music Achievement Council.

8. Website Committee Report – Gene Perla, Chair

The auto-renewal feature of the website is now operational. Member-to-member contact options are set up by member choice. The site is working smoothly and the committee recommends moving up to Drupal 8 soon.

Action Item: Gene will set memberships on yearly auto-renewal.

9. Finance Committee Report – Tim Fellow, Chair

Tim Fellow recently accepted the position of treasurer for JEN. The fiscal year ended on June 30. Total revenues for the year were \$ 442,056 with expenses of \$382,253 with a net income of \$59,803 and revenues increasing at a larger rate than expenses. After several flat years income is increasing due to accurate budgeting of expenses and conservative budgeting of income with additional sponsorship. Rick suggested defining success of the organization in order to identify the best metrics to measure progress.

Tim suggested the following initiatives:

- a. Improve accounting systems
- b. Improve budgeting methods
- c. Improve reporting processes
- d. Define key metrics

Lou pointed out that there are several dedicated volunteers who have worked at all conferences and are crucial to smooth conference proceedings. The long-term goal should be to support their work and their expenses. He presented the 2015-16 budget to the board. With conservative increases in membership dues and continued sponsorship, a net profit of \$37,210 is projected. Full Individual membership fees will increase from \$60 to \$75 and eJEN memberships will increase from \$35 to \$45. Furthermore options for free youth memberships were discussed. Corporate Partner membership fees will increase from \$500 to \$550 and Institution Partner

membership fees will increase from \$300 to \$350. The free youth membership should be advertised accordingly and applications need to include the name of the band director.

Action Item: Bob S. and Steve Holley will ask NAFME to include membership sign-up for JEN on their affiliate members list page. Change youth memberships for 18 and under to free and require director's name for sign-up.

Motion: Caleb moved that under the age of 18 membership should be free.

Second: Sharon

All in favor

10. Conference Report – Lou Fischer, Conference Coordinator

The 2016 Louisville conference will feature 72 concerts on 5 stages, 79 clinics in 7 clinic rooms, 43 performance clinics in the JENerations Jazz Festival, 29 research presentations and a 2-hour poster session with 19 posters. 9 presentations are featured during the Music Business symposium on Wednesday afternoon. 10 committee meetings are scheduled and several community outreach groups. Submissions increased to 461 total this year. 39 of the 159 performance submissions in the professional category were accepted. 18 out of 63 instrumental school groups and 4 out of 21 vocal school groups were accepted. The performance reviews are blind for each presorted category (pro, different school levels, etc). Of 132 instrumental clinics 71 got accepted. Stricter guidelines and video modules for crafting proposals will be developed for next year. Evening concerts include a regional focus on Wednesday.

The meeting was adjourned at 4pm.

Jazz Education Network (JEN) Board of Directors Meeting Galt House, Louisville, KY Wednesday, August 5, 2015

Present:

Board Members – President-Bob Sinicrope, President-Elect-Caleb Chapman, Past President-Andrew Surmani, Vice-President-Bob Breithaupt, Secretary Monika Herzig, Treasurer Tim Fellow, Sharon Burch, John Clayton, Rick Drumm, Dan Flores, Dan Gregerman, Todd Stoll, Mary Jo Papich, Tony White
Operations Administrator Lou Fischer

The meeting was called to order by Bob Sinicrope at 8:40am

1. Membership Committee – Steve Holley, Chair

The total membership is now up to 1678 which is an increase of 12.3%. A recent email blast to the College Music Society resulted in 16 CMS members joining JEN. A recent membership survey provides input in member requests, especially the need to develop additional benefits besides the conference. Suggestions for improvement include:

- reconnecting to the State Organizations
- reciprocal links with the partner organizations
- further develop the international and district program
- reaching out to females and minorities

- populate and promote the job board
- JEN mentorship for educators, educational materials

Membership renewal rate is at 23.5% meaning most members do not choose to renew their memberships. Steve suggested to facilitate auto-renewal, easy click-through options, and CRM capabilities for the website. The committee is creating a comparison charts with similar organizations on membership benefits that will help pinpoint new initiatives.

Immediate initiatives for the upcoming year are:

- streamlining the renewal process
- reaching out to new prospective members, especially minorities
- modifying the youth membership model
- develop regional JENerations Festivals

Mary Jo suggested reaching out to the NA/ME leadership for a membership collaboration as well as considering a collegiate chapter membership. Rick pointed out that the website doesn't provide attractive content for members. He suggested setting up JEN sponsored seminars at statewide MEA conferences. Finally some referral system is needed to bring in new members. Discussions focused on best strategies for website revision as soon as possible.

