

January 7-11 JEN Board of Directors Minutes of Meetings

Jazz Education Network (JEN) Board of Directors Meeting January 7-11, 2014

Tuesday, January 7, 2014

Present:

Paul Bangser, Bob Breithaupt, Cheryl Slay Carr, Caleb Chapman, John Clayton, José Diaz, Dr. Lou Fischer, Dr. Darla Hanley, Dr. Monika Herzig, Rick Kessel, Bob Sinicrope, Andrew Surmani
Mary Jo Papich, Judy Humenick, Ruben Alvarez delayed due to inclement weather.

Meeting called to order by President Andrew Surmani at 9:20am

- President's Welcome – Andrew Surmani

Andrew guided everyone through the JEN 2014 Guidebook App and the various features. Attendees are able to see schedules, view maps, add photos, connect through social networking, and sign up on the mailing list. The hashtag is #JEN14. He encouraged the board members to attend the JEN Committee Service Orientation Meeting, Founders Reception, JENeral session, JENerations sessions, and the Open Board Forum. In addition, he provided everyone with Presenter Guidelines and JEN Talking Points.

- Membership Committee Report - Stephen Holley, Chair

Stephen H. sent a detailed report on current member data and current benefits. There has been a slight decline in total membership from 1,488 to 1,376 and nearly half of the 2013 members are new members. The new online platform and CRM program is needed to mine more detailed data about membership and set up the best renewal system possible. Rick suggested considering hard copy renewal letters combined with donation requests as they have been very effective in his experience in the past. Darla suggested focusing on reaching college students and educators through a variety of mailing lists from affiliated organizations. Monika suggested using the *College Music Society* directory for a comprehensive list of contacts.

Action Item: Monika will find out more details/format/cost of the directory for possible use.

- Jazz Audience Development Committee – Bob Breithaupt, Chair

A letter of agreement with JAG has been signed. A committee will be formed with special focus on Audience Development as soon as all data is transferred to JEN.

Action Item: Bob will form a committee with special focus on audience development initiatives. The information from JAI needs to be integrated into the JEN website.

- Jazz Research Committee – Dr. Monika Herzig, Chair

A research track has been implemented with 34 presentations at the 2014 conference, peer-selected from 70+ submissions. The second callout meeting is Friday at 1pm and a standing committee will be formed. Next steps include implementing poster presentations at the conference, a “Best Practices” session for research, continued Jazz Audience Research/Initiative sessions, possibly new book publications sessions, and research publications on the website and in JazzEd magazine.

Action Item: Monika will identify space needs for a poster session and best publication procedures. For next year, shorter slots for research presentations could provide space for more presenters.

- Collaboration Proposals – Andrew Surmani

Andrew presented the proposal from the Billy Strayhorn Songs, Inc. to celebrate the upcoming Centennial in 2015. The proposal includes a variety of clinic/performance submissions for next year’s conference and possibly a photo exhibit. Foundation leaders will be encouraged to submit proposals to the 2015 conference. The need to implement procedures on how to present and respond to similar celebration requests was discussed. Also, celebrations should be specific to localities as applicable.

John Hasse, Curator of American Music at the Smithsonian Institute, wants to connect with members of the JEN board to discuss collaboration options of JEN with the Smithsonian Institution. There will be several meetings at the conference.

Andrew provided an update on the *Music for All* (MfA) Strategic Partnership Agreement. Issues included competing honors jazz ensembles and the Summer Symposium. *Music for All* has agreed to allow JEN to present their own honors jazz ensemble except for a big band at the HS level since they are already doing that. Further clarification on the right of presenting combos on the national level is needed. Rick suggested putting a committee together to analyze logistical needs for hosting honors ensembles at any level. Caleb emphasized the importance of reaching out to MfA’s large membership and student/educator demographics. Andrew suggested having a discussion inside the JJF Committee and presenting a final recommendation on Sunday. Several similar partnerships have been solidified over the past year already.

