

## January 2 and 6-7, 2013 JEN Board of Directors Minutes of Meetings

### Jazz Education Network (JEN) Board of Directors Meeting Wednesday, January 2, 2013

**Present:**

Dr. Lou Fischer, Willard Jenkins, Dr. Darla Hanley, Andrew Surmani, Rick Kessel, Bob Sinicrope, Caleb Chapman, Rubén Alvarez, Dr. Monika Herzig, Paul Bangser, Mary Jo Papich, John Clayton, José Diaz, Judy Humenick, Bob Breithaupt

**President Andrew Surmani called the meeting to order at 9:20am**

**President's Welcome**

President Andrew Surmani welcomed the board and guided them through the JEN conference app features. He also reminded everyone of the various committee meetings in AT 226 throughout the Conference and the Open Board Forum, Friday, 9:00am-9:50am in AT226

**Treasurer's Report – Rick Kessel**

The organization is growing with \$201,398 actual revenue through 12/30/12, an increase of approx. \$31,000 from last year. Expenses have increased to \$115,384 due to higher costs in Atlanta and the JENerations Jazz Festival. Net Profit YTD is \$86,013, very close to last year. In summary, revenues are rising, expenses are rising, net profits are stable but slightly down from the peak and Rick recommended to reevaluate the budget after the conference to determine future directions. Mary Jo and Bob S. encouraged the board to pursue and contribute to the fundraising efforts. Eventually, the goal is to have a stable foundation with an endowment and less reliance on conference income. All JEN financial information is available to members on the website on the Finance Committee landing page.

**Membership Report – provided by Larry Green, Membership Manager**

As of January 1, 2013, we have 7% more paid registrations than Louisville, but less than expected and 19% under New Orleans. The JENerations Jazz Festival brought in about 400 extra registrations.

**Website Committee Report – Gene Perla, Chair, Steve Cole, Collaborator**

The website has been redesigned with only a few more clean-up issues. As soon as the conference is over, the website will move to a dedicated server and to Drupal 7, which will allow implementation of further planned features such as the music player. Marina reported that additional content is in development, such as historical information, festival listing, links to blogs, etc, and invited everyone to share ideas and feedback. Gene also encouraged finding dedicated helpers with access to the website who can complete tasks as needed.

**Mentor Committee Report – Willard Jenkins, Chair**

Willard asked all initial board mentors to provide a short summary of their first-year experience. Reports revealed mixed results, with several productive relationships as well as problematic relationships that had to be resolved due to interest, distance, and other reasons. Willard pointed out that the initial selection process was mainly based on geographic proximity and interest based on assignments by jazz band directors. For the second round, an application process was established that also included high schools. Due to low application numbers to date, the deadline will be extended throughout the conference and promoted at all sessions. Further suggestions included printed materials to be sent to colleges and schools.

### **Open Board Meeting Agenda for Friday**

Andrew suggested a meeting agenda talking about the organizational structure, website, having all board members introduce themselves and their committees and initiatives, explaining financial details, the status of our strategic planning, introducing the JEN Guidebook app, and then asking for comments and questions. Additional suggestions included a slide summarizing all Outreach programs.

### **Conference Report - Lou Fischer, Chair**

Lou reported on a few technical difficulties with stage setup and equipment delivery and last-minute rescheduling. Many volunteers come from participating student groups, especially Capital University, and Lou encouraged band directors to engage their students in volunteering at the conference. The site has been set up with a variety of banners and posters in order to brand JEN extensively and announce the upcoming Dallas conference.

Mark Benson from "The Rush Stage" video company reported on the history of his company and licensing procedures. Rights management, revenue tracking, and revenue sharing are built into their site allowing performers, groups, composers, and advocacy groups to add and monetize content. For JEN, The Rush Stage has created an online page that includes a discounted virtual pass, content available for purchase and viewing. All clinicians and performers have been contacted about clearing recording rights for their performance/clinic and only those who responded will be recorded and included on the website. Purchased content is available in a cloud locker without time limits. Performers/Clinicians will have free access to their own presentation.