Action Item: Tim's website committee will complete a revision proposal by the January board meetings.

2. Personnel Committee – Mary Jo Papich, Chair

Currently JEN contracts with Operations Manager Lou Fischer, Marketing/ Communications Manager Marina Terteryan, Office/ Membership Manager Larry Green, Bookkeeper Lynda Chavez. A yearly review is in progress with current revisions to the contracts that specifies yearly objectives. The current system is working well. The only concern is the large workload for Marina and the job should be separated adding a second person to oversee Marketing. Since Larry Greene is the communications link of JEN with the membership, more inclusion of Larry in the board discussions was recommended to keep him updated. Dan F. recommended having the contracts reviewed by an Illinois employment lawyer in order to edit according to state laws before voting on and implementing suggested salary raises.

Action Item: Dan will connect with an Illinois law firm to review all employment contracts in collaboration with the Personnel Committee.

Motion: Mary Jo moved to approve the proposed amounts for compensation pending legal contract review retroactive to July 1, 2015.

Second: Rick

All in favor

Mary Jo presented a draft for an Executive Director Position. Bob B. cautioned that our current compensation capabilities don't attract the level of personnel needed for the organization and current investments should go towards developing the website and other needed organizational tools. Tim cautioned about the amount of workload for the incoming JEN president. Monika offered internship opportunities through the IU Arts Administration program. Todd suggested implementing a youth advisory board to engage the next generation. Bob S. reinforced the need of having a full-time executive supervising organizational tasks and implementation of vision.

Action Item: The Personnel Committee will continue to refine the Executive Director job description and report at the January board meeting.

The discussion on marketing focused on the need to define the content for marketing and creating a plan for multiple customer impressions. Rick will supervise the marketing strategy for the conference including a series of press releases in collaboration with Marina.

Action Item: Rick will contact Marina and implement the Marketing Strategy for the conference.

3. JENorosity Celebration – Michael Shirtz, Chair

Last year's celebration was successful, especially the video presentations. This year's celebration will be Friday, January 8 in the Jones Room starting 5.30pm. Casey Kruger is supervising hospitality. Wine service at the table will be a new feature. Silent Auction items will be promoted in advance of the conference in order to increase interest. Special efforts go towards inviting local leaders and possible supporters who are not yet members of the organization. Michael is asking every board member to provide a minimum of three names of people who should be invited to the celebration with invitations going out by October 1. The goal is to have 200 guests with ticket prices of \$100 for registered guests and \$150 for general guests. The committee is investigating best electronic devices and software for bidding and donations on-site. Recommendations from the board include reaching out to the local arts council and prominent artists, assign board members and JENbassadors (invited celebrities) to specific tables allowing attendees to choose their seating, and creating detailed budget reporting for the event. Bob S. encouraged every board member to make a yearly donation to JEN.

Action Item: Each board member will present three names to Michael Shirtz of people to invite to the JENorosity Celebration. You may also send the names to Bob S. who will forward them to Michael Shirtz.

Action Item: Each board member is requested to make an annual donation to JEN.

4. Education Committee – Sharon Burch, Chair

Sharon introduced her committee team and mission of providing teachers at any level with tools and resources. Current strategies include developing video clips, teaching resources, articles in multiple formats and publications, and strategic partnerships with jazz and non-jazz organizations. The initial list of goals was selected from collecting the biggest issues in their area from the committee members. After creating a prioritized focus the areas of instrumental jazz, collegiate instrumental jazz, vocal jazz, and strings were selected. Nic Meyer with additional volunteers created a series of clinic videos from the San Diego conference. Further videotaping will be completed at the 2016 conference. The key initiatives are (with the overall goal of a vibrant 24/7 JEN membership network):

- a. Design easy-to-use educational website pages
- b. Extend jazz education reach within and beyond the jazz world
- c. Arts integration

Suggestions include reaching out to Lexington and Cincinnati schools in addition to the Louisville area for the Saturday workshop participation and videotaping outreach programs on the state level throughout the year. Sharon is hoping to distribute educational materials by the presenters to the participants.

5. Membership - Larry Green Membership Manager, Office Manager

Larry reported full purchase of 28 exhibitor booths to date and table top purchase of 5 which is at a similar level to last year. He provided a detailed feedback report from the 2015 exhibitors. Rick requested collecting detailed demographic info on members and conference participants in order to have more attractive info for exhibitors online and at conference registration. John asked board members to encourage their colleagues with product available to purchase table tops and take advantage of the large amount of attendants in the exhibit halls. The board expressed their appreciation for the outstanding work.