- Board Slate Review – Bob Sinicrope

Bob S. reviewed the board election process. Monika and Darla’s term are complete this year. Mary Jo or Lou are up for re-nomination for the Council of Past President’s seat on the board. Bob encouraged inviting new board members who are willing to serve as officers. The need to include more board members with business skills was also discussed.

- Treasurer’s Report – Rick Kessel

Rick K. offered a presentation/overview of the *JEN 2013-2014 Financial Report* (Note: This report covered the period through December 1, 2013). Net income revenues are ahead of budget at present (as well as funds in the JEN bank account):

Actual Revenues in 2012-2013 YTD were \$130,654
Actual Revenues in 2013-2014 YTD were \$179,522
[Increased revenues by \$49,522 over 2012-2013 actuals]

John C. reminded the Board that although the financial picture is healthy, everyone should contribute to the organization to advance our work. Andrew offered a reminder that the JEN budget is available on the website. Rick continued with a presentation/overview of *JEN Financial Procedures* reviewed by the Finance Committee during their last meeting (1/6/14). Lou walked the board through the specific language/edits in the *JEN Financial Procedures* that were recommended by the Finance Committee for input and discussion (*i.e.*, clarifications of roles, titles, steps) in an effort to tighten procedures and reflect practices.

Motion: Lou moved that all of the changes to the *JEN Financial Procedures* document as prepared by the Finance Committee be approved as presented

Second: Bob S.

All in favor, Motion approved

- Jazz Industry & Music Business Committee - Cheryl Slay Carr, Chair

Cheryl S. introduced this committee and reminded everyone that it was mentioned in the October JazzEd publication and is just getting started. Accordingly, Cheryl offered an overview of music business – including a video of bassist Ron Carter to prompt the discussion and engage the board. The board discussed the need to highlight the business/industry as related to jazz performance and education – and see this group as a unique aspect of JEN moving forward. This new committee will provide a vehicle for member benefits in the form of essential information, insights, and practices. Cheryl S. is seeking members and will strive to populate the committee during the conference (and beyond). Recommended topics include business for teachers, copyright/legal issues, industry roles and working conditions for musicians, as well as offering clinics and webinars.

- JENerations Jazz Festival Committee – Caleb Chapman, Chair

Caleb reports significant and exciting growth and development to this component of the conference, including a dedicated crew to support the sessions, an impressive roster of clinicians, and increased enrollments/participants (35 groups) with more large ensembles than in the past. (Note: Four groups were comped—2 assisting with volunteers for the conference and 2 international groups: Hong Kong and Israel to assist with their participation). Lou shared that all JJF student participants will receive a personalized name badge card that allows them to go to the JEN website to register themselves as members. This registration opportunity will be open to them through the weekend. Caleb shared that D’Addario generously sponsored the three venues, thus contributing \$6,000 to the 2014 conference.

- Conference Report - Lou Fischer, Conference Coordinator

Lou offered an overview of the schedule, board commitments/roles, etc. In addition, he reviewed the hotel floor plan and location of registration, production, conference office, public relations, JENerations Jazz Festival venues and green rooms, gala, JENeral sessions, clinic rooms, stages, etc. Additional volunteers have been added this year including Capital University and San Jacinto Community College student interns (Capital students receiving credit for their participation). In addition, many volunteers are coming from the University of North Texas. Lou offered thanks to Bob S. and all who worked to select performers and clinicians. Thanks for sponsors for providing pianos, drums, Latin percussion, amps, etc. All Hyatt sleeping rooms are full with further attendees reserving rooms in several overflow hotels.

- Guidebook Conference App – Andrew Surmani

Andrew led the Board to confirm individual installation of the Guidebook App, personal schedules, reminders, and so forth. All updated their devices to include presiding commitments, general sessions, committees/open forum meetings, etc.