**The meeting was adjourned at 3:30pm**

## **Jazz Education Network (JEN) Board of Directors Meeting Sunday, January 6, 2013**

### **Present:**

Dr. Lou Fischer, Willard Jenkins, Dr. Darla Hanley, Andrew Surmani, Rick Kessel, Bob Sinicrope, Caleb Chapman, Rubén Alvarez, Dr. Monika Herzig, Paul Bangser, Mary Jo Papich, John Clayton, Judy Humenick, Bob Breithaupt

**President Andrew Surmani called the meeting to order at 9:50am**

### **Marketing Committee Report – Marina Terteryan, Chair**

Goals for 2013 include increasing membership, promoting the 2014 conference, increasing the value content of the website, securing donations and grants, promoting initiatives and setting individual goals, setting up a marketing team, and working closely with the different committees to understand all initiatives. Marina will pursue those goals by communicating very closely with the membership and board to facilitate collecting and exchanging information needed. Rick offered to share the mailing lists of 50,000+ music educators from Symphony Publishing as a JEN marketing tool. Marina demonstrated her branding materials for the 2013 conference. She is hoping to increase marketing support by increasing the size of the marketing committee, finding interns, utilizing more graphic design help from Symphony, and sharing resources from the board and members for content. The upcoming JAZZed spread in the March issue will include a conference recap, information about initiatives, value-added articles, and multimedia content. Marina reported a 12% increase in Facebook likes and 43% increase in Twitter followers since August. Materials to be created are Save the Date postcards for 2014, JEN info flyers, and banner ads for affiliate sites. Multimedia content will come from The Rush Live, the Jazz Video Guy, and JEN photographers.

*Action Item: Send out a letter mailing to solicit donations for JEN, utilize the monthly eBlast from Symphony Publishing for JEN news, and create materials for the San Diego conference ASAP.*

## **Music for All**

Andrew discussed the meeting with Eric Martin of Music for All. The collaboration agreement will be simplified and revised especially in reference to limiting opportunities for launching branded groups and camps. The goal is to form a strategic partnership rather than co-branding for further marketing exposure.

## **Billy Strayhorn Songs**

Billy Strayhorn Songs, Inc. offered a proposal for their 100th Anniversary Celebration. It includes suggestions for celebration activities at the 2015 conference. Bob S. asked to ensure that session applications will be submitted as part of the official application process in order to secure all needed data and equal opportunities for all.

## **Report from the Research Outreach meeting :**

The initial meeting was well-attended and successful. Monika presented a variety of suggestions of activities and will prepare a proposal for Monday to add a Research Interest Group as a JEN committee.

Bob B. presented the opportunity to become the repository of the data collected by the Jazz Audience Initiative (JAI) as the grant cycle will end in May. This will open the doors for further grants and audience research opportunities.

**Motion: Bob B. moved that JEN will become the repository for the JAI data and documents.**

**Second: Willard Jenkins**

**Motion passed, all in favor**

## **Strategic Planning Discussion**

Bob Breithaupt and Judy Humenick have revised the draft from August keeping the initial segments intact. The plan will be circulated to all board members for further input. The final plan should be put into a framework document that can be easily presented as an overview for the organization.

## **Conference Review**

Overall, the conference went very well and received enthusiastic feedback from attendees on the future of the organizations. The JENerations Jazz Festival was extremely successful and was also helpful for increased traffic to exhibitors. Suggestions of issues/ improvement opportunities from board members include:

lowering the number of clinics and having smaller rooms for better atmosphere  
revamping the registration process with separate lines for exhibitors, clinicians/performers, and attendees  
increasing the number of volunteers, possibly covering some of their housing to increase the commitment  
moving the afternoon exhibit hours earlier to allow ample time for lingering in the exhibit hall  
keeping all events on-site, rather than using an outside venue, and increasing the number of jam session opportunities  
identifying presiders in further advance of the event and encouraging stronger commitment from the presiders of sessions  
adding an overall rating of the conference to the app and following up with a survey to attendees  
increasing the attractiveness of the JENeral Session by including well-known performers, including the composition showcase, moving it to a daytime session early in the conference  
changing the Gala to a reception event where the honorees have an opportunity to speak while the awards will be presented in a short ceremony at the evening events, and having the scholarship winners encourage share their thoughts about their award, background in music, and what jazz means to them to inspire potential donations from attendees at the Gala, capitalize on the marketing opportunities to showcase JEN initiatives at the event (e.g., PowerPoint photo montage/show of mentors, outreach, past conferences, Award recipients; posters, JEN postcards on tables)  
including an office space for conference workers throughout the conference

## **Bylaw Changes**

There needs to be clarification on whether an appointment to a partial term counts as serving a full term. The board discussed the pros and cons of board members possibly serving up to 9 years.