5. Marketing Committee & Marketing – Vince Outlaw Chair, Marina Terteryan Marketing & Communications Director

Marina explained statistical tendencies about the newsletter metrics. The open rate is over 30% and unique clicks are content specific up to 28%. Non-members interact much less with the newsletter items and it might be helpful to target this group with a different newsletter. Marina suggested selling ad space in the newsletters as an additional income source. Rick suggested to collect detailed demographic info and investigate the option of selling rotating banner ads on the website. The committee leaders suggest a monthly webinar series as a way to create content and attract members. Marina suggests Fuse as the platform but she will provide a detailed analysis of a variety of platforms. Vince requests the option of starting a blog on the website. Vince pointed out that he's working closely with Marina on developing new marketing materials. They are moving forward on the Jam of the Week partnership and are working on some automation on social media posts. Rick reinforced the need to streamline the content with organizational needs and connect to the website and partners.

Action Item: Marina will provide guidelines and platform comparisons and work with Sharon, Caleb, and Monika in organizing a series of webinars as well as articles facilitated by board members. Marina will follow up with the board on guidelines on how to submit articles for the newsletter. Rick and Andrew will guide a series of news releases during the fall leading up to the conference and will set up a meeting time in the near future.

6. Jazz Industry and Business – Cheryl Slay Carr, Chair

Cheryl reported on the success of the initial 2015 workshop and the selection and programming process for the 2016 process. The seminar will take place on Wednesday, January 6 as a pre-conference activity with nine presentations. An initial webinar is scheduled on copyright issues in order to market the seminar.

5. Budget Vote– Tim Fellow

Todd suggested quarterly re-projections in advance of the budget vote.

Motion: Todd moved to accept the 2015/16 budget as presented to the board.

Second: Bob B.

All in favor

6. Jazz Audience Development – Bob Breithaupt Chair

The mission of the committee is to develop new audiences based on the Jazz Arts Group study with the data results now housed under the JEN umbrella and available on the JEN website. The goal is to use the website as a real-time tool to continue the conversation and development of the static data. A platform for such online communication is needed and in development. This year, JEN should provide a presentation at Jazz Connect.

Todd will pitch potential studies to the Harvard Business School.

Action Item: Todd will pitch potential studies to the Harvard Business School.

7. Women in Jazz – Mary Jo Papich, Monika Herzig, Bob Sinicrope, Sharon Burch

A committee is in formation with discussion on possible members and action. The initial meeting will be Saturday, noon at the 2016 conference.

Action Item: Bob S., Mary Jo and Monika will further pursue organization of the committee.

8. JENerations Jazzroots Ensemble – Kathleen Hollingsworth

Kathleen is proposing a collaborative ensemble at the New Orleans conference composed of student participants in the JENerations Festival and the conference that meets throughout the conference with clinicians and NO musicians. The result will be a final second line performance of a large ensemble.

Action Item: Lou, Bob S. and Caleb will further explore the logistics of this to see what is possible.

The meeting was adjourned at 5:20 pm.

Jazz Education Network (JEN) Board of Directors Meeting Galt House, Louisville, KY Thursday, August 6, 2015

Present:

Board Members – President-Bob Sinicrope, President-Elect-Caleb Chapman, Past President-Andrew Surmani, Vice-President-Bob Breithaupt, Secretary Monika Herzig, Sharon Burch, John Clayton, Rick Drumm, Dan Flores, Dan Gregerman, Todd Stoll, Mary Jo Papich, Tony White
Operations Administrator Lou Fischer

The meeting was called to order by Bob Sinicrope at 8.55am

1. Mentoring Committee, Into the Shed – Tony White Chair

Tony introduced the “Into the Shed” platform that connects teachers to students for private lessons. The perk for JEN would be a 1% commission of the 10% that the platform receives for any transactions by JEN members. “Into the Shed” offers promotional opportunities but it wasn’t clear what additional advantages are provided.

Action Items: Tony will share the written proposal for further discussion.

Tony proposed a mentoring session at the conference that provides an overview on the concept of mentoring, possible opportunities, and best practices in advance of the actual one-on-one process followed by continued guidance. The board suggested guidance materials in form of written templates and videos. In addition, stronger efforts should be made in letting possible mentees know about the program and draw in a larger amount of mentors. Further options are application options at the JENerations Festival and Keynote address.