- Exhibitors – Lou Fischer

Lou showed the exhibit area diagram—outlining the location of the JENeral Store, food court, tables, booths, etc. The exhibit area is sold out (with 3 empty booths removed). Lou discussed badge access and security to ensure that equipment/items and attendees are safe and secure. Board members received exhibitor assignments to thank them for their contribution and were asked to review the JEN talking points.

Meeting adjourned at 5:25PM

Wednesday, January 8, 2014

Present:

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

Meeting called to order by President Andrew Surmani at 9:30am

? Education Committee Update – Sharon Burch, Committee Chair

Sharon has worked with a committee of representatives at every teaching level from general, instrumental, and vocal music/jazz teaching to pinpoint the current educational needs. The vision is to have JEN as a year-long resource and networking opportunity with the opportunity of the conference to meet in person. JEN is in a central position, similar to the Common Core State Standards, to bring those standards together with jazz as a creative, process-oriented, universal art form

Goals:

- higher value of jazz
- integration in any music degrees
- integration at all levels of music teaching

Strategies:

- communication tools
- correlations to core standards
- workshops
- articles in a variety of journals
- website pages: standards connection, repertoire list, video clips, list of programs
- event listings
- shared directory of JEN members

There will be a variety of gatherings throughout the conference to solicit further input from JEN members that will help guide the proposed goals and strategies.

? Website Status Update - Gene Perla and Steve Cole

The original JEN website was launched 2008 using Drupal software. Problems arose when switching from Version 5 to 6 in 2010. Gene and Steve have solved most issues except still lingering issues on communication

and creating detailed reports. Currently, migration to Version 7 is in progress with projected completion by mid-January. New features available are the ability to generate comprehensive reports, availability on more mobile devices, communication tools, a new shopping cart, and more. The committee is able to stay in the original budget of \$15,000 and transfer to Version 8 (when available) will be much more cost-effective.

Immediate needs: automatic renewal, February clinic/performance/board submissions

Action Item: Each committee chair needs to put together current needs and plans for the website in an outline by January 22. All proposals will be compiled and prioritized by the board.

? Personnel Committee – Andrew Surmani, Chair

(Lou Fischer recused himself from the meeting during this discussion)

The board discussed the responsibilities of the three part-time JEN contractors and reviewed current performance and payment levels. After this term, one of the past presidents, Lou Fischer or Mary Jo Papich, will move to the council of past presidents. The board also discussed the possibility of adding an additional independent contractor position to provide conference coordination and other services. A motion was made on the terms to offer for this work.

Sunday, January 11, 2014

Present:

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

Meeting called to order by President Andrew Surmani at 9:20am

1. Education Report – Sharon Burch, Chair

The planning meeting was very productive and should be extended in time allotment at the next conference. Subcommittees were able to plan out strategic steps and will send surveys to a variety of large mailing lists of music educators. ACDA will feature regular columns in their publication throughout the year and a JEN booth at their bi-annual national conference. In addition, they will share their resource list for vocal jazz. They are moving forward in creating the best strategies to cover the needs expressed in the vocal as well as instrumental area and there is a lot of willingness to help. Advocacy and resource video clips will go on the website. Judy Shafer is working with the Arts and Integration subcommittee.

2. Fundraising Committee Report – Paul Bangser, Chair

The solicitation mailing to the membership in December has resulted in about \$4,000 in donations to date. Donation payments are now enabled on the website, set up through Razoo.com for a very reasonable service fee. Gala donations and raffle sales amount to approx. \$3,000 so far, and additional donations will be solicited at the Gala. A portion of the sales from the newly published Jazzer's Cookbook, a project coordinated and edited by Mary Jo Papich, will be donated to JEN. Options for sending thank-you gifts for donors were discussed as well as offering opportunities to support specific programs. In addition, there was a general discussion of monetary donations by board members. Also, there was a discussion of our ongoing search for grant funds, and the need for funds to match the NEA grant for the trad jazz project being undertaken in coordination with TJEN (Traditional Jazz Education Network).