**Motion: Caleb moved to not apply a partial term appointment to the official 3-year term limit**

**Second: Paul**

**Bob B. provided the following wording for the amendment:**

**Vacancies: Midterm vacancies that occur on the board shall be filled by the board for the remainder of the vacant term, which partial term shall not be counted for the purposes of the limitation on terms as designated in the Bylaws.**

**Motion passes, all in favor**

**Motion: Paul moved to apply the same conditions for officer terms**

**Second: Bob S.**

**Motion passes, all in favor**

### **Festival Development Committee Report – Caleb Chapman**

28 ensembles participated, with two vocal ensembles, 12 combos, and 14 big bands. There were 26 clinicians, who spent time as volunteers in the clinic room. Suggestions for improvement next year include unique branding as well as making the JENeration session an official event, secure clinicians earlier, expand to three stages in 2014 with dedicated stage managers for each, increase festival volunteer staff, provide a feedback mechanism from adjudicators to schools, clearer training and objectives for clinicians, and providing well-defined instructions to participating schools. Overall, feedback for the festival was very enthusiastic from adjudicators, attendants, and students alike.

### **Discussion on Evening Concert structure for 2014:**

**Motion: Bob B. moved that JEN will transition to a three-group format for the evening concerts with the option to expand if resources allow**

**Second: Lou**

**Motion passes, all in favor**

**Meeting adjourned at 5.15pm**

## **Jazz Education Network (JEN) Board of Directors Meeting Monday, January 7, 2013**

### **Present:**

Dr. Lou Fischer, Willard Jenkins, Dr. Darla Hanley, Andrew Surmani, Rick Kessel, Bob Sinicrope, Caleb Chapman, Ruben Alvarez, Dr. Monika Herzig, Paul Bangser, Mary Jo Papich, John Clayton, Judy Humenick, Bob Breithaupt. Office Coordinator, Larry Green

**President Andrew Surmani called the meeting to order at 9:15am**

### **Education Committee Report – Darla Hanley, Chair**

The committee had a variety of suggestions to add educational content and resources to the website. Darla discussed the Education Committee Open Forum session at the conference and demonstrated an idea for JENbook, which would include profiles for jazz artists in a social media/facebook style. The committee will solicit college faculty of jazz history classes across the United States to contribute content in form of profiles created as class projects to be uploaded to the site. Further ideas included practical resources and teaching materials, possibly published on the website.

*Action item: Board members should submit content items, teaching articles to Darla, she will work on the programming aspect*

### **Personnel Committee Report - Lou Fischer, Chair**

The contract for JEN's marketing assistant Marina Terteryan is up for review in July and the committee discussed her workload and results in order to determine effectiveness and needs and a possible income raise. Marina's branding efforts for the conference have been very effective. Her tasks and deadlines are available in a Google Drive doc supervised and determined by the president.

*Action item: Rick will work closely with Marina on streamlining work with Symphony Publishing. All board members will be proactive in sharing news and content items. Marina and Andrew will work closely on finding internship help for marketing and graphic design.*

**Motion: Lou moved to increase Marina's salary by \$2,000.**

**Second: Rick**

**Discussion: John amended the motion to an increase of \$3,000. Lou clarified the long-term personnel plans, which includes hiring an administrative assistant after the next fiscal year.**

**Amendment Second: Bob S.**

**Motion passed with amendment for an increase of \$3,000, all in favor**

### **Research Committee Proposal**

The newly formed committee will work towards the mission of providing a platform for jazz research with the following proposed activities:

- Facilitate a peer-reviewed research track at the JEN convention, including poster sessions and book presentations
- Facilitate a peer-reviewed online journal for jazz research
- Create a funding program for jazz research
- Create a platform for finding and storing research articles and resources
- Extend the JAI initiative by becoming a repository for the data and findings and facilitating further research related to the initiative

*Action Item: The official committee will be formed and information on members will go to Andrew to be recorded on the website. An application for research sessions at the 2014 conference will be included along the performer and clinician applications with similar deadlines.*

**Motion: Bob B. moved to create a Research Committee**

**Second: Lou**

**Motion passed, all in favor**

### **Nominating Committee Report - Bob Sinicrope**

The board discussed strategies to strengthen the effectiveness of all committees with recorded minutes, periodic meetings and reports. Other suggestions include official recognition through meetings and ribbons of committee members and leaders at the conference and encouraging activity and leadership beyond the board.

Three board openings will come up by June 30 and nominations will be open by February. Bob encouraged feedback on the best way to keep a balance with developing leadership and getting new board members.