Proposed next steps are:

- a. Preparing for auditions
- b. Careers in Music
- c. Networking
- d. Exploration

Action Items: Tony will explore best options on promoting the program and providing templates for the process. A committee meeting is scheduled for Thursday, 1pm at the conference.

2. EOS Business Plan Discussion - Rick Drumm, Board member

Based on the book “Traction” by Gino Wickman, Rick presented some suggestions on best business practices, a holistic system of simple tools that facilitate a successful business. It includes six key components:

- a. Vision – where, why, how
 - core values (3-7, reflecting who you are)
 - core focus (your unique ability)
 - 10-year long-term goal
 - marketing strategy, proven process (from first customer contact to delivery)
 - 3-year picture: intended profit, goals for success, customer demographics etc.
 - 3-7 goals that absolutely need to be achieved (rocks) for the next 90 days, to be reviewed every ninety days

Going through the steps will result in a 2-page document to be shared with everyone in the organization

- b. People
 - aligned with core values, established with people analyzer
 - get it, want it, capacity (skills/ intellect/ intuition/drive): GWC
 - accountability: through the integrator (process-oriented/ data-driven) harmonious flow and balance between sales/marketing, operations, financial is secured – integrator is supervised by the visionary (creative/ ideas)
 - LMA – Leadership/ Management/ Accountability defined for each major role, assignment of ideal personnel
- c. Data
 - 5-15 most important measurables and how is success defined
- d. Issues/ Barriers to Success
 - IDS – identify all issues and define/ prioritize, discuss possible solutions, solve by making a final decision
 - Implementation will be assigned to a specific person with timeline
- e. Process – 20% of processes that drive 80% of activity, make sure everyone follows the process
- f. Traction/ Execution
 - Rocks – 90-days most important goals to be achieved
 - Recurring 90-day meetings with sharing of success and experiences, obstacles, rock review, customer/employee headlines, to-do list based on communal agreement, cascading messages, evaluation with ratings of accomplished tasks
 - Results: accountability, visibility

The goal is an 80%+ effectiveness in each key component. Most organizations start with a 20-40%

effectiveness. For implementation of this process the Traction is identified first with the goal of defining the vision and period revisiting of assessments and strategies. Rick offered to implement the program for JEN at no cost to JEN if desired.

3. Rick Condit Phone Call

Bob S. led the board in announcing and congratulating Rick Condit on receiving the 2016 JEN President's Service Award

4. JENerations Jazz Festival Committee – Rob Klevan Chair

Currently 25 groups are signed up for participation in Louisville, mostly High School groups, 8 college groups, and 3 community ensembles. The goal is 43 participating ensembles, possibly recruiting local groups in the Louisville area. The discussion focused on possible barriers for participation as there should be even larger interest in such a unique opportunity to work with pro clinicians. Caleb encouraged the board and the committee to increase efforts in recruiting groups. The partnership with Music for All will help with volunteer needs. Todd suggested working with the large touring companies especially for New Orleans as a recruitment tool. The JENerations JENeral session needs to be promoted better to the participants possibly through participation requirements.

Action Item: Board members will pass on the names and contact info of tour companies to Rob, starting with the exhibiting companies. Caleb will work with Rob on creating a schedule of events for the participants that they are expected to attend to be provided in advance of the conference. The schedule will include the JENerations General session, Jam of the Week sessions, and recommended clinics especially targeted to students.

5. Fund Raising & Development Committee – Kathleen Hollingsworth Chair

Kathleen sent out thank you cards to donors at the Gala dinner. She created a series of donor solicitation letters on a quarterly basis. Current initiatives include live painting in Louisville. New members will be added to the committee in order to provide support for further initiatives. The board expressed their appreciation for her volunteer work. Lou provided overall income/ expense comparisons for the past conferences with a discussion of tendencies that influence the financial success, such as weather, location, timing, etc. Sponsorship opportunities for the conference will go up on the website asap.

6. Strategic Partnerships – Bob S.

Bob provided a summary of strategic partnerships that have been completed or are in progress. Completed: ACDA, CMA, DownBeat, Jazz Times, JazzEd, IASJ, ISME, Jam of the Week, Music for All, Musicfest Canada, NafME, PAS,

In Progress: Casio, JazzConnect, Rutgers Jazz Institute,

To Be Considered: Grammy Foundation

The goal of the partnerships are larger participation and membership for JEN and higher visibility for the organization, exchange of advertising and collaborative advocacy.

Action Item: Bob S. will work with Bob B. and Mary Jo to complete partnerships with those organizations in progress.

Meeting was adjourned at 12:20pm

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