Action Items: A form letter in recognition of the donations needs to be sent to the individual donors as well as in-kind donors. It needs to be a hard copy and should come from our bookkeeper. Rick needs a list of all in-kind donors.

3. Marketing Committee Report – Marina Terteryan, Chair

Marina compiled a list of marketing projects, timelines, time needed, results, goals, outlets, audiences, and board approvals for Fiscal Year 2013-2014. She spent about 500 hours on various projects and is hoping on more help. A to-do list for 2014 is drafted with immediate tasks of conference recap, press releases, ad-campaigns for California, and more to be filled in soon. In order to streamline the workload, she created templates for known tasks that can easily be filled in with the information needed and completed. Lou recommended establishing deadlines and contacts for specific tasks. The hashtag stream has been very active. *Action Items: Marina needs help with the newsletter, gathering help with JazzEd magazine content, social media content, doing research, and graphic design. She will be on skype every Thursday from 1-3pm to communicate on needs and tasks.*

4. Research/ JAI Initiative

There were 34 research presentations throughout the 2014 conference including a presentation with Future of Music Coalition representative Jean Cook with Bob Breithaupt and Monika Herzig, discussing advocacy needs and the role of JEN in collaboration with JazzConnect. Next steps include:

Conference: expanded track with shorter slots, poster presentation, standing ‘Best Practices’ session

Committee: solicit a variety of experts, work on mapping exercise for the field, create callout/peer-review committee, explore publication needs, find grant resources

Website: create further resources, interactive forum, and publish segments from mapping exercise

Action Items: Meeting schedules, room needs, poster presentation needs, standing meetings need to be sent to Lou soon. The mapping project will be explored/scheduled next. The callout for submissions will be distributed to a wide variety of e-mail lists.

5. Jazz Business Committee – Darla Hanley

Discussions focused on definitions and a possible forum as well as presentations at the conference. Further topics included educational business side, 101 sessions, jazz advocacy, a column in JazzEd Magazine, possible webinars, and mentoring. Overall it’s a large field and specific tasks will need to be defined.

Action Item: Committee leader Cheryl Slay will formulate committee members and further content.

6. JENerations Jazz Festival – Caleb Chapman, Chair

Caleb showed a picture show, administration was supported by Rob Klevan, Del Lyren, and Scott Wilson, as well as hosts, sound techs, and runners. 21 big bands, 11 combos, and 3 vocal groups participated this year, a total of 42 slots were available. A large variety of clinicians volunteered to work with the students.

Accomplished goals from last year include a new logo and unique branding, integrating the event with the conference, expanding clinicians and number of stages, expanding volunteer staff, a feedback form, 5 grad students from Florida State who compiled photos and videos, and D’Addario as sponsor who provided \$75 certificate vouchers for accessories for each participating school.

Action Items: improve ability to capture student JEN memberships, easier website access with helpful information, stronger marketing efforts in order to sell out slots, consider having dedicated JJF clinicians, increase attendance, brand and integrate jam session with the festival

Motion: Lou moved to accept the partnership agreement with Music for All

Second: Mary Jo

11 in favor, one abstention, motion passed

7. Conference Site for 2018 and 2019 – Lou Fischer, Conference Coordinator

Dates – January 3-6 or 10 – 13 for 2018, and 9-12 for 2019

Hospitality Provider Network has assisted in finding suitable spaces. Options are:

Dallas – Hyatt, with slightly higher room rates

Louisville – Galt House, but we will be there in 2016

Jacksonville - Hyatt, but FMEA is very close to conference time and would cause conflicts with possible attendants and exhibitors

Reno – Grand Sierra Resort, asking only \$89 per room, free hotel shuttle service, all rates are cost-saving, free guidebook app, plus many other amenities & concessions.

Motion: Bob S. moved to accept the offer from Reno for January 3-6, 2018

Second: Bob B.

All in favor, motion passed

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