### **Membership Committee Report - Larry Green, Chair**

Larry is proactive in recruiting territory reps in the US as well as internationally. Representatives from Canada, South Africa, England, Australia, Israel, Norway, and more were present at the conference and expressed interest in taking on leadership in their countries. There is a need to have more membership info on the website, possibly divided into general information and more exclusive information. Membership has increased from 1,299 last year to 1,481 this year, which means a 14% increase. Purchases on the website also create data profiles that can be mined for JEN communication.

The Membership Committee had a variety of recommendations on membership levels and benefits. The first recommendation is to eliminate the two eJEN categories and combining them into one \$35 eJEN membership.

**Motion: Lou moved to have only one eJEN membership level at \$35 effective immediately**

**Second: Mary Jo**

**Motion passed, all in favor**

The second recommendation was to not eliminate the \$100 school/festival membership level and combine it with the \$50 affiliate membership level as proposed earlier. Instead value should be added to this level of membership.

**Motion: Lou moved to not change the school/festival membership level.**

**Second: Judy**

**Motion passed, all in favor**

The third recommendation is to increase the 12-17 age student membership to \$15.

**Motion: Judy moved to increase the student membership level as proposed.**

**Second: Caleb**

**Motion passed, all in favor**

The fourth recommendation is to increase the membership level for affiliate member groups to \$35 from \$25, rather than the proposed \$50. With the strengthened territory rep system more groups are expected to join at this level.

**Motion: Bob S. moved to raise the affiliate membership level to \$50**

**Second: Judy**

**Motion passed, all in favor**

The fifth recommendation is limiting the access benefits of affiliate secondary members related to the option of applying for presenting at the conference. They will still have access to the website and be eligible to attend the conference.

**Motion: Lou moved to eliminate “participate” from the affiliate membership description, meaning JEN would disallow applying for presenting opportunities at the conference at that level.**

**Second: Judy**

**Motion passed, all in favor (Bob B. left just before this motion)**

Lou encouraged discussions on increasing the full membership dues from the current \$50 level.

**Motion: Caleb moved to increase the full membership dues to \$65.**

**Second: Rick**

**Willard amended the motion with a raise to \$60.**

**Second: Judy**

**Motion passed, all in favor**

*Action Item: Membership Committee should work on all membership levels for increased benefits.*

## JENerations Committee Discussion - Mary Jo

A separate session, the JENerations session for any members under age 35 was implemented at this year's conference with Gordon Goodwin as the keynote speaker. There were about 80 audience members and it was received with great enthusiasm.

*Action Item: Increase number of applications for scholarship awards and provide information on those awards for the festival participants.*

## **Scholarships & Awards Committee Report – Mary Jo Papich, Chair**

The process was streamlined this year by having one application form for all scholarships and having the committee matchup awardees with the best award. The cover art contest will now be open to colleges and the call-out should be distributed widely. More funding will be secured for the scholarships. An acknowledgment for leaving board members should be implemented as well as an official nomination procedure for the LeJENds of Jazz Education. Mary Jo suggested to donate \$200 to the Atlanta Music Project as part of the JENerosity Project. This year's outreach program was limited by schools not being in session. A virtual outreach program was established in collaboration with Alan Molnar and received more than 200 logins per day. A regrating program will go online soon to support fees for JEN member clinicians at JEN member schools.

## **Fundraising & Development Committee Report – Paul Bangser, Chair**

Plans include stronger definition of financial needs and setting goals for all areas of fundraising. In addition, those needs should be communicated with promotional materials for each program. A "Donate Now" button is now active on the website, powered through a secondary donation company.

*Action Item: Strengthen the donation site with more options to donate to specific programs and strengthen info materials for each program with photos and videos. The committee will pursue appropriate grants and contacting corporate donors now for Dallas. Social networking and blogs will be a focus in collaboration with Marina. The board should pass on any leads and contacts for possible sponsors to the fundraising committee.*

## **JENerations Jazz Festival – Caleb Chapman**

Estimated contributions of the festival component in Dallas will be about \$15,000. Applications will be available in February. There will be dedicated stage managers for each stage during the festival, adjudicators will be recruited from conference attendees.

**Motion: Lou moved that a \$150 stipend should be provided for all stage managers and audio personnel (excluding the production company) for 2014.**

**Second: Mary Jo**

**Motion passed, all in favor (present Bob S., Judy, Monika, Willard, Rick, Caleb, Mary Jo, Lou)**

## **Presidential Advisory Council Report – Andrew Surmani, Chair**

The committee members are listed on the website. Six members attended the meeting at the conference. Future plans include yearly meetings at the conference and communication throughout the year via conference calls. The diverse group will provide input and suggestions.

**The meeting was adjourned at 12.45pm**